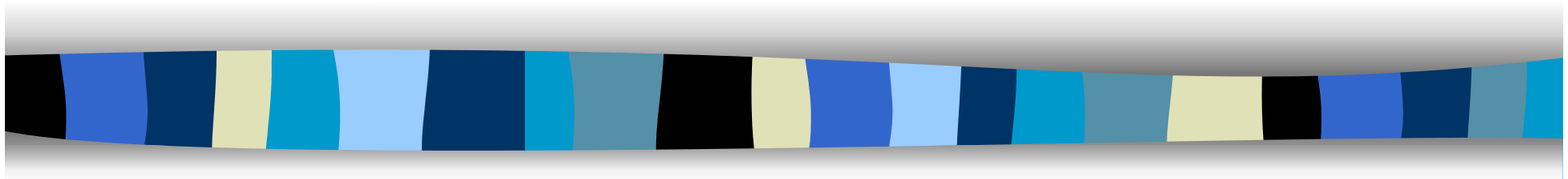


Competitive Intelligence & Internet



Dr. Kanchit Malaivongs

Technical Information Access Center

16 December 1999



Contents of the Presentation

■ **Overview of the Competitive Intelligence**

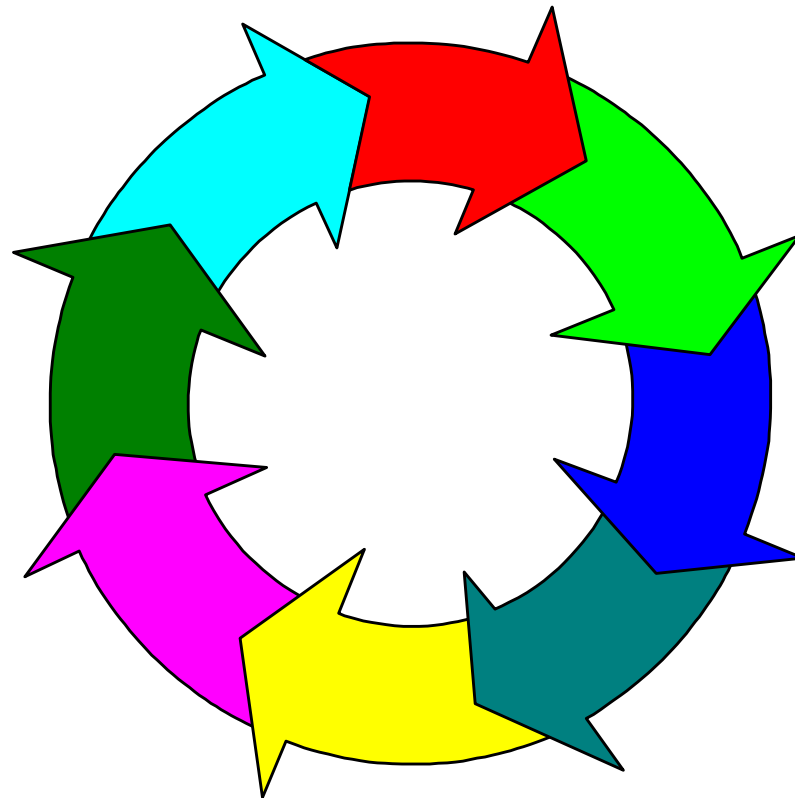
■ **Internet Tools and Techniques**

■ **Use WWW for Business Intelligence**

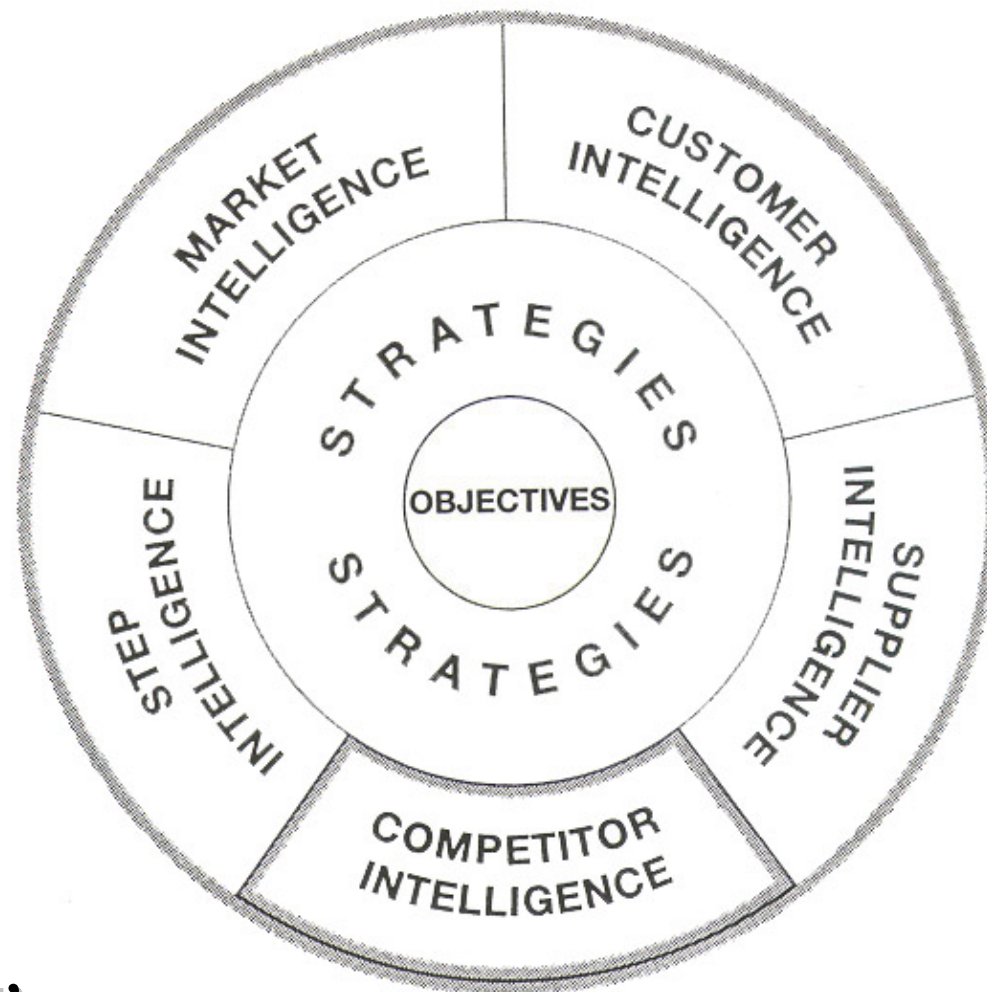
■ **Internet Security**

■ **Conclusion**

Overview of Competitive Intelligence



Total Intelligence Requirements



Pollard's



Needs for Competitive Intelligence

- **Increasing Competition**
- **Increased size of markets**
- **Increased pace of changes**
- **Increasing size of companies**
- **Greater access to information**
- **Development of search engines**
- **Expansion of the Internet**



