

# InfoSphere

Knowledge making sense

**Infosphere AB**

**Box 26014**

**10041 Stockholm**

**+ 46 8 667 12 15**

**[opcenter@infosphere.se](mailto:opcenter@infosphere.se)**

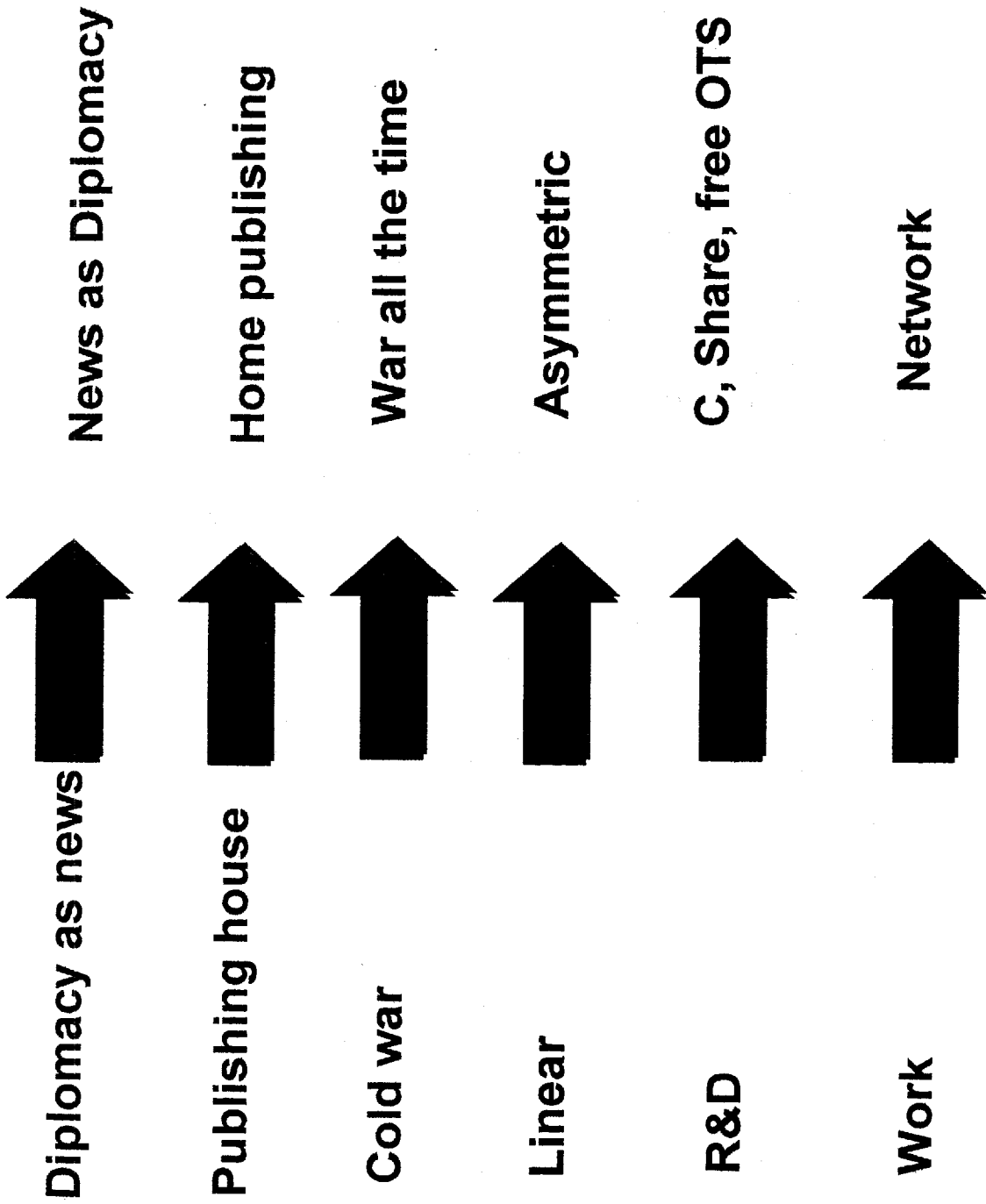
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# Agenda

How did we get here?

Challenges going forward  
& lessons learned

The toolbox approach (Thursday)



We live in new Darwinian times we have left the Information age and live in the Intelligence age. Speed and agility outsmart sheer size and strength. The wealth of any business, organization or individual depends on the ability to navigate the fast changing knowledge landscape. The relative success or failure of any organization depends on how well it manages its information resources so that all personnel may make better decisions, reduce response times and react to changes in the marketplace.

