



# *A Inteligência Competitiva*

*o desafio do conhecimento e da informação estratégica para a  
competitividade das empresas*

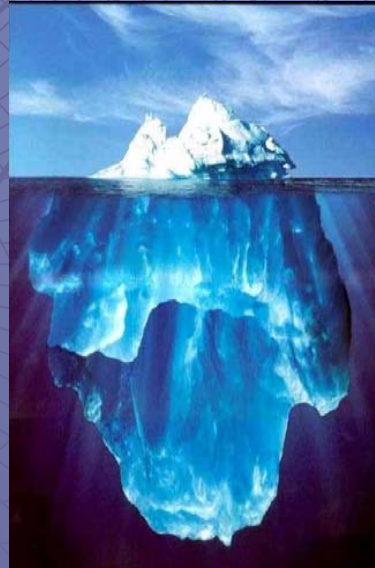
*Luc Quoniam; Edson Luiz Riccio*

# Competitive Intelligence

- ◆ to give the Right information,
  - at the Right moment,
  - with the Right form,
  - to the Right person,
  - so that he takes the Right decision.
- ◆ To collect, store, analyze, disseminate this information give a competitive advantage.
- ◆ 95% of the necessary information is open

# Visible Web versus Invisible or Deep or Hidden Web

- Surface Web: indexed by common search engines
  - 170 terabytes of information on its surface
  - 17 times the size of the Library of Congress print collections.
- Invisible or Deep or Hidden Web
  - 500 times larger than the content accessible via the surface Web
- Last year example with invisible Web



# Understand your business ? There are no miracle!!!

contecsi - Recherche Google - Mozilla Firefox

Fichier Édition Affichage Historique Marque-pages Outils ? del\_jcio.us

http://www.google.fr/search?num=100&hl=fr&client=firefox-a&rls=org. smartvision

À la une Sources information Master Perso Doctorat Recherche Travail ITEC Programmation Stats Toulon MDIC

Master Int... IJECI Home Groupwar... http...i.htm Clustering... Bureau vir... conte... smartision...

Connexion

Google Web Images Groupes Actualités plus »

contecsi Rechercher Recherche avancée Préférences

Rechercher dans :  Web  Pages francophones  Pages : France

Web Résultats 1 - 100 sur un total d'environ 11 500 pour contecsi (0,09 secondes)

Essayez avec cette orthographe : [contact](#)

2° **CONTECSI** - Congresso Internacional de Gestão de Tecnologia e ...  
2° CONTECSI Congresso Internacional de Gestão de Tecnologia e Sistemas de Informação.  
TECSI/FEA/USP 01-03 de Junho de 2005 USP/São Paulo/SP ...  
[www.tecsi.fea.usp.br/eventos/contecsi2005/](http://www.tecsi.fea.usp.br/eventos/contecsi2005/) - 12k - [En cache](#) - [Pages similaires](#)

