

SCIP Preconference Seminar -- An Introduction to Competitive and Business Intelligence.

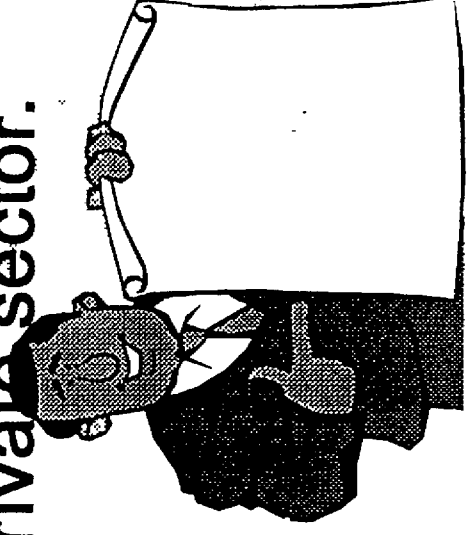
Presented by Daniel Himelfarb,
Sr. Vice President
Markowitz and McNaughton
November 7, 1994



OSS Symposium, 1994

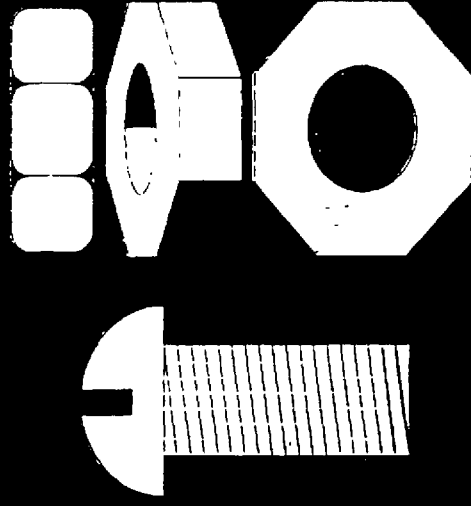
Business Sources and Methods -- Today's Agenda

- **Competitive and Business Intelligence.**
D. Himelfarb, MMI.
- **SCIP Profile.** Guy Kolb, SCIP.
- **Collection Management, processes and products.** Bill Kelley, Potomac Strategies.
- **Transition from public to private sector.**
George Marling, Mitre.
Marv Stein, Stein Assoc.
Don Schuler, SATC.

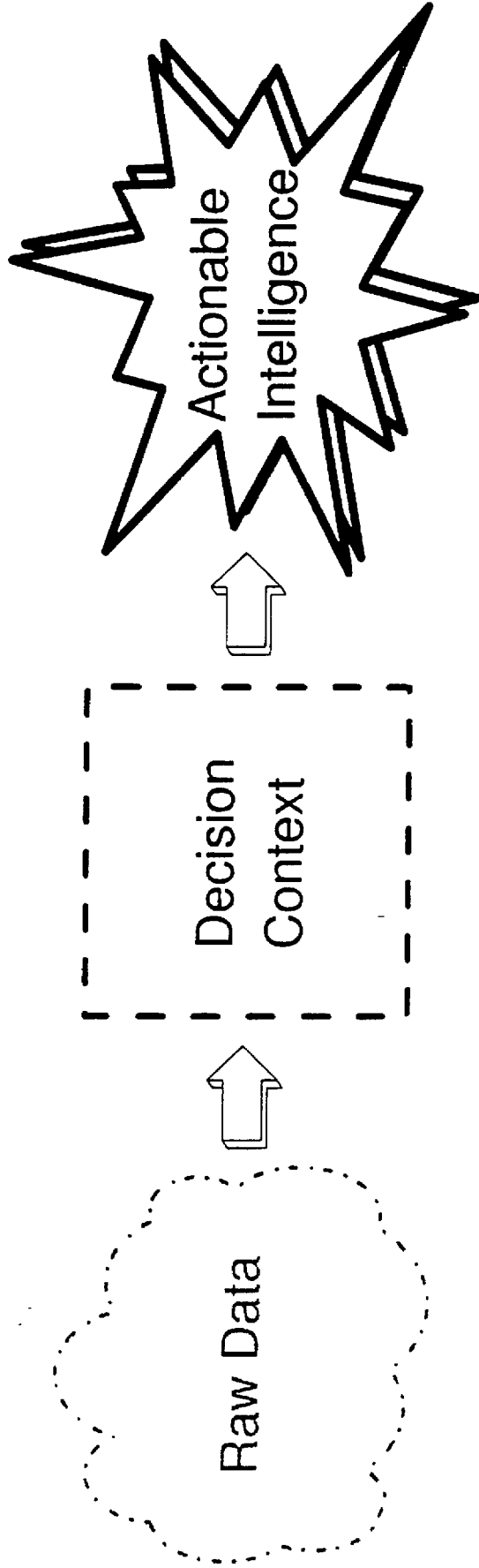


Introduction to Business and Competitive Intelligence

- Definition of BI/CI
- Parameters under which organizations operate.
- Information sources.
- BI/CI requirements for specific applications.
- CI In your own organization.
- Conclusions