# PERSPECTIVES

## The challenge ...

<b>Information</b>	<ul style="list-style-type: none"> <li>■ The volumes of information in 2005 will be 30 times larger than today</li> <li>■ The repacking of information creates duplicates, triplicates ...</li> <li>■ Everyone with access to a computer and the internet has greater capability of disseminating information than the large publishing houses 10 years ago.</li> <li>■ Information pieces are simultaneously multilingual, multi-temporal and versionified</li> <li>■ Information is for fee or for free.</li> </ul>
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<b>Customers &amp; Clients</b>	<ul style="list-style-type: none"> <li>■ Customers &amp; Clients have the access to the same pieces of information as you have. The only differentiator is propriety information and the methods you use to refine and new value.</li> </ul>
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<b>Speed</b>	<ul style="list-style-type: none"> <li>■ Decide, Act, Assess</li> <li>■ Decision superiority , Information superiority</li> <li>■ Alliances need to be developed</li> <li>■ Co-petitors , Competitors and Colleagues interchangeable</li> </ul>
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**Evolution of  
Open Source  
Information**

**Speed, quality and maps**

**Information at your fingertips**

*Business as a speed addict*

**Information travels to you**

WWW and WAP

**Travel to information**

*Marconi to Xerox parc*

*From Altamira to Bell*

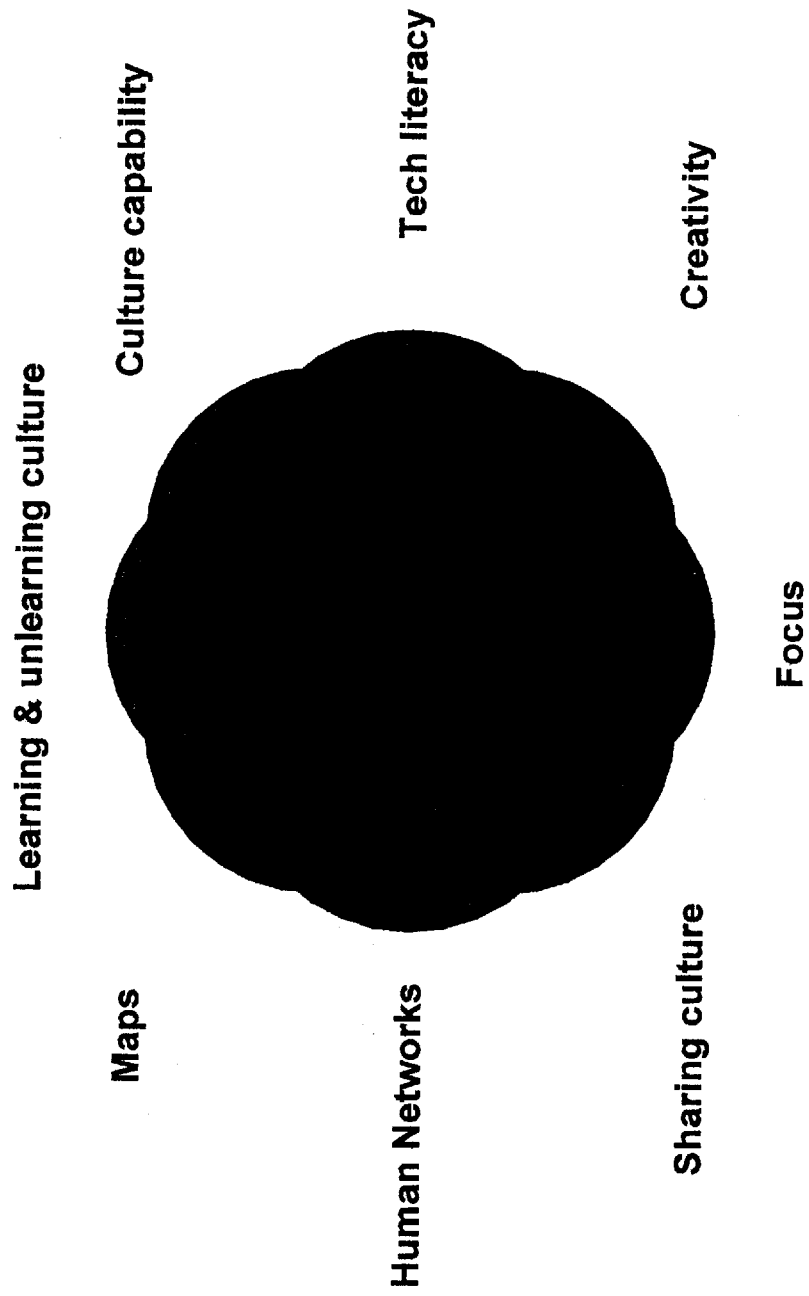
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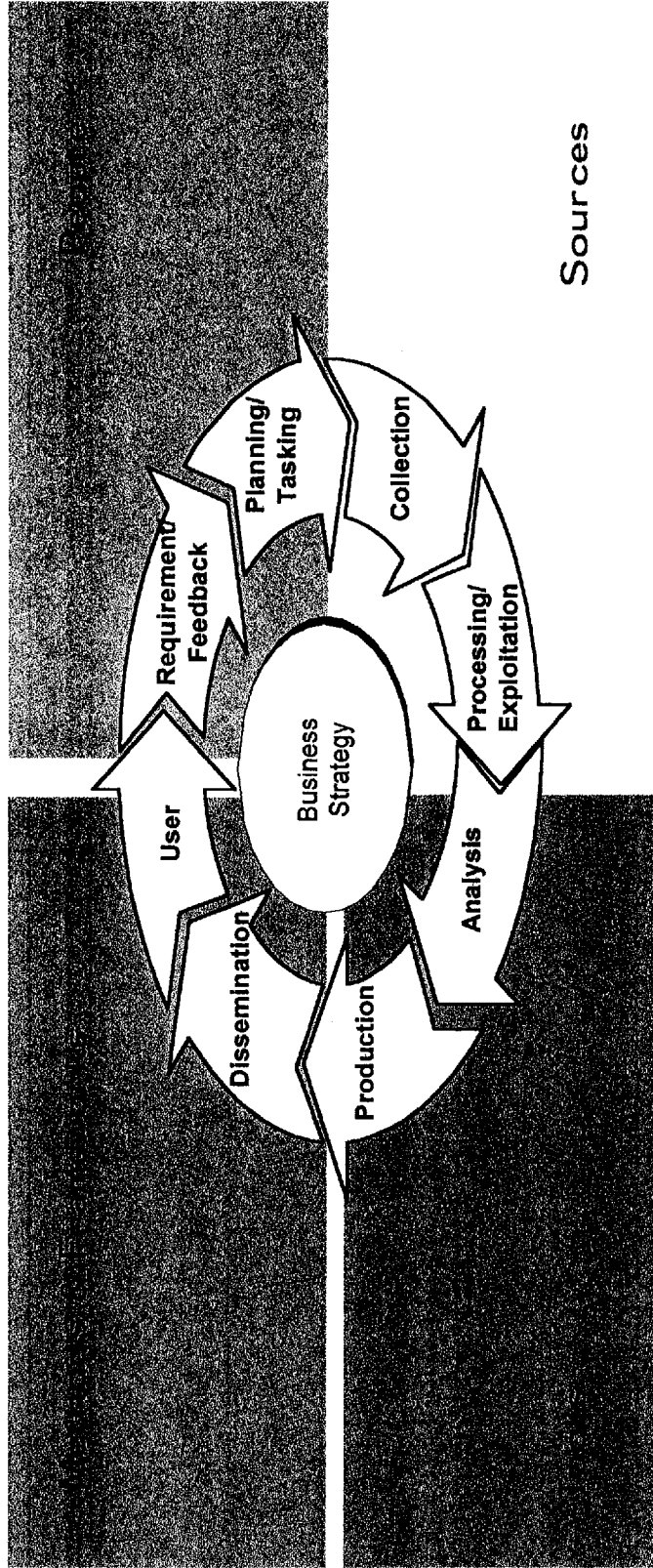
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# Lessons Learned



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# Navigation boxes in the Value creation cycle



The center of the toolbox is the Business Strategy of your company and aligned and adopted to that - the Information Value Creation cycle with 4 operational quadrants, coupled tactical drawers within the toolbox. Each drawer is an access point to multiple choices and combinations of tools, people, methods and sources.

# OSS '02 PROCEEDINGS "The New Craft of Intelligence: Brainpower, Webpower, & Ground Truth" - Link Page

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