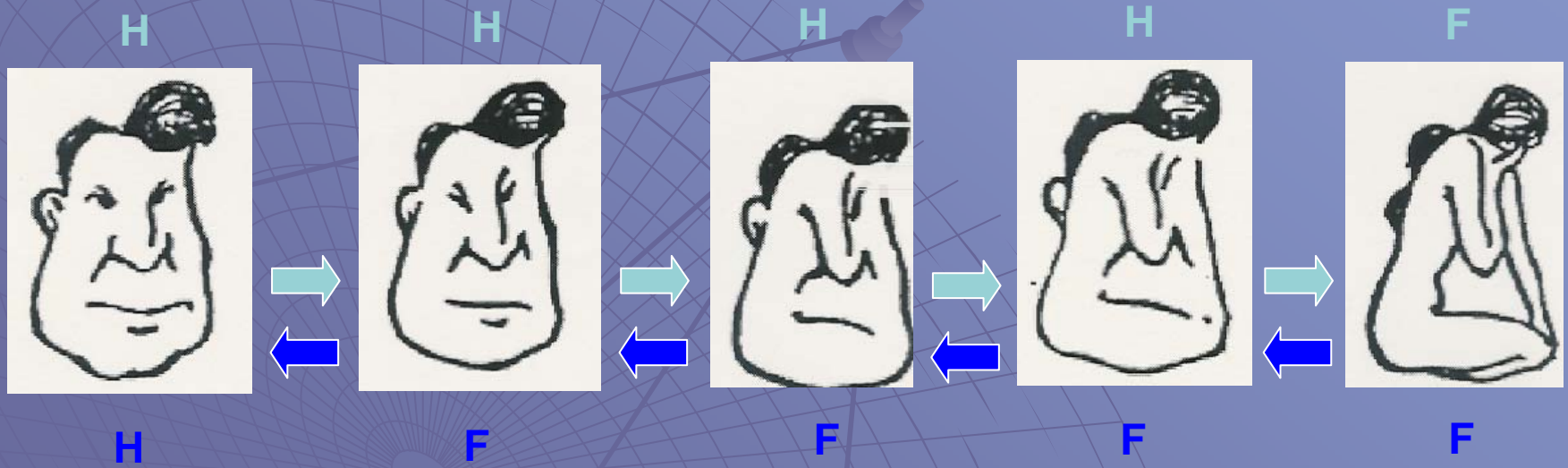
4° **CONTECSI** - Congresso Internacional de Gestão de Tecnologia e ...  
4° CONTECSI Congresso Internacional de Gestão de Tecnologia e Sistemas de Informação.  
30 de Maio-01 de Junho 2007 USP/São Paulo/SP ...  
[www.tecsi.fea.usp.br/eventos/contecsi2007/](http://www.tecsi.fea.usp.br/eventos/contecsi2007/) - 30k - [En cache](#) - [Pages similaires](#)

Liens commerciaux

**Contact avec Meetic**  
Qui sont les célibataires près de chez vous ? Cherchez par ville, age  
[www.meetic.fr](http://www.meetic.fr)

**Contacts Sexy et Gratuits**  
Rencontrez des Femmes Libertines  
Accès Gratuit à Tous Sites Dating !  
[AdultDatingPortal.Eu](http://AdultDatingPortal.Eu)

# Brain limitation: if you want to read only the 20 first



# Steganography « Poème à double lecture » Révolution française

A la nouvelle loi  
Je renonce dans l'âme  
je veux être fidèle  
au régime ancien;

Comme article de Foi  
Je crois celle qu'on blâme  
je crois la loi nouvelle  
opposée à tout bien;

Dieu nous donne la Paix  
Noblesse désolée  
Messieurs les Démocrates,  
au diable allez vous-en.

Qu'il confonde à jamais  
Messieurs de l'assemblée  
tous les aristocrates  
ont seuls tout le bon sens



# Brain limitation : impossible to read every thing!!!

## Production of information

- 10 Terabytes: The print collections of the U.S. Library of Congress.

Terabyte (TB) 1 000 000 000 000 bytes OR  $10^{12}$  bytes

- 200 Petabytes: All printed material.

Petabyte (PB) 1 000 000 000 000 000 bytes OR  $10^{15}$  bytes

- 2 Exabytes: volume of information generated in 1999.

★ 30 % progression per year

Exabyte (EB) 1 000 000 000 000 000 000 bytes OR  $10^{18}$  bytes

## Brain absorption

- 30 Megabytes: 30 cm of shelved books memorized information/year by an expert

Megabyte (MB) 1 000 000 bytes OR  $10^6$  bytes

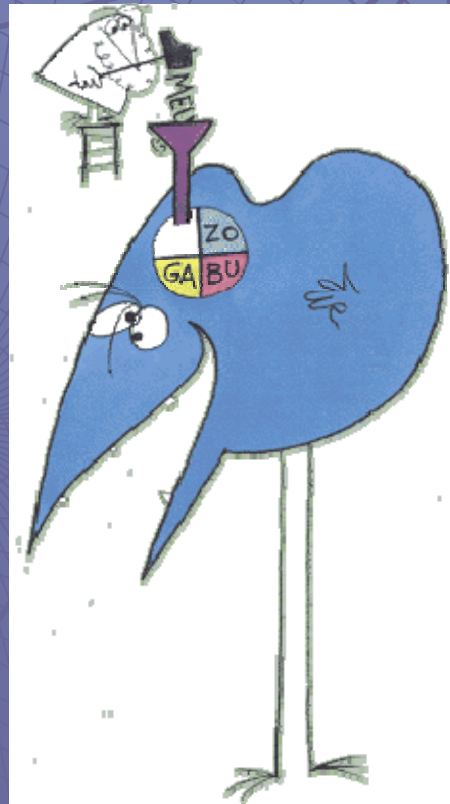
2 Kilobyte (KB) 2 000 bytes OR  $2 \cdot 10^3$  bytes: A Typewritten page.



