



Which information ?

# Which information?

## Typology

- ◆ Text or formal or perennial: 40% (generally the past)
  - ◆ Local data bases, on line. Internet as a channel
  - ◆ Data "easy to handle" by computer
- ◆ Fuzzy or informal or fugacious: 40% (perhaps a scenario for the future)
  - ◆ Chattering, consumers, opinions, Internet as a content
  - ◆ Since Internet: data "easy to handle" by computer
- ◆ Expertise: 10% (need a validation but 90% in importance)
  - ◆ Memory of company / institution, internal experts
- ◆ Fairs and shows: 10%
  - ◆ External experts

85% of this information is open information  
collecting, analyzing and managing this information gives a  
competitive advantage

# Which information?

## Typology

### Means of obtaining

- White or open information:
  - freely (not always free) and directly accessible information.
- Confidential information
  - White or open information, but not easy to find (bad diffusion)
- Gray information (10%):
  - can be acquired in an indirect or diverted way, but of legal access.
- Black or closed information (less than 5%):
  - obtained in an illegal way, espionage.
- Internal or external information: both is necessary

85% of the necessary information is open

# Which information? Sources of white information

## documentary sources:

- books
- scientific publications, conferences, patents, theses, reports/ratios
- technical literature, specialized press, advertising documents
- standards, compatibility, environment
- articles of press
- market (orientations)
- finance, system of sale, distribution

# Which information? Sources of white information

documentary sources:

company documents

annual reports, but all emanating documents of its competitors

- ◆ advertisements of job offers to deduce the life of the company
- ◆ recovery of a listing of a direct competitor starting from the photocopying of a document on a stand in an international show

# Which information? Sources of white information

documentary sources:

company documents

generalist and/or professional press

- ◆ rich and diversified source of information.
- ◆ approximately 30.000 different titles throughout the world
- ◆ danger: predigested information, can miss objectivity.
- ◆ Published information is past, in shift with a prospective action.

# Which information? Sources of white information

documentary sources:

company documents

generalist and/or professional press

patents

- ◆ The texts of patent applications are published, in the 18th month of their deposit
- ◆ 80% of technological knowledge available and accessible
- ◆ Can allow an agreement with the company X which found an innovative product, and would be interested by a partner for the marketing of his product apart from its territory.

# Which information? Sources of white information

documentary sources:

company documents

generalist and/or professional press

patents

- ◆ With a systematic monitoring by depositor, product or inventor, it is possible to locate a general trend of the market and to guess the industrial strategy of the competitors.
- ◆ INPI, since 1982, had provided that the Japanese companies were on the point of making an action on the English car industry: for a few years, all the Japanese patents deposited in this field, had been it also in the United Kingdom.



# Which information? Sources of white information

documentary sources:

company documents

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patents

SME-SMI support organisms (CCI sample)

Niort: congestion, bottle manufacture

Cholet: clothes industry, clothing

La Rochelle: products of the sea

Cognac: the packaging

Rheims: biscuit factory, chocolate factory, confectionery

Tours: automobile equipment

Besancon: plasturgie, car

# Which information? Sources of gray information

## The external network

- ◆ regular meetings with well informed interlocutors
  - ◆ privileged relations, a connivance climate favourable for confidence
  - ◆ to animate with a position gain-gaining.
- ◆ "any information that you give must be true" ... "however, one is never obliged to say everything" ... (Mr. de Talleyrand)

Any professional of CI is concerned and must be trained with network animation.
- ◆ Commercial and purchase services are particularly aimed because open on outside:
  - ◆ Learning them how to benefit the best from their relations
  - ◆ Sensitizing them with an obligation of reserve

# Which information? Sources of gray information

## The external network

### Activating existing external network

- ◆ Professional networks (trade associations, competitor, congress)
- ◆ institutional networks (CCI, Crédoc, Universities, Research Institutes ...)
- ◆ Diplomatic networks
- ◆ regional cultural networks (the Breton ones of Paris, New York, Tokyo...)
- ◆ political, civil networks (Lions, Rotary drill)
- ◆ Clubs

# Which information? Sources of gray information

## The external network

- ◆ Lobbying: very effective network near the institutional ones
  - ◆ Anticipation on the regulations
  - ◆ defence of the sector interests
  - ◆ Financings research
- ◆ Air France has a permanent antenna in Brussels, "information obtained very upstream makes it possible to work out in time a strategy of company" (Anne Culeo)
- ◆ "All the technical regulation for the cars are decided in Brussels. We work with the European Commission on the standards of gas emission of the cars. Each decision taken can indeed generate very significant costs..." (Christian Casper)
- ◆ Lobbying of SME with professional or employers organizations
- ◆ thirty private cabinets of lobbying in France

