2022-2025 STRATEGY of CEAS
Center for Strategic Evaluation and Analysis – **CEAS**

Context:
The tense international situation, both from a socio-political and health point of view, has revealed various needs, once ignored or even unexpected. The COVID-19 pandemic has accelerated the digitalization of economies and societies. The global health crisis has highlighted the gaps and inequalities in Internet access, highlighting the urgency and importance of digital inclusion. Although much progress has been made in overcoming red tape (beaureaucracy) and digital gaps, the challenge remains complex and multidimensional, and the increasing need for digital control over sectors such as population records, migration, the labor market, energy and others has become more obvious than ever.

Companies are now in the midst of the fourth industrial revolution, also known as **Industry 4.0**. Failure or delay in adapting and adopting the benefits of Industry 4.0 can have costly consequences for both companies and society, as well as missing key opportunities for gaining new competitive advantages. Technologies such as cyber-physical systems, the Internet of Things (IoT), Cloud computing, Artificial Intelligence and Machine Learning or Cognitive computing offer many benefits such as creating a virtual replica of the physical world to simulate various operating scenarios and make decisions accordingly.

There are many digital technologies that are specific to Industry 4.0, such as location detection technologies, 3D printing, smart sensors and advanced human-machine interfaces. To encourage their use, governments need to change their priorities by adopting policies that focus on prioritizing technology literacy across the education system to feed a new technically competent workforce. New skills and the continuous improvement of existing ones are key elements in the equation of preparing a society not only to face changes and challenges, but also to overcome new barriers with differentiating impact.

Artificial Intelligence (AI) and data science are already transforming many areas and has the potential to respond to citizens' needs in new ways, from traffic management or healthcare to processing tax forms.

New approaches to AI over the last decade, especially the use of deep learning neural networks, have led to new features of AI, such as the ability to recognize complex patterns, optimize for specific results and make automated decisions.

In turn, **data science** uses advanced computational techniques that facilitate the analysis of massive volumes of data through which complex statistical models can be designed to address concrete problems and find practical solutions to the challenges facing society and the business environment.

The CEAS Center was established in 2021 in order to combine traditional methods of information analysis with the latest trends in the field, aiming to integrate emerging technologies in the process of data and information analysis to bring rigor, accuracy and comprehension to the process of traditional analysis and to support the decision-making advantage of the decision-making authority.

The Center for Strategic Assessment and Analysis – CEAS uses advanced methods of data analysis, including large ones, in order to support better understanding of trends, thinking

scenarios and identifying the best decisions in situations important to the well-being of communities and / or organizations for the decision makers (private and / or public).

Mission:
The Center for Strategic Evaluation and Analysis – CEAS of ICI Bucharest supports the decision of managers in the private and / or public environment to make the best decisions of good governance, security and community and / or organizational well-being through relevant analyzes, made by innovative methods of analysis.

Objectives:
- Providing relevant, useful analysis products and tools;
- Identified cyber disinformation and influence campaigns with the help of advanced technologies;
- Multi-source collection, cataloging, interpretation and monitoring of data and information;
- Visualization and exploratory analysis of large data;
- Integrated advanced technologies in the analysis of multi-source information;
- Optimized information flows in order to control the volume and variety of data;
- Generated knowledge databases to group, organize and complete analysts' ontologies.

Services portfolio:
1. **Complex and personalized research reports, in different fields, on the dimension** of organizational culture, activity performance, to identify future directions of action of the organization or in other areas of interest to the organization, made with methods of:
   - **Statistical analysis:** for the evaluation and study of the situation presented from an objective point of view
   - **Qualitative analysis:** evaluation of the information provided by the participants, intended for the study of subjective items**.**

2. **Consulting services**
   - Our team has IT skills and experience to help develop the strategy and execute it.
   - Active involvement to meet the strategic and operational needs of each client.

3. **Organizational development**
   - Our experts provide support in the development and implementation of business strategies;
   - Our strategy development solution ensures that activities align with long-term aspirations, vision and purpose. Market research identifies key issues, opportunities, and threats that affect an organization's business model;
   - We work together to refine the organization's core purpose and vision and to establish the key strategies needed to achieve its goals

4. **Analysis and studies on various topics;**

5. **Use of machine learning for predictive models in different fields (climate change, modeling macro-economic factors, etc.);**

6. **Analysis of sentiment in social media (Twitter, Facebook, etc.);**

7. **Training courses.**

Resources of the Center for Strategic Evaluation and Analysis - CEAS:
- **Human resources** - multidisciplinary experts and specialists, both horizontally (disciplines such as Cyber Security, Cyber Strategy, AI, modeling, optimization, software engineering, cloud services, etc.) and vertically (business management, consulting, project management and product management , system architecture, system engineering, governance, etc.);
- **materials / equipment / infrastructure** - equipment made available within ICI Bucharest, such as Cloud Computing Center, Competence Centers, Research & Innovation Labs, Cyber Security equipments, etc.
- **capital** - self-financing, through projects, consultancy regarding access to funds and financing, facilitation of access to financing programs, etc .;

To sum up:
The Center for Strategic Evaluation and Analysis – CEAS within ICI Bucharest is a reliable partner and a complementary resource designed to support management processes, governance and decision makers in determining effective strategies for achieving organizational goals and sustainable development.

Through the defined processes, the resources involved and the portfolio of services, CEAS Center supports the achievement of various strategic and management objectives of organizations, such as performance measurement, benchmarking, analysis of variations, recommendation and suggestion of corrective actions and alternative strategies, improving quality factors and / or or quantitative organizational processes.

Through expertise in strategic assessment and analysis, the process of determining the effectiveness of a strategy designed to meet specific objectives can be improved whenever necessary. Strategic evaluation, through its process of control, feedback and review, fully contributes to the success of strategic management processes.

In order to meet the new challenges in the current context of technological acceleration and to adapt effectively to strategic changes, identifying the barriers and limitations of current strategies and recommending specific actions is an essential component in any organizational management.

For this purpose, the Center for Strategic Evaluation and Analysis – CEAS within ICI Bucharest is a sustainable resource in this transformational societal context.