# Funelling with keywords??

= oriented research of information

- Use the expert preconcept
- Good to adopt the ideas of the keyword's provider



How to solve??? Clustering search engines  
is one of the solutions

<http://search.vivisimo.com/>



<http://www.iboogie.com/>



<http://www.gigablast.com/>



<http://clusty.com/>



# « contecsi » with Vivísimo

The screenshot shows the Vivísimo search engine interface. The search bar contains the text 'contecsi' and is highlighted with a red oval. The search results are displayed in a clustered format. On the left side, a sidebar lists various categories related to 'contecsi', including 'Congresso Internacional de Gestão (45)', 'International Conference on Information Systems (31)', 'Newsletter (4)', 'Faculdade, FIAP (5)', 'Agência, Contecsi Na Fea (4)', 'Publicado (4)', 'USP sedia evento (3)', 'Professor, Vanti (4)', 'Contec (4)', and 'Associação, Brasileira de Educação Em Ciência (3)'. The main content area shows the top 133 results of at least 51,888 retrieved for the query 'contecsi'. The results include sponsored links for 'Contact avec Meetic' and 'Cheap Contact Lenses', and organic search results for 'INFORMATION' and '3° CONTECSI International Conference on Information Systems and ...'.

Fichier Edition Affichage Historique Marque-pages Outils ? del.icio.us

Vivísimo  
search.vivissimo.com

contecsi the Web Search Advanced Search Help

Clustered Results Top 133 results of at least 51,888 retrieved for the query contecsi (Details)

contecsi (137)

- Congresso Internacional de Gestão (45)
- International Conference on Information Systems (31)
- Newsletter (4)
- Faculdade, FIAP (5)
- Agência, Contecsi Na Fea (4)
- Publicado (4)
- USP sedia evento (3)
- Professor, Vanti (4)
- Contec (4)
- Associação, Brasileira de Educação Em Ciência (3)

Contact avec Meetic Sponsored Link  
1er site de rencontres en France Le site le plus romantique du net  
www.meetic.fr - Sponsored Listings 1

Cheap Contact Lenses Sponsored Link  
All Brands of Contact Lenses Cheap Prices, Order Online!  
www-Contact-Lens.net - Sponsored Listings 2

1. INFORMATION [new window] [frame] [cache] [preview] [clusters]  
Sthefan B. – Webmaster do 1º CONTECSI – TECSI FEA USP. Isis Penteado – Assistente do 1º CONTECSI - TECSI FEA USP. Staff ... The CONTECSI has a limited number of seats. We encourage you to pre-register online to the conference. A confirmation ...  
www.tecsi.fea.usp.br/eventos/contecsi2004/conteudo\_eng.asp - Open Directory 1, Gigablast 1
2. 3º CONTECSI International Conference on Information Systems and ...  
[new window] [frame] [cache] [preview] [clusters]  
Laboratório de Tecnologia e Sistemas de Informação. MBA em Tecnologia de Informação FEA USP. 3rd CONTECSI International Conference on Information Systems and Technology Management.  
www.ltsi.fea.usp.br/eventos/contecsi2006/ing - Gigablast 3, MSN 3
3. 3º CONTECSI - Congresso Internacional de Gestão de Tecnologia e ...  
[new window] [frame] [preview] [clusters]  
3º CONTECSI Congresso Internacional de Gestão de Tecnologia e Sistemas de Informação. 31 de

# « contecsi » with iBoogie

The screenshot shows the iBoogie search engine interface. The search bar contains the text 'contecsi'. The search results page displays 157 results out of 200 found. The left sidebar lists various categories, with '4th contecsi' highlighted. The main content area shows a list of search results, including related links and 'Did you mean' suggestions.