Uses of Competitive Intelligence

- Strategic planning
- Plan adjustment
- Early warning
- Sales promotion
- Strategic support
- Competitive action plans
- Key account management



CI for improving business performance

- Increase own sales
- Reduce competitors' sales and profits
- Obtain higher prices
- Decrease own costs
- Improve defensive strategies
- Identify joint venture or take over opportunity



5 P's of Competitive Intelligence

■ **Plan**

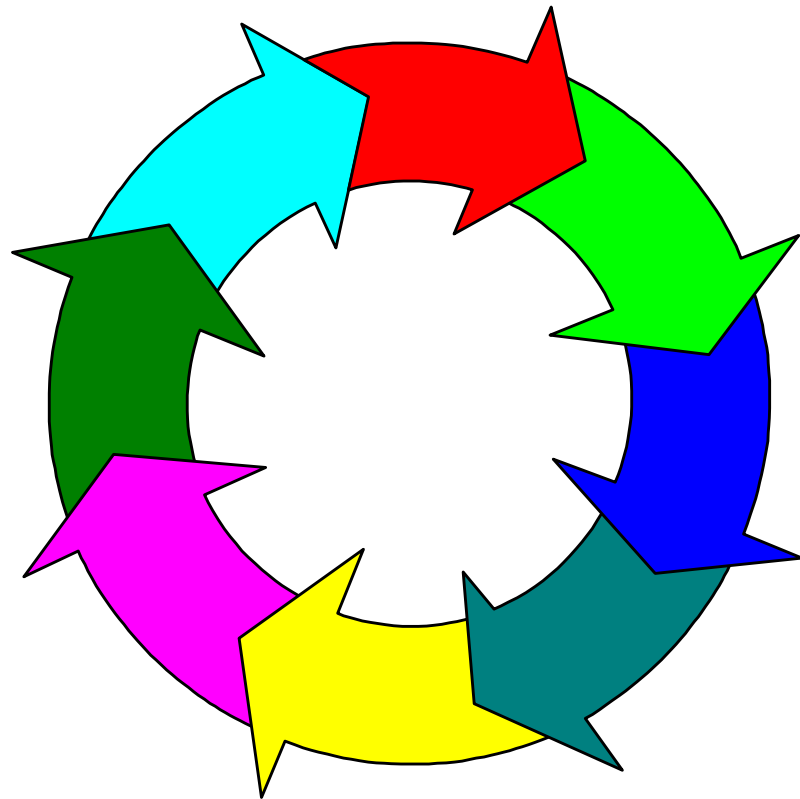
■ **People**

■ **Position**

■ **Processes**

■ **Performance**

Internet Tools and Techniques





Internet

- **Largest computer network**
- **Provides connectivity to home, offices, schools, universities, companies, industries, corporations, government organizations**
- **Provides several services: email, telnet, information search through WWW**



World Wide Web

- **Mechanism for public relations,
advertisement of products and services,
provide information both internally and
externally**
- **A basis for e-commerce**
- **A tool for competitive intelligence**



Requirements to search WWW

- **Needed information is there**
- **Search engine is available**
- **Know what to search**
- **Know how to search**
- **Sense to tell whether information is true**



Information in the WWW

- **Market data for products**
- **Public relations materials**
- **Staff directories**
- **Current news**
- **Government information**
- **Press releases**
- **Article reprints**
- **White papers**



