FROM BLACK TO WHITE TO GREY: THE REALITIES OF THE INTERNATIONAL INVESTIGATIVE MARKETPLACE

As the world moves swiftly towards a global marketplace, the emergence of new market-based economies and the ascendancy of the boundaryless Information Age have combined to create business opportunities on an unprecedented scale.

At the same time, the international business environment is host to a proliferation of unknown quantities, multiple sets of rules, unproven claims, and uncertain ethics. The development of electronic commerce and trade coupled with the increased sophistication, complexity, and internationalization of business processes contribute to increasing the creativity of villains. In addition, cybercrime, organized crime, drug trafficking and money laundering use business processes which states and governmental agencies inherently do not efficiently master. Thus, they cannot effectively fight and protect commercial entities and organizations which are increasingly victims of today's proliferation of malevolent activity. Hence, in order to survive in today's dangerous environment there is a need for competent international private business intelligence firms which have expert knowledge in security engineering and the superior work standards.

In short, the present environment is both exhilarating and dangerous, and the winners will be those companies who can assemble, protect, and apply the best competitive information in the right places, with the right partners, at the right time, with the highest ethics possible.

WHAT IS BUSINESS INTELLIGENCE?

A set of actions aimed at collecting and protecting information which companies need in order to organize a strategy or respond to operational preoccupations.

An attitude which companies should integrate in all thought processes

Characteristics:

- Business intelligence is proactive: one has to anticipate instead of suffer the consequences of passivity.

- Objectives are usually very precise and focussed

- Time constraints are usually very short. Work is usually done in a state of urgency

- Offensive and defensive elements should be taken into account

- The job is often externalized

- The information used is generally of an international nature

- France and continental Europe generally lag behind the Anglo-Saxons.

239

FIVE REASONS TO CALL UPON A BUSINESS INTELLIGENCE FIRM

1. To anticipate the evolution of the company's environment
2. To elaborate and enact a strategy
3. To gather a better understanding of partners and competitors
4. To put an end to aggressions
5. To protect the company from potential menaces

THE BUSINESS INTELLIGENCE FIRM - THE ANSWER TO COMPANIES' NEEDS

In order to be able to answer the needs of companies in terms of intelligence, the business intelligence firm needs the following assets:

- International reach in terms of offices and contacts
- Experienced professionals
- World-wide computer and database accesses
- A network of networks.

In addition the firm should unite the practitioners of two worlds:

- The world of information
    Open sources
    Databases
    Networks of information
    Former members of the intelligence and security industry

- The business world
    Managers
    Department heads in companies
    Lawyers
    Bankers
    Consultants

Characteristics:

A privately owned firm guaranteeing neutrality, independence, confidentiality, and swiftness and excellent work ethics. The latter are guaranteed by the participation in the business intelligence firms of former civil servants who have occupied the highest positions in government.

Works in a precise contractual framework based on a proposition detailing objectives, delays, fees, and expenses.

A business intelligence firm works for a client on a specific mission. Hence the definition of the task is crucial.

Before establishing the proposal, it is important to understand the situation, the client's true objective, and the feasibility of the mission given the aim and the timeframe.

240

Previous	Internet Search Tools and Search Techniques: From a Users Point of View
Next	Recommended Approach to Creating an Open Source Capability

Return to Electronic Index Page