**iBoogie** BETA

Web Directory Images News **Add custom tab** NEW

contecsi  [Advanced Search](#)

**All results**

- + Tecnologia e sistemas
- + Contecsi international conference ON information systems
- + USP
- + Eventos
- + Science
- + Sao paulo
- + June
- + Tecsi
- + Escola
- + Informática
- + Brasil
- + Portal
- + Journal of information systems
- + Papers
- + Centro
- + University
- + Professors
- + Comitê
- + Educação
  - 4th contecsi
- [more...](#)

**157 results out of 200 found**

*Related:* [Business > Management > Management Science > Management Information Systems > Conferences > Past > 2004](#)

**Did you mean:** [contessa](#)

**4° CONTECSI International Conference on Information Systems and ...**   
Laboratório de Tecnologia e Sistemas de Informação. MBA em Tecnologia de Informação FEA USP. 4º **CONTECSI** Congresso Internacional de Gestão de Tecnologia e Sistemas de Informação. 30 de ...  
<http://www.tecsi.fea.usp.br/eventos/contecsi2007/ing/> - MSN AllTheWeb

**3° CONTECSI International Conference on Information Systems and Technolo...**   
3 rd **CONTECSI** International Conference on Information Systems and Technology Management. TECSI/FEA/USP May 31-02 June, 2005 USP/So Paulo/SP Double Event: 11th World Continuous Auditing Conference by ...  
<http://www.tecsi.fea.usp.br/eventos/contecsi2006/ing/> - WiseNut

**2° CONTECSI International Conference on Information Systems and ...**   
Laboratório de Tecnologia e Sistemas de Informação. MBA em Tecnologia de Informação FEA USP. 2 nd **CONTECSI** International Conference on Information Systems and Technology Management.  
<http://www.tecsi.fea.usp.br/eventos/contecsi2005/ing/> - MSN

**2° CONTECSI - Congresso Internacional de Gestão de Tecnologia e ...**   
Laboratório de Tecnologia e Sistemas de Informação. MBA em Tecnologia de Informação FEA USP ... 2nd **CONTECSI** International Conference on Information Systems ...  
<http://www.tecsi.fea.usp.br/e...ontecsi2005/port/palestrantes/> - AllTheWeb

# « contecsi » with Gigablast

**GIGABLAST**

contecsi

100

Search

Results 1 to 100 of about 871 for **Contecsi**

Giga Hits

66% [Congresso Internacional de Gestão](#)

39% [Informação](#)

25% [CONTECSI visa](#)

17% [USP](#)

13% [FEA](#)

10% [2004](#)

7% [Prof](#)

5% [integrada](#)

## INFORMATION

Sthefan B. – Webmaster do 1º CONTECSI – TECSI/FEA/USP 01-03 Junho 2004

Assistente do 1º CONTECSI - TECSI/FEA/USP. Staff ... The CONTECSI has a limited number of seats. We encourage you to pre-register online to the conference. A confirmation ...

Description: School of Economics, Business and Accountancy, University of Sao Paulo, Brazil, 21-23 June 2004.

Category: [Business](#): [Management](#): [Management Science](#): [Management Information Systems](#): [Conferences](#): [Past: 2004](#)

[www.tecsi.fea.usp.br/eventos/contecsi2004/conteudo\\_eng.asp](http://www.tecsi.fea.usp.br/eventos/contecsi2004/conteudo_eng.asp) - 63k - [\[cached\]](#) - [\[stripped\]](#) - [\[older copies\]](#) - [\[report as spam\]](#)

## 2º CONTECSI - Congresso Internacional de Gestão de Tecnologia e Sistemas de ...

2nd CONTECSI International Conference on Information Systems and Technology

Management. TECSI/FEA/USP 01-03 June, 2005 ... ISBN dos Anais do CONTECSI :

ISBN:85-904208-3-3. 24.05.2005 . Resumos das palestras internacionais disponíveis no site ...