Information not accessible in WWW

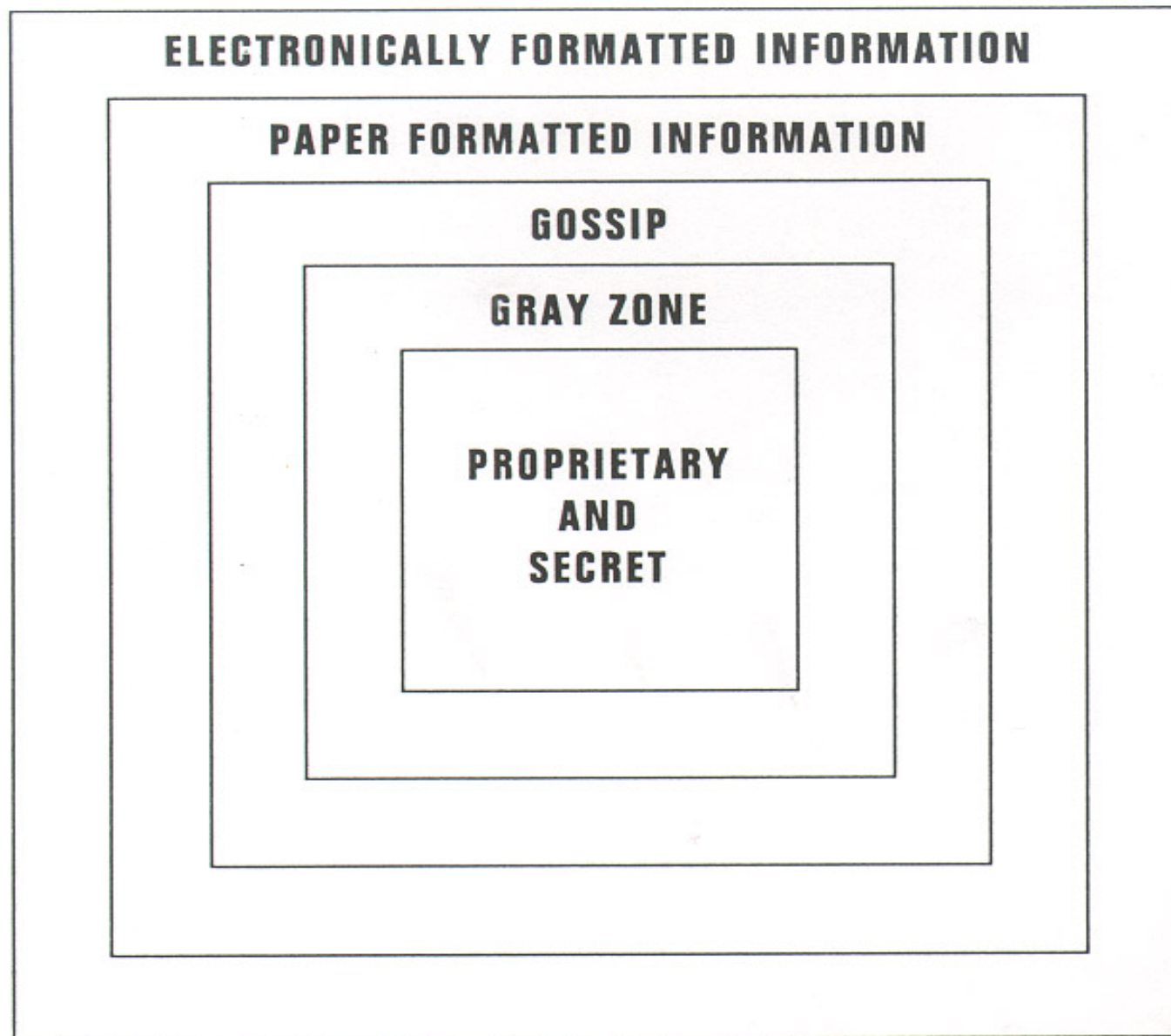
■ **Trade secrets**

■ **Commercial databases**

■ **Copyrighted materials (can be accessed by
authorized members)**

■ **Fee based learning materials**

Friedman's





Important notes for WWW search

- **URL (Universal Resource Locator) is an address of the website**
- **Information can be text, picture, voice, sound, video clips or animation image**
- **Relevant software is necessary to obtain information put in different formats**



HTML

- **All information and documents are stored in the form of hypertext**
- **Hypertext is the information with links to other documents in such a way that it is easy to point and click at the indicated words and the linked document will be displayed**



Web vocab

■ **Website is where we store our web pages**

■ **Webpages represent information as a set of short documents which fit in a few screens.**

Each screen is equivalent to a webpage

■ **Homepage is the first webpage of any website**



Search Engine

- Many web pages contain search engine
- A program embedded in the web that allows one to search for information by keywords or phrases in documents and return a list of documents containing these keywords
- Sometimes means the system for searching



Browser

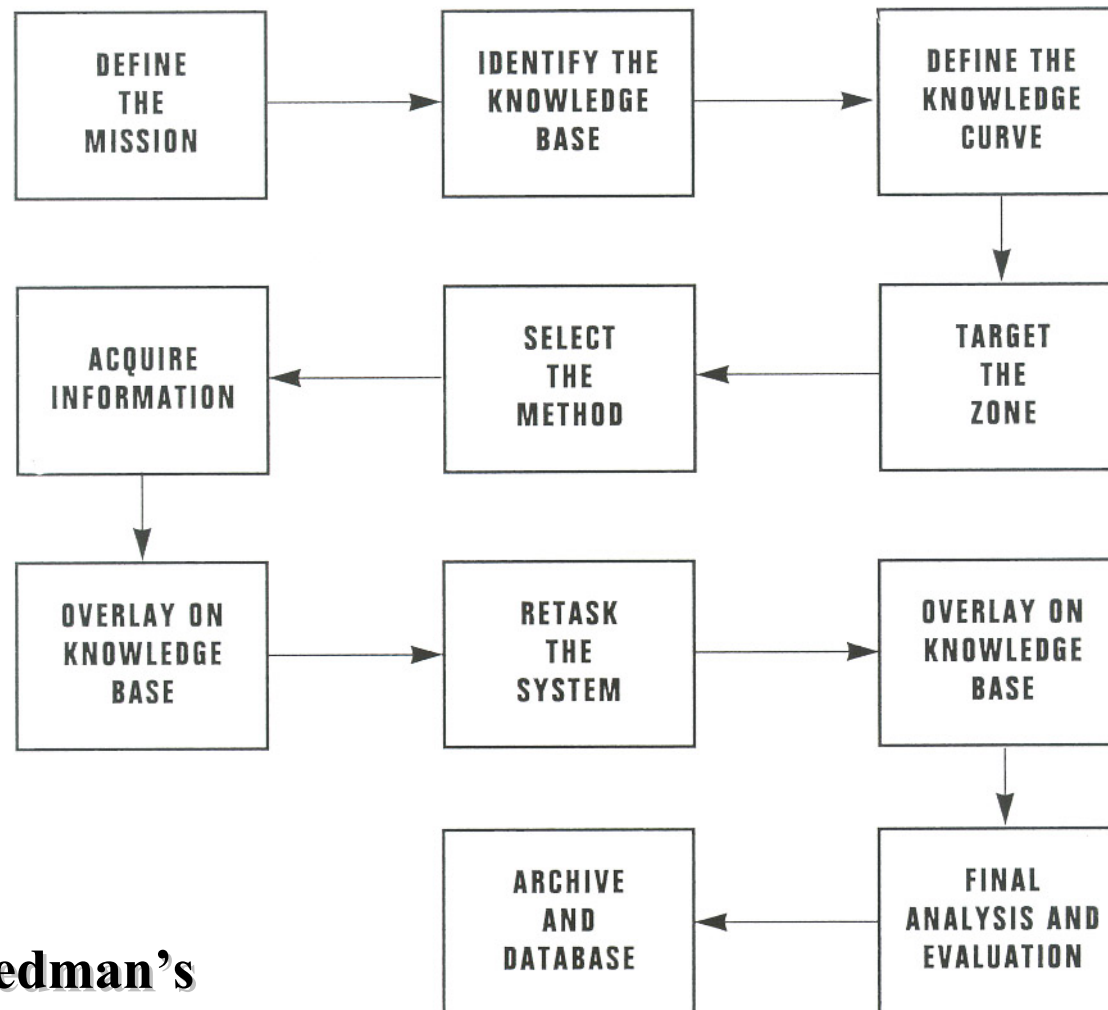
- **Software applications used for locating and displaying webpages**
- **Modern browser can display multimedia including text, graphics, sound, and video clip**
- **Short for Web Browser**