# Which information? Time related

**INFORMEL** (à valider)

Anticiper

**FUTUR**



**PRESENT**

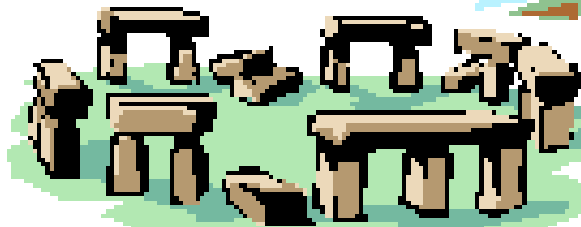


**FORMEL**



**PASSE**

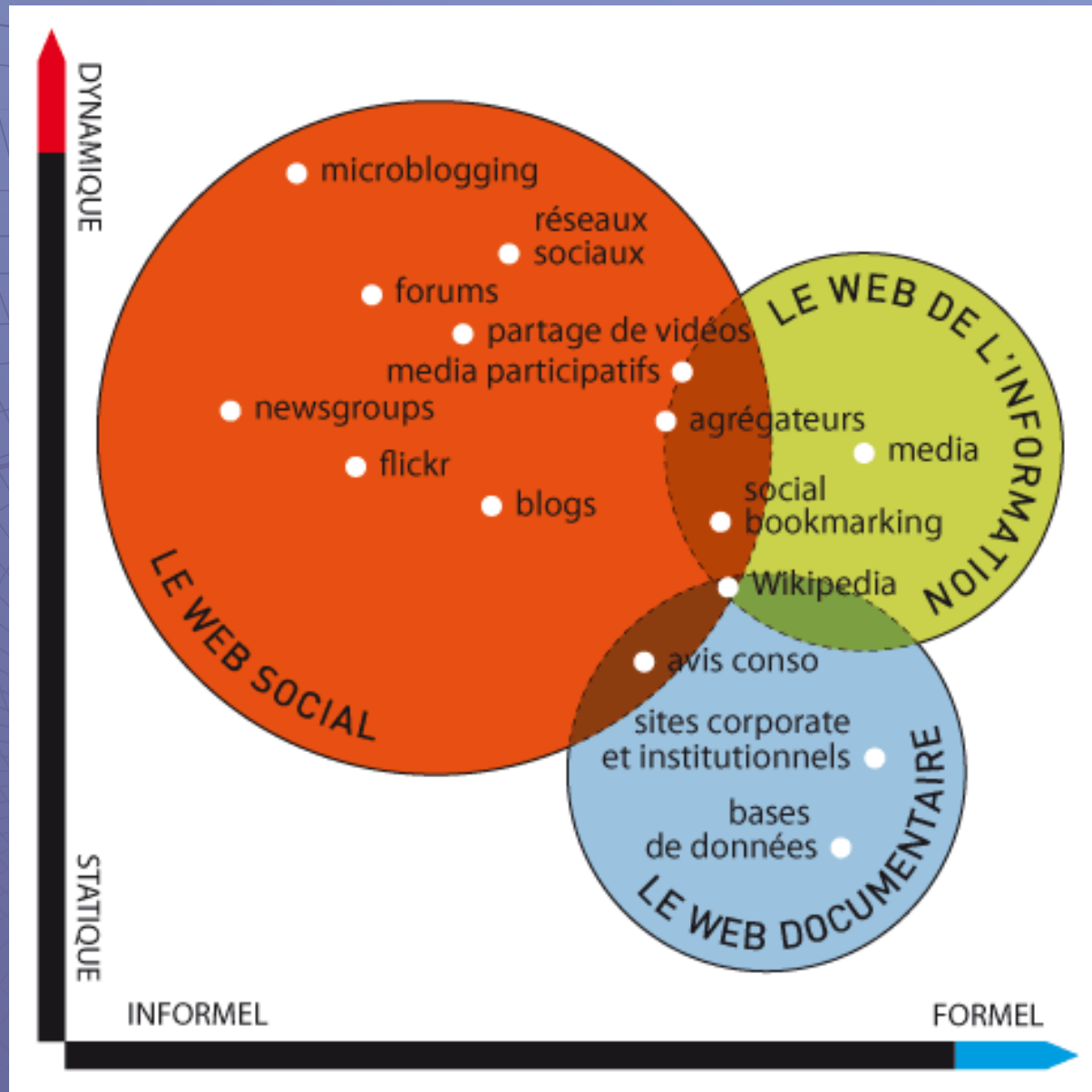
**TRES FORMEL**



**ANCIEN**

CRM

# Which information? Dynamism



# From information to intelligence

The integration of all this information  
in the same system

is the first step to pass from:  
**information**  
to  
**intelligence**