[www.tecsi.fea.usp.br/eventos/contecsi2005/port/ultimas/](http://www.tecsi.fea.usp.br/eventos/contecsi2005/port/ultimas/) - 13k - [\[cached\]](#) - [\[stripped\]](#) - [\[older copies\]](#) - [\[report as spam\]](#) - [\[ More results from this site \]](#)

# « contecsi » with Clusty

**iBoogle™** BETA [Web](#) [Directory](#) [Images](#) [News](#) [Add custom tab](#) <sup>NEW</sup>

contecsi  [Advanced Search](#)

**All results** 157 results out of 200 found

- + Tecnologia e sistemas
- + Contecsi international conference ON information systems
- + USP
- + Eventos
- + Science
- + Sao paulo
- + June
- + Tecsi
- + Escola
- + Informática
- + Brasil
- + Portal
- + Journal of information systems
- + Papers
- + Centro
- + University
- + Professors
- + Comitê
- + Educação
- + 4th contecsi
- [More...](#)

*Related:* [Business > Management > Management Science > Management Information Conferences > Past > 2004](#)

**Did you mean:** [contessa](#)

**4° CONTECSI International Conference on Information Systems and ...**   
Laboratório de Tecnologia e Sistemas de Informação. MBA em Tecnologia de Informação FEA U  
**CONTECSI** Congresso Internacional de Gestão de Tecnologia e Sistemas de Informação. 30 de  
<http://www.tecsi.fea.usp.br/eventos/contecsi2007/ing/> - MSN AllTheWeb

**3° CONTECSI International Conference on Information Systems and Technolo...**   
3 rd **CONTECSI** International Conference on Information Systems and Technology Management  
TECSI/FEA/USP May 31-02 June, 2005 USP/So Paulo/SP Double Event: 11th World Continuous  
Conference by ...  
<http://www.tecsi.fea.usp.br/eventos/contecsi2006/ing/> - WiseNut

**2° CONTECSI International Conference on Information Systems and ...**   
Laboratório de Tecnologia e Sistemas de Informação. MBA em Tecnologia de Informação FEA U  
**CONTECSI** International Conference on Information Systems and Technology Management.  
<http://www.tecsi.fea.usp.br/eventos/contecsi2005/ing/> - MSN

**2° CONTECSI - Congresso Internacional de Gestão de Tecnologia e ...**   
Laboratório de Tecnologia e Sistemas de Informação. MBA em Tecnologia de Informação FEA U  
**CONTECSI** International Conference on Information Systems ...  
<http://www.tecsi.fea.usp.br/e...ontecsi2005/port/palestrantes/> - AllTheWeb

# Clustering meta-engine (CME) Julien Agullo MIET 2006



Enter your research :

Search

Compare Results



- congresso internacional de gestão
- gestão da tecnologia e sistemas
- contecsi international conference on information systems
- ceviu, computação
- contecsi visa reunir acadêmicos e profissionais
- escola
- call for papers
- sphinx brasil
- ilanet
- international conference on information systems
- tecnologia e sistemas de informação
- 3rd contecsi
- school of economics, business
- world continuous auditing conference
- mobile, interaction
- 2nd contecsi international conference on information
- publicações, fea
- newsletter



- tecnologia e sistemas
- contecsi international conference on information systems
- usp
- eventos
- science
- sao paulo
- june
- teci
- escola
- informática
- brasil
- portal
- journal of information systems
- papers
- centro
- university
- professors
- comitê
- educação
- 4th contecsi
- events
- faculdade - administração
- josé



- contecsi visa
- 2006
- congresso internacional de gestão
- usp
- prof
- informação
- fea
- integrada
- contecsi visa
- 2006
- congresso internacional de gestão
- usp
- prof
- informação
- fea
- integrada



- congresso internacional de gestão
- congresso internacional de gestão da tecnologia
- contecsi international conference on information systems
- usp sedia evento
- ceviu, computação
- contecsi visa reunir acadêmicos e profissionais
- escola
- call for papers
- sphinx brasil
- ilanet
- international conference on information systems
- tecnologia e sistemas de informação
- 3rd contecsi
- school of economics, business
- world continuous auditing conference
- mobile, interaction
- 2nd contecsi international

Terminé



# Clustering meta-engine (CME) comparé



Enter your research :

contecsi

Search

Generate XLS Data Format

Results **125** for contecsi

Generate VNA Data Format



- contec (19)
- contecsi international conference on information systems (8)
- agência, contecsi na fea (6)
- saesc, artigo publicado no terceiro contecsi (6)
- congresso internacional de gestão (5)
- congresso internacional de gestão da tecnologia (5)
- usp sedia evento (5)
- international conference on information systems (5)
- tecnologia e sistemas de informação (5)
- 2nd contecsi international conference on information (5)
- contecsi contará com a presença (4)
- publicado (4)
- professor, vanta (4)
- contecsi.itleon.edu (4)