Key factors for search success

- **Efficient search engine (uncontrollable)**
- **Ability to provide exact match terms to the search engine**
- **Size and contents of the database**
- **Frequent updates of the database**

The Intelligence Process



Friedman's



Types of search engine tools

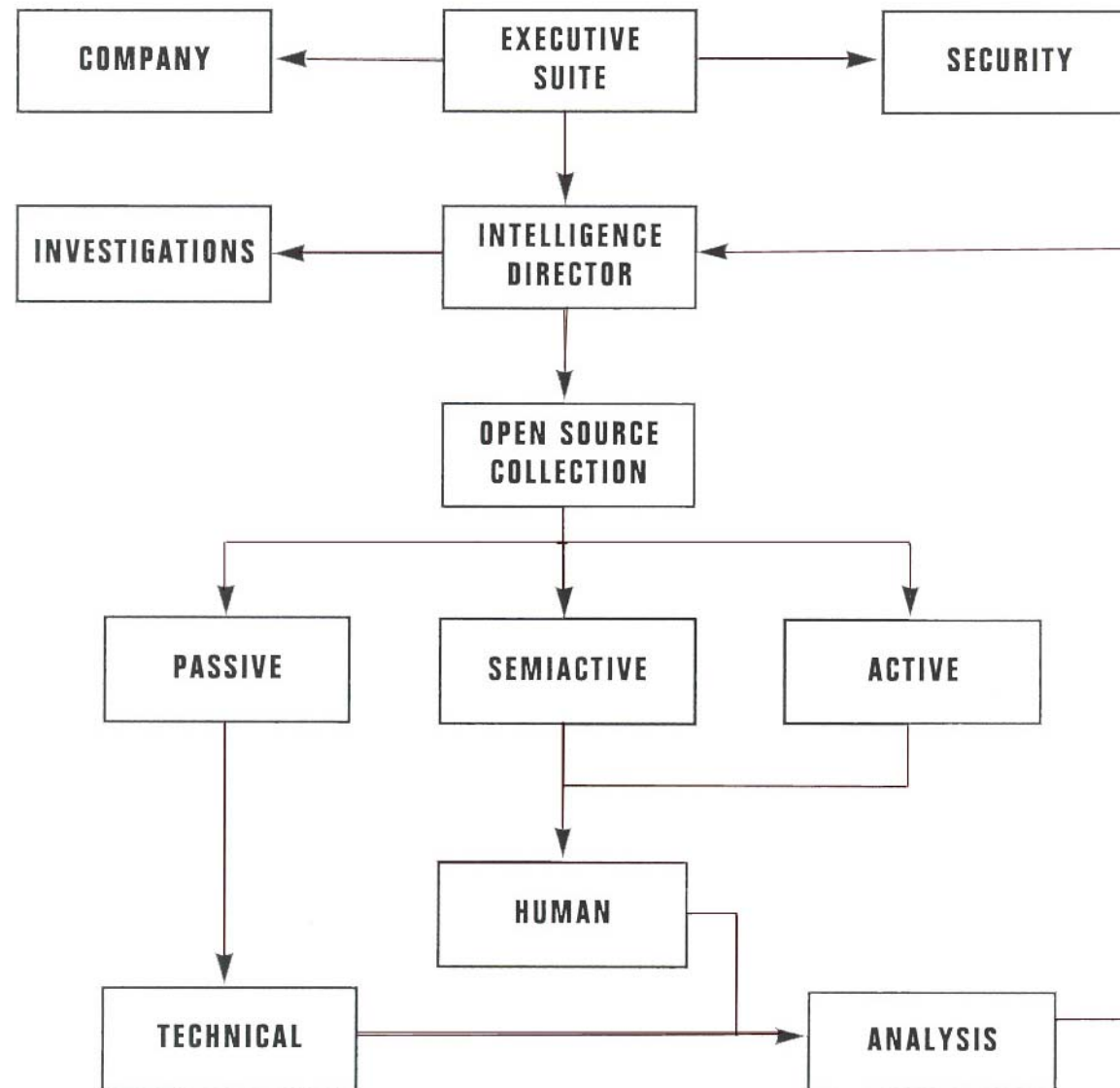
■ **Keyword search engines**

■ **Subject directories and guides**

■ **Meta search engines**

■ **Subject specific search engines**

The Business Intelligence Organization





Use of Internet for CI

■ 1996 survey of Jean L. Graef of the Montague Institute:

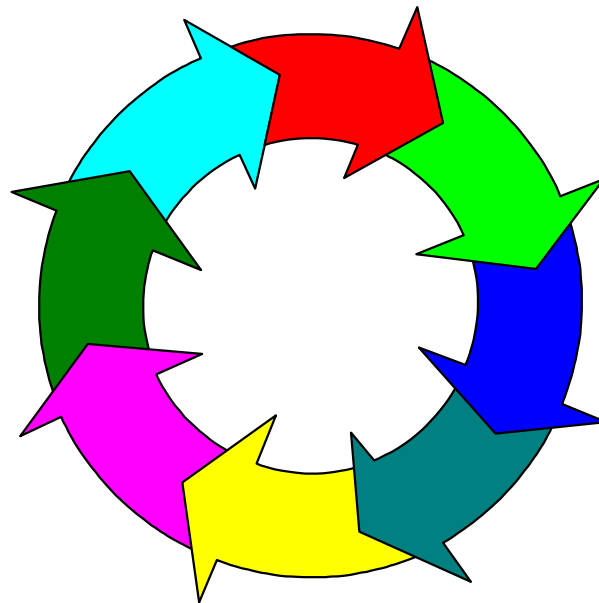
- Search for published information 55 %
- Collaborate with colleagues 50%
- Internet is extremely important for CI 30%
- Locate expert 23%
- Identify new products and services for consumption of the department 23%
- Saving money on fax and courier cost 23%



Needs on Internet skills for CI

- **Information hunting skills 55%**
- **Reviews and evaluation of Internet information resources 55%**
- **Protection of information in Internet 45%**
- **Hands-on instruction on Internet 45%**
- **Info on impact of Internet on Company 33%**
- **Webmaster skills 23%**