Defining Competitive Intelligence



 Business Information

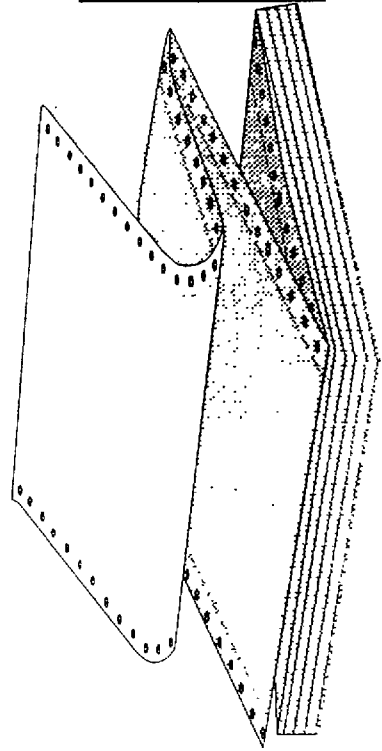
- Products
- Markets
- Customer Requirements

 Executive's Problems

 Knowledge-Based Alternatives

Data versus Intelligence

Data for data's sake is useless.
Analysis without alternatives is wasted.
Intelligence in a decision context is actionable!



Wherein does the Info lie?

Knowledge Base

Centralized

- Single of group
of knowledge
professionals:

o Librarian

o Info Ctr.

End User

- By function, with
professional
knowledge.

Secondary Information Sources

General **Specific** **Bull. Boards**

Dun&Bradstreet Lotus 1 Source Internet

Lexis Disclosure Compuserv

Dow Jones D&B \$MM AOL

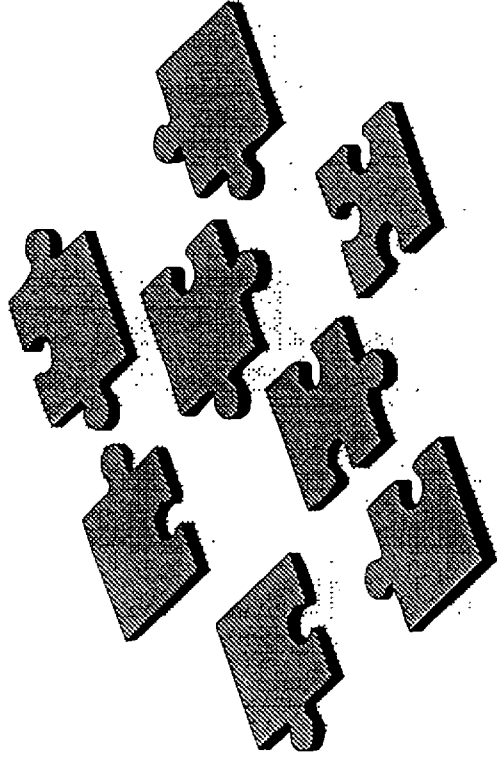
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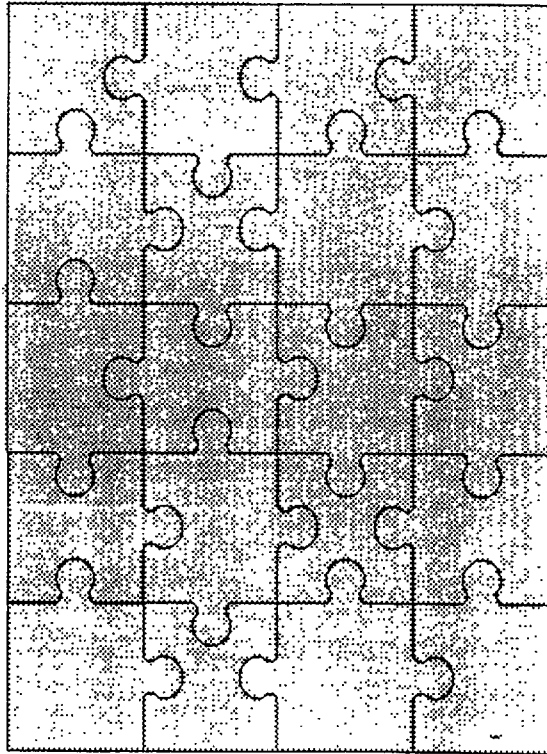
Parameters under which marketing organizations operate.

- Economic, and political risks and uncertainties.
- Business risks and uncertainties.
 - Product competition.
 - Market structure/ competitive dynamics.
 - Customer requirements.



Parameters...Marketing Decisions Requiring Competitive Intelligence

- Message development.
- New market entry or product introduction.
- Addressing customer needs for market share penetration.