- tecsi (13)
- contecsi international conference on information systems (8)
- usp (5)
- 4th contecsi (4)
- 2º contecsi (4)
- tecnologia e sistemas (3)
- informática (3)
- professors (3)
- newsletters bvs 050 (3)
- escola (2)
- centro (2)
- educação (2)
- eventos (1)
- science (1)
- sao paulo (1)
- june (1)
- brasil (1)
- portal (1)
- journal of information systems (1)
- papers (1)



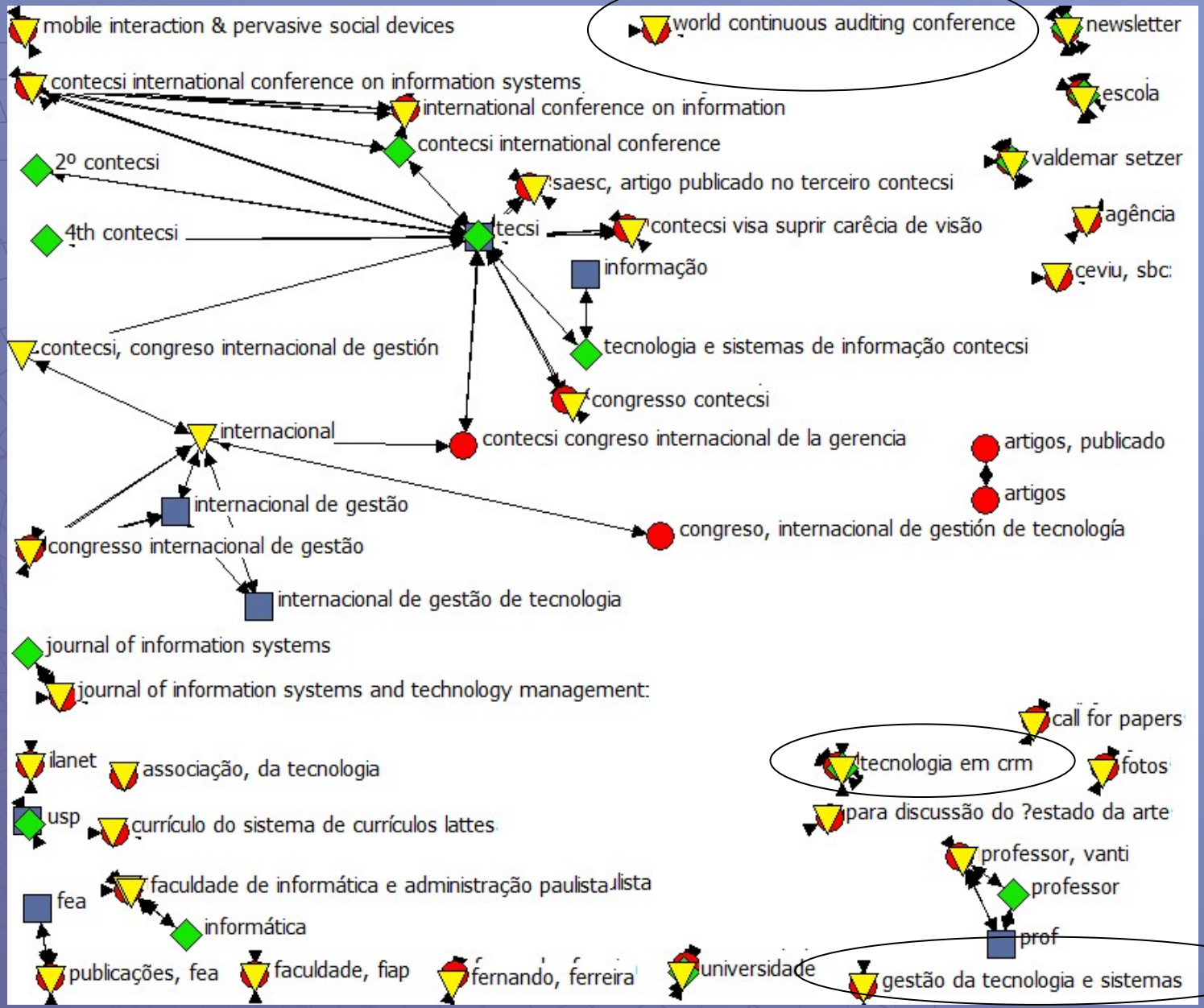
- contecsi visa (6)
- prof (6)
- fea (6)
- congresso internacional de gestão (5)
- usp (5)
- informação (4)
- 2006 (2)
- integrada (2)