Some Useful Sites





Some useful websites to explore

■ Australia:

- [**www.nla.gov.au/oz/gov/**](http://www.nla.gov.au/oz/gov/)

■ Canada

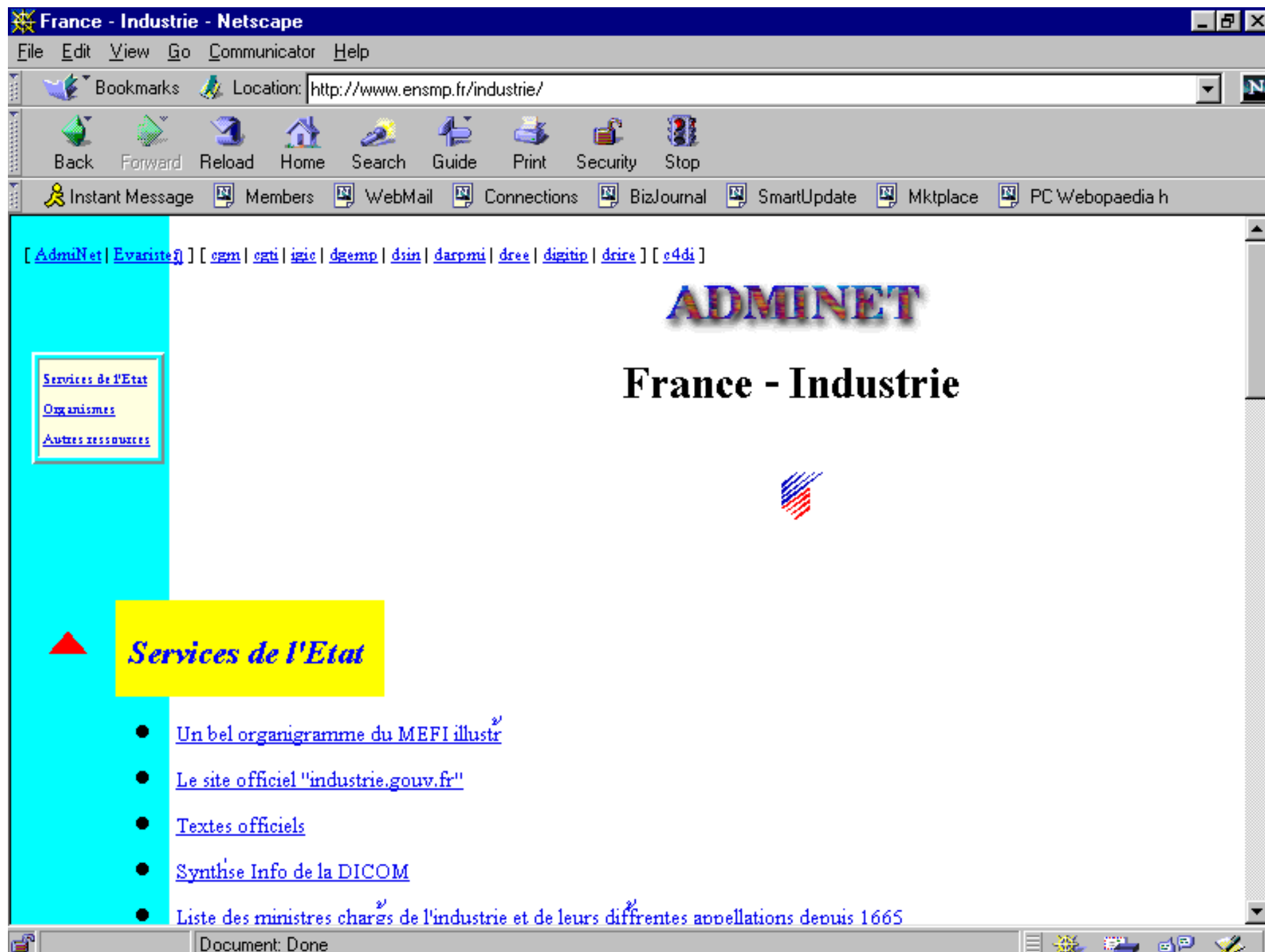
- [**info.ic.gc.ca/opengov/**](http://info.ic.gc.ca/opengov/)

■ France

- [**www.ensmp.fr/industrie**](http://www.ensmp.fr/industrie)