Competitive intelligence Requirements

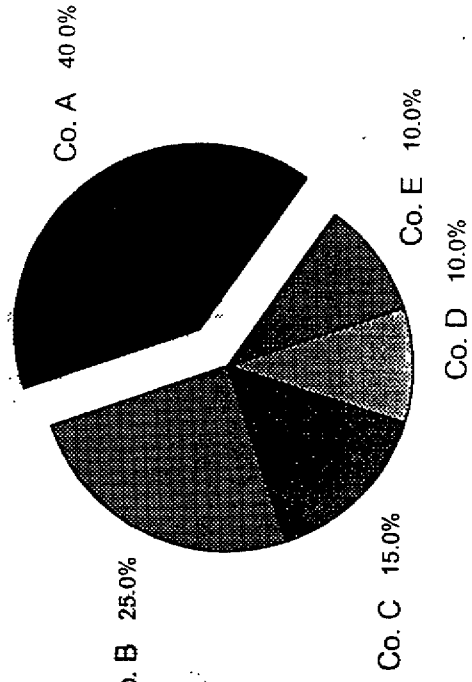
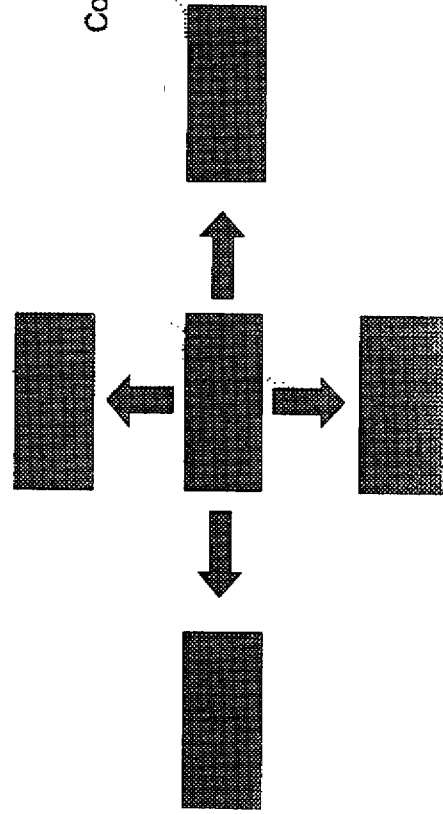
- A need to understand present and potential competitors':
 - Product mix.
 - Markets served mix.
 - Marketing strategy.
 - Commitment and reactions.



Competitive Intelligence Requirements

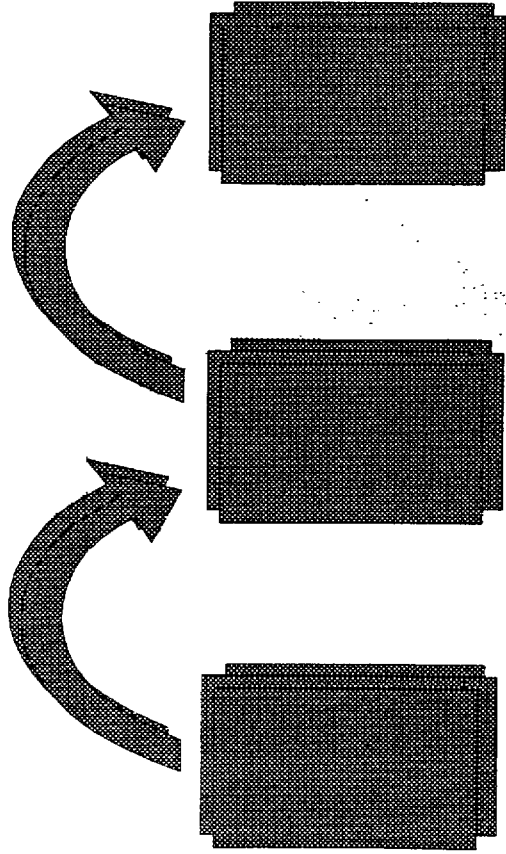
Market Structure and Dynamics:

- Market size vs. actual opportunity
- Consolidation vs. fragmentation of competitors.
- Competitor niche and technology positions.
- Market and distribution channel dynamics.



Competitive Intelligence Requirements

- **Understanding Customer Requirements**
 - Current suppliers.
 - Purchase decision criteria.
 - Strengths/Weaknesses of suppliers.
 - Unmet needs.



Business Competitive Intelligence in your Organization

Competitive Analysis / Business Information for Marketing -- Conclusions

- **Identify risks and uncertainties.**
- **Understand intelligence requirements within a decision context.**
- **Utilize internal and external resources.**

THIRD INTERNATIONAL SYMPOSIUM on NATIONAL SECURITY & NATIONAL COMPETITIVENESS: OPEN SOURCE SOLUTIONS Proceedings, 1994 Volume II -

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