- contec (19)
- contecsi international conference on information systems (8)
- contecsi visa reunir acadêmicos e profissionais (8)
- international conference on information (6)
- contecsi congresso internacional de la gerencia (6)
- saesc, artigo publicado no terceiro contecsi (6)
- congresso internacional de gestão (5)
- da tecnologia e sistemas de informação (5)
- usp sedia evento (5)
- congresso (4)
- congresso internacional (4)
- contecsi.itleon.edu (4)
- publicado (4)
- professor, vanta (4)
- newsletter (3)



# « contecsi CME -> NetDraw »



# Detailed view of contecsi

## Keywords association within the 3rd Contecsi communications

- ◆ [Netdraw view](#)
- ◆ Hypergeometric [space view](#)

- Invisible Web: Patented method!!!

Tree visualization system and method based upon a compressed half-plane model of hyperbolic geometry

Numéro du publication: US2005166152

Date de publication: 2005-07-28

Inventeur: HIDA YOZO (US); LAMPING JOHN O (US); RAO RAMANA B (US)

Demandeur: INXIGHT SOFTWARE INC (US)

Classification: - internationale *G06T11/20*; G06T11/20; (IPC1-7): G06T11/20

- européenne *G06T11/20T*

Numéro de demande US20050082275 20050317

Numéro(s) de priorité: US20050082275 20050317; US20010901414 20010709

# Graph details

Office européen des brevets

esp@cenet

Home | Contact English Deutsch Français

Dans ma liste de brevets | Imprimer | Sauvegarder le document complet | Retour à la liste de résultats | 1/15 Suivant dans les résultats

## Tree visualization system and method based upon a compressed half-plane model of hyperbolic geometry

Données bibliographiques Description Revendications Mosaïque Document original Situation juridique INPADOC

Apposition d'une signature

FIG. 1 PRIOR ART

FIG. 2

FIG. 3

210 x 198 mm 1 sur 3

Recherche rapide  
Recherche avancée  
Recherche par numéro  
Dernière liste des résultats  
Ma liste de brevets 0  
Recherche dans la classification  
Trouver de l'aide

Aide rapide

- » Qu'est-ce qu'une mosaïque ?
- » Comment naviguer à travers les pages en présentation mosaïque ?
- » Comment voir un dessin dans sa taille d'origine ?
- » Comment imprimer une mosaïque ?