Some useful websites to explore

■ Germany

– www.dFin.de/

■ Israel

– www.israel.org/mfa/home.asp

■ Japan

– www.miti.go.jp











Some useful websites to explore

■ Singapore

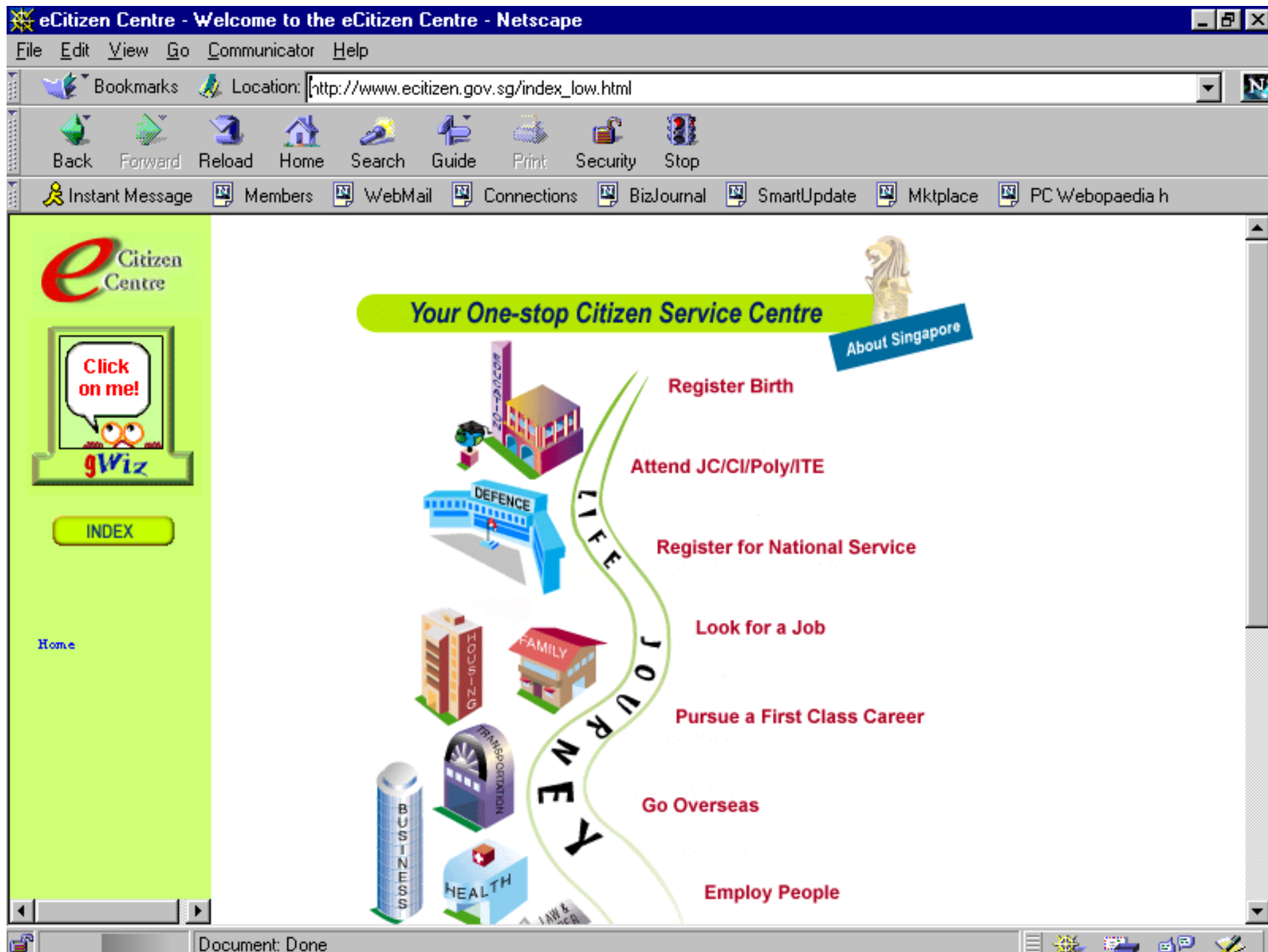
– www.ecitizen.gov.sg

■ Taiwan

– www.asiaitreport.com

■ UK

– www.open.gov.uk/index/ogindex/htm



open.gov.uk - organisation index (a-b) - Netscape

File Edit View Go Communicator Help

Bookmarks Location: http://www.open.gov.uk/index/orgindex.htm

Back Forward Reload Home Search Guide Print Security Stop


Instant Message Members WebMail Connections BizJournal SmartUpdate Mktplace PC Webopaedia h

text navigation

[home](#) | [what's new](#) | [organisation index](#) | [topic index](#) | [search](#) | [feedback](#) | [help](#) | [client services](#) | [W3c standards](#)

open.gov.uk

organisation index



This is an alphabetical listing of uk government bodies on the internet. Click on the letter to take you to the appropriate section.


If you do not know the name of the government body which produces the information you require why not use the [topic index](#) or the [search](#)

