



Definitions and concepts

Concepts/definitions

◆ Data: Observations

- ◆ Easy to structure with a machine (storage and treatment)
- ◆ Value in fact and analytically simple: numbers or text
- ◆ Easy transfer by communication



Concepts/definitions

◆ Data: Observations

◆ Information: pertinent data with specific objective

- ◆ Complex to structure with machine (storage and treatment)
- ◆ Qualitative aspect in addition to the quantitative one: complex to analyze
- ◆ Require a consensus to bring a signification
- ◆ More difficult transfer in communication

◆ Information: flow of these data circulating in an organization

- ◆ Piece of tacit knowledge
- ◆ Transformable in a piece of explicit knowledge

◆ Strategy and information: all is in the objectives (goals)

- ◆ Strategic = to benefit from the internal and external medium to reach them
- ◆ Tactic = to organize itself to reach them
- ◆ Operational = the essential to reach them

Concepts/definitions

- ◆ Data: Observations
- ◆ Information: pertinent data with specific objective
- ◆ Knowledge: data, information integrated by the brain
 - ◆ Very complex structuring by machine (storage and treatment)
 - ◆ Interpretation, synthesis and context: analytically very complex
 - ◆ More difficult transfer in communication



Concepts/definitions

- ◆ Data: Observations

- ◆ Information: pertinent data with specific objective

- ◆ Knowledge: data, information integrated by the brain

- ◆ Tacit knowledge:

- ◆ Memory (given and information) , Context (situations and relations) , Understanding (association and decision) , Ethics (beliefs and values)

- ◆ Lives and dies with the persons

- ◆ Explicit or structural knowledge:

- ◆ Mechanical memory (documentation, banks of data) , Structural context (organization, process) , The tacit knowledge which can be stored and treated

- ◆ Survives the persons

Concepts/definitions

- ◆ Competitive Intelligence [CI]
- ◆ Operational information system being used to feed tacit and/or explicit decision makers knowledge for the strategic decision-making
 - ◆ Flow of structuring (storage and treatment) very complex per machine
 - ◆ qualitative and quantitative information: increased analytical complexity
 - ◆ Require a consensus to bring a direction: team work
 - ◆ Very difficult transfer in communication
 - ◆ Essential to achieve the goals
 - ◆ Survival with the people is logically essential
- ◆ Permanent return ticket between data ➤➤ knowledge



Concepts/definitions

- ◆ Competitive Intelligence [CI]

- ◆ Discipline at the intersection of several disciplines

- ◆ The heart in Info-Com (raw material)
- ◆ Documentation (given, information)
- ◆ Communication

- ◆ Bound:

- ◆ Strategy
- ◆ Organization
- ◆ Decision-making processes
- ◆ TIC (contained and tools [flow, explicit knowledge, machine treatment])
- ◆ Data analyze data, Text analysis
- ◆ Indicators
- ◆ Management

Concepts/definitions

- ◆ Competitive Intelligence [CI]

- ◆ 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.

- ◆ 85% of the necessary information is open

Concepts/definitions

◆ Competitive Intelligence [CI]

Similarity with Documentary Engineering

- ◆ **Collecting** information
 - ◆ Intern/external, factual/textual, formal/informal
Data banks, Database, Internet, CD-Rom
- ◆ **Structuring** information
 - ◆ Presentation/contained, manual/automatic
Reformatting, hypertext, relational, Text/Datamining
- ◆ **Diffusing** information
 - ◆ Diffusion, capitalization, consultation
workflow, GED, dataware house



Concepts/definitions

◆ Competitive Intelligence [CI]

CI is much more -> Help for decision making

◆ **Collecting , Structuring** strategic information

◆ **evaluating, valorising**

◆ Spirit of synthesis, Honesty, Validation/expertise

◆ Analyzing Opportunities and Concurrence, Benchmarking

◆ **Diffusing**

◆ selectively, "Top Oriented" for decision and Action