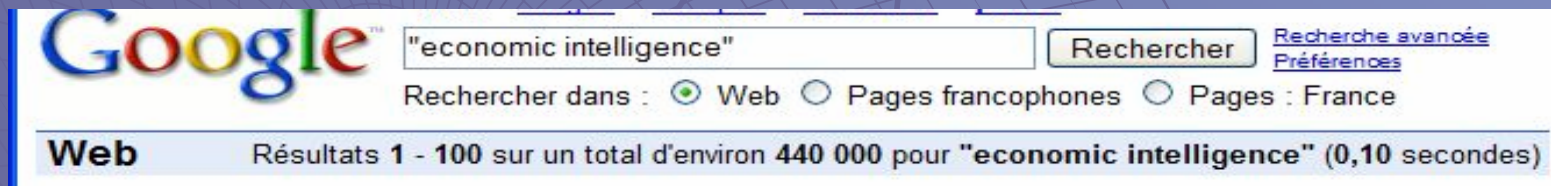
# Source code for the Tree-Copyrighted layout,

```
<tb>/** Amount of hyperbolic space to give to the root. */
<tb>private static final double ROOT_WIDTH = 1.5;
<tb>/** Minimum amount of space a node should get. */
<tb>private static final double MIN_WIDTH = 0.20;
<tb>/** Amount of spacing to leave between siblings,
<tb>in addition to what each sibling needs. */
<tb>private static final double SPACING = 0.15;
<tb>/** Minimum parent-child distance allowed. */
<tb>private static final double MIN_DIST = 1.2;
<tb>/** Default parent-child distance. */
<tb>private static final double DEFAULT_DIST = 1.0;
<tb>/**
<tb>* Lays out the root.
<tb>*/
<tb>Object layoutRoot(int nrChildren) {
<tb> // This just gives the root node a default width given by root_width,
<tb> // usually 1.5, but can vary (by stretch factor) from around 0.15 to
<tb> // 15.
<tb> HalfPlaneData rootData = new HalfPlaneData(0.0, 0.0,
root_width);
<tb> rootData.aboveSpace = rootData.belowSpace
<tb> = rootData.sideSpace = default_dist;
<tb> return rootData;
<tb>}
<tb>/**
```

```
♦<tb>* Lays out the children of the given parent. The number of children
<tb>* for each child is passed in the array nrGrandChildren.
<tb>*/
<tb>boolean layoutChildren(Object parentData, int [ ] nrGrandChildren,
<tb>Object [ ] childrenData) {
<tb> // NOTE: All distances used here are hyperbolic distance.
<tb>boolean layoutChanged = false;
<tb>int nrChildren = nrGrandChildren.length;
<tb>if (nrChildren == 0)
<tb> return false; // no child, just return.
<tb> // Half-widths allocated to each child.
<tb>double [ ] widths = new double[nrChildren];
<tb> // Position of each child.
<tb>double [ ] pos = new double[nrChildren];
<tb>double totalWidth, // total width requested by the children.
<tb>double width;
<tb>totalWidth = 0.0;
<tb>for (int i = 0; i < nrChildren; i++) {
<tb> if (! (childrenData[i] instanceof HalfPlaneData))
<tb> childrenData[i] = new HalfPlaneData();
<tb> // Compute the half-width for the i-th children. Give each child
<tb> // at least some minimal distance, indicated by min_width
<tb> // (usually 0.2, but can be adjusted, say in the range 0.02-2.0).
<tb> // Using the function asinh is somewhat arbitrary, any function
<tb> // with logarithmic increase would work fine.
<tb> width = Math.max(min_width,
<tb> 0.5 * asinh(nrGrandChildren[i] * 0.2));
<tb> // Update the width / position arrays.
<tb> widths[i] = width;
<tb> totalWidth += width;
<tb> pos[i] = totalWidth;
<tb> totalWidth += width;
<tb>}
<tb>totalWidth *= 0.5;
<tb>HalfPlaneData parent = (HalfPlaneData) parentData;
<tb> // Compute the parent-child distance.
<tb>double dist = Math.max(min_dist,
<tb> Math.log((totalWidth + spacing) / parent.width));
<tb> // Now compute the offset for each child. Offset is the distance
<tb> // of each child from the mid-point. Also calculate the space each
<tb> // node has.
<tb>double oldWidth;
<tb>HalfPlaneData child;
<tb>for (int i = 0; i < nrChildren; i++) {
<tb> child = (HalfPlaneData) childrenData[i];
<tb> child.offset = pos[i] - totalWidth;
<tb> oldWidth = child.width;
<tb> width = widths[i];
<tb> child.width = width;
<tb> if (Math.abs(width - oldWidth) > 0.000001)
<tb> layoutChanged = true;
```

# Finaly: Contecsi Keywords analysis

- ◆ Resume large number of information
- ◆ History (evolution) of the contecsi Congress
- ◆ Entry point to enlarge your vision with reverse engineering



- ◆ [Blogosphere](#) « Intelligence Economique en France »
  - [Dynamic Map](#)

# Thank you for your attention

quoniam@univ-tln.fr ; quoniam@usp.br  
<http://quoniam.univ-tln.fr>

elriccio@usp.br  
<http://tecsi.usp.fea.br>

List of Clustering Engines;  
[http://del.icio.us/quoniam/clustering\\_engine](http://del.icio.us/quoniam/clustering_engine)