DALTONS

Find a Business

Pub

Search

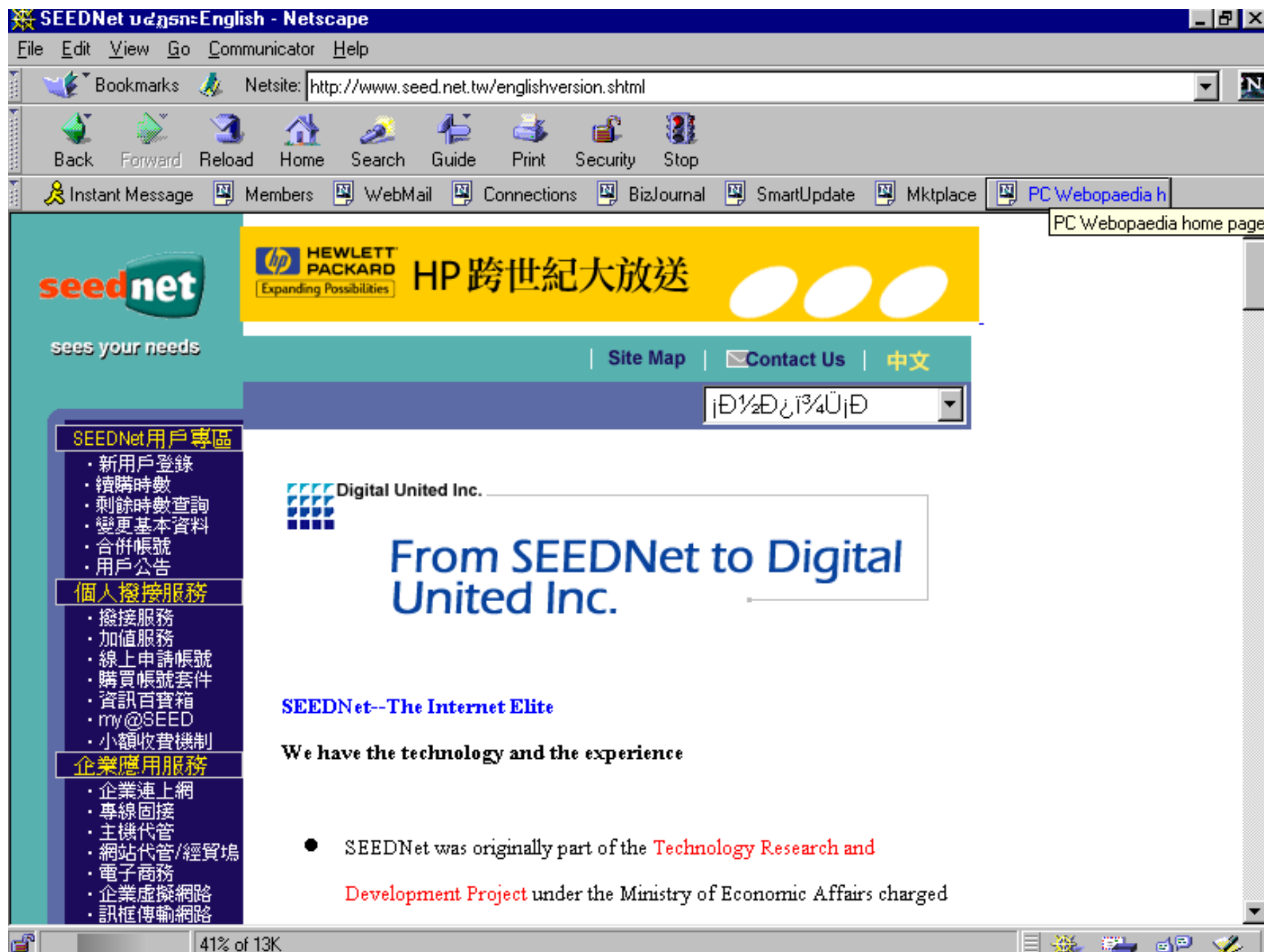


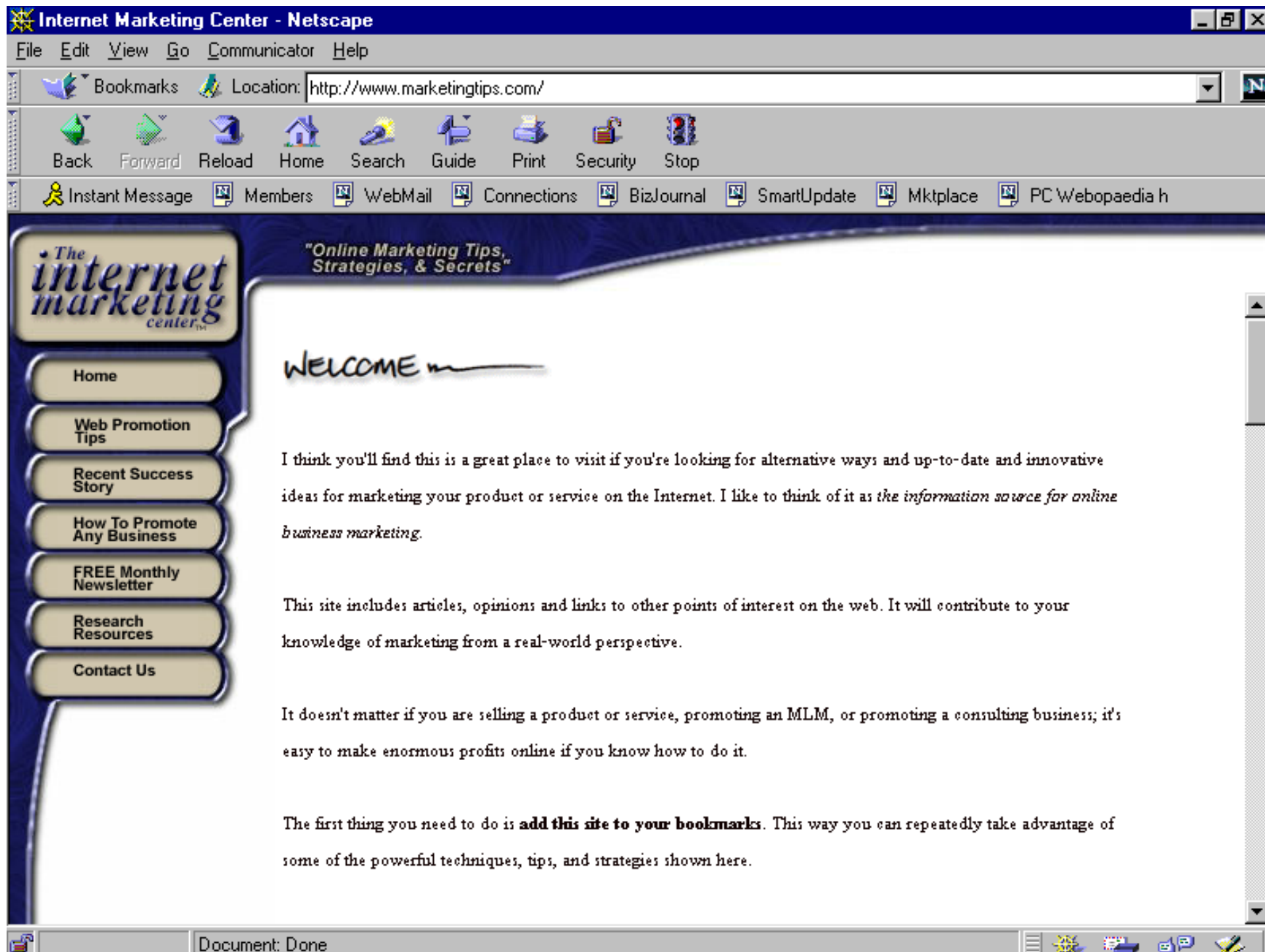
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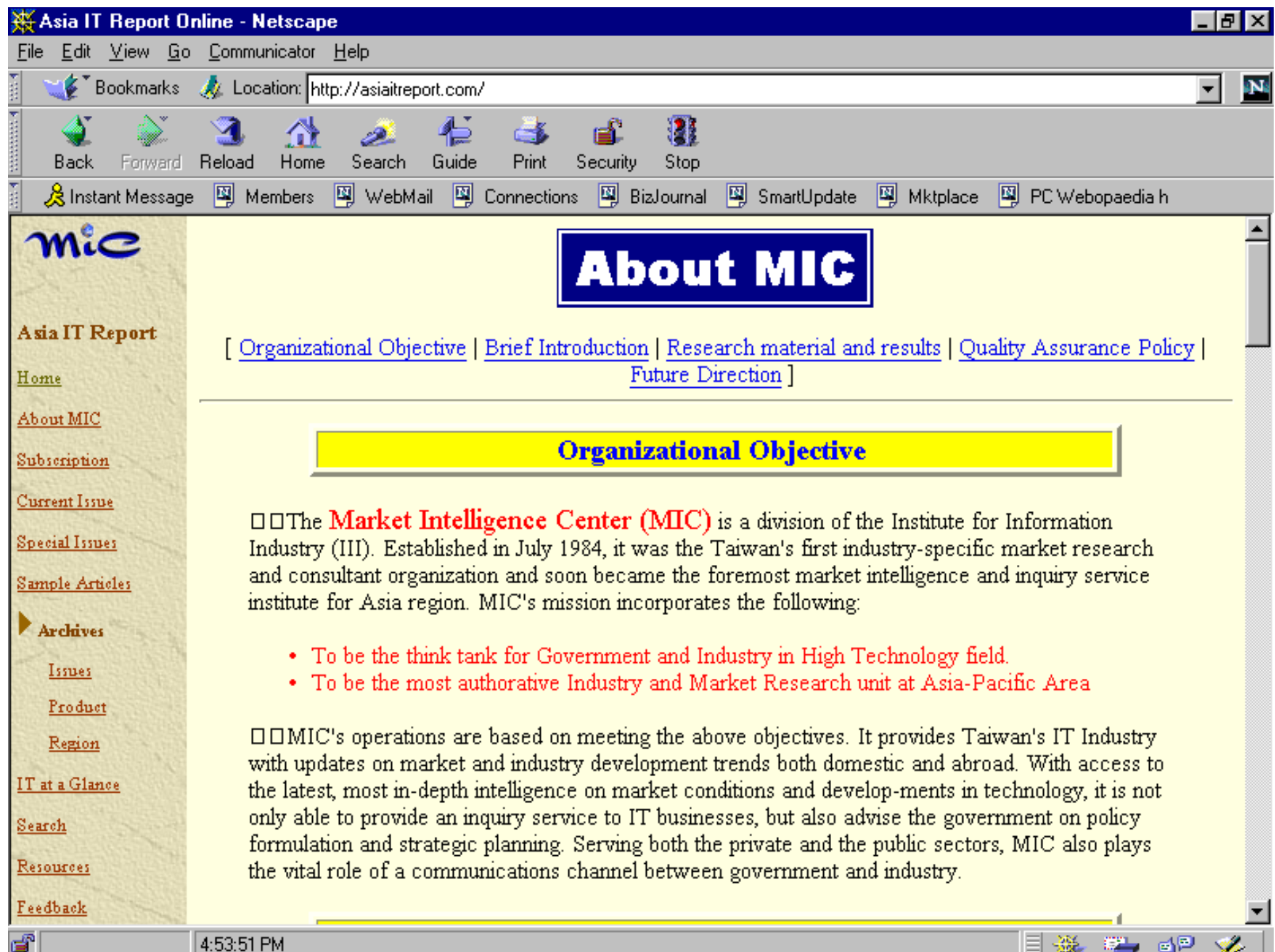
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[Accounts Commission for Scotland](#)
[Action 2000](#)

