

Market Intelligence and Early Warning System

Example MedinSoft, Marseille

Objective

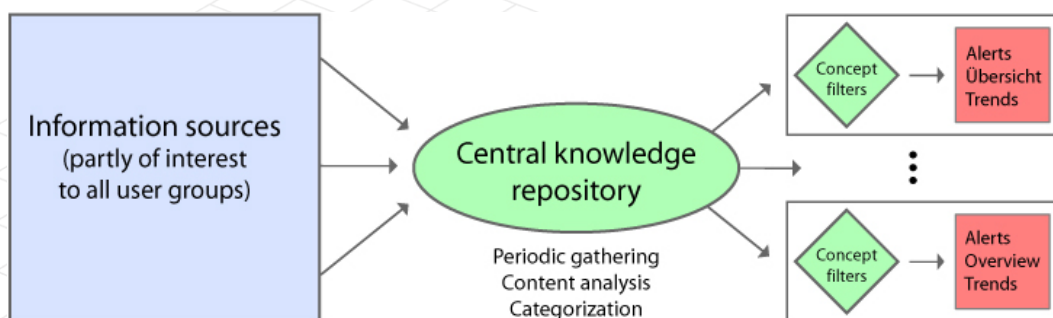
Spidering out into the Web and gathering data on competitors or on other fields of interest and making the relevant data available in an easy accessible way.

Sources and Process Flow

MedinSoft gathers continuously information from about 500 Web sources that are of specific interest for the enterprise: WebSites, RSS feeds, results of Web search engines. This is done by means of InfoCodex's spider agents on a central InfoCodex server.

The collection process is started every evening, and the newly found or the updated documents are added to a central knowledge pool.

The various business units of MedinSoft are interested only in a subset of the gathered information. They specify their fields of interest by means of *concept filters* (= textual description of the topics of interest) and they receive just that information which is compliant with their concept filters.



Common gathering and analyzing - provision of overviews targeted to the individual user groups (compliant with the fields of interest)

Overview / Alerts for the User Group infocodex						
	New Facts (Market Intelligence)		Surveillance of Changes (Market Intelligence)		New Tenders (Tender Monitoring)	
Public Collections	15.12.2009	1	14.12.2009	10	05.12.2009	1
Market Intelligence	14.12.2009	3	13.12.2009	1	25.11.2009	1
Tender Monitoring	12.12.2009	1	12.12.2009	11	18.11.2009	2
infocodex	11.12.2009	2	11.12.2009	1	07.11.2009	1
Alerts	09.12.2009	1	09.12.2009	1	06.11.2009	1
New Collection	05.12.2009	2	08.12.2009	11	05.11.2009	1
	04.12.2009	7	07.12.2009	1	31.10.2009	1
	30.11.2009	2	06.12.2009	11	28.10.2009	1
	29.11.2009	1	04.12.2009	5	22.10.2009	2

Resulting overview with the relevant new user-specific informations

Implementation

No costly development work or manual setting of alerts required – just two simple preparations:

- Determining the information sources (RSS feeds, Web queries etc.), by a central administrator
- Describing the fields of interest (concept filters in natural language), by the user groups