http://www.open.gov.uk/cgi-bin/clickcount.pl?url=www.open.gov.uk/adverts/daltons/orgindex.htm







About MIC

[[Organizational Objective](#) | [Brief Introduction](#) | [Research material and results](#) | [Quality Assurance Policy](#) | [Future Direction](#)]

Organizational Objective

□□The **Market Intelligence Center (MIC)** is a division of the Institute for Information Industry (III). Established in July 1984, it was the Taiwan's first industry-specific market research and consultant organization and soon became the foremost market intelligence and inquiry service institute for Asia region. MIC's mission incorporates the following:

- To be the think tank for Government and Industry in High Technology field.
- To be the most authoritative Industry and Market Research unit at Asia-Pacific Area

□□MIC's operations are based on meeting the above objectives. It provides Taiwan's IT Industry with updates on market and industry development trends both domestic and abroad. With access to the latest, most in-depth intelligence on market conditions and developments in technology, it is not only able to provide an inquiry service to IT businesses, but also advise the government on policy formulation and strategic planning. Serving both the private and the public sectors, MIC also plays the vital role of a communications channel between government and industry.


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[IT at a Glance](#)

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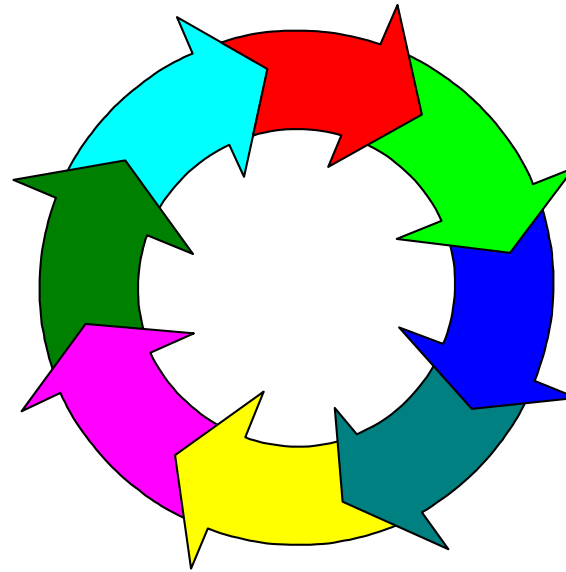
IT Info at a Glance

Month	Title
November, 1999	Major IC Industry Indicators in Taiwan
	Major IC Design Industry Indicators in Taiwan
	1998 Top 10 IC Design Companies in Taiwan
	Major IC Fab Indicators in Taiwan
	1998 Ranking of Taiwanese IC Fab Companies by Sales
	Shares of the Top 5 IC Packaging Companies
	Major IC Testing Industry Indicators in Taiwan
	Top 5 Taiwanese IC Testing Companies
	PC sales in Taiwan
	Comparison of notebook and desktop PC sales in Taiwan for 1H 1998 and 1H 1999

4:52:36 PM



Internet Security





Investigate the Risks

- **Internet and information resources are subject to risks**
- **Evaluate what resources must be protected**
- **Evaluate the importance of resources**
- **Devise method to protect**



Areas of Protection

- **Physical access: include sabotage, theft, unauthorized access and modification**
- **Network access**
- **Database access**
- **Dissemination**



Common Methods

■ Password

■ Encryption

■ Digital signature

■ Firewalls



References

- **Crown, M.J., Global Advantage on the Internet, Van Nostrand Reinhold, 1996.**
- **Friedman, G. et al, The Intelligence Edge, Crown Publishers, 1997.**
- **Pollard, A., Competitor Intelligence, Financial Times, 1999.**
- **Shaker, S.M. and M.P. Gembicki, War Room Guide to Competitive Intelligence, McGraw Hill, 1999.**



Conclusion

- **Internet has become an important tool for obtaining information of the others**
- **CI staff must be fluent in using the Internet search and information analysis**
- **Security is crucial**

THANK YOU

