

INTERNALLY GENERATED CI Build on What You Already Have

Michael P. Bigwood, Principal
International Technology Information
P. O. Box 58, Oreland, PA 19075, USA
TEL: 215 884 9370 FAX: 215 884 9373, mpbigwood@intechinfo.com
www.intechinfo.com

226th ACS National Meeting
New York, NY, September 7, 2003

INTERNALLY GENERATED CI

Build on What You Already Have

Does your company have a sales force?

Do your sales people call on distributors and customers?

Does your company have an R&D department?

Do scientists and engineers go to conferences?

Does anyone in your organization read the trade literature?

C&E News, CMR, Chemical Week, Business Week,
Pharmaceutical Technology, Bioengineering News, etc.

INTERNALLY GENERATED CI

Build on What You Already Have

If you answered “yes” to these questions

You already have 80% of the competitive information you need.

This is particularly true in technology driven industries

INTERNALLY GENERATED CI

Build on What You Already Have

You already have 80% of the competitive information you need.

BUT

It is highly dispersed

and

The people who have it may not be aware of its value from a CI perspective

INTERNALLY GENERATED CI

Build on What You Already Have

Three parts to this presentations

- Internal sources of information
- Effective ways of capturing it
- Making the process work

INTERNALLY GENERATED CI

Sources of Information

Published information

Job postings, advertising, product lit., catalogs, price lists
(Scientific Papers, Patents, Proceedings)

Conferences and symposia

Training workshops

Professional organization gatherings

Trade shows

Sales calls

INTERNALLY GENERATED INFORMATION

Classified

This ad appeared in Chemistry and Engineering News

3M

DEVELOPMENT CHEMIST

3M's **Aerospace Labs** has an immediate opportunity for a Development Chemist. This position will be located at 3M's headquarters in St. Paul, Mn.

Position requires an M.S. or a Ph. D in Organic or Polymer Chemistry as well as **product development** experience with **epoxy or thermoset chemistry** for **aircraft structural adhesive** applications. Knowledge in adhesive testing and surface chemistry along with strong communication and leadership skills desirable.

Duties will include the development and qualifying of structural adhesives for aircraft applications.

3M provides excellent benefit package ...

NON-CI DRIVEN SOURCES OF CI

Conferences, symposia, trade shows

Not so much what is being presented
(proceedings, secondary research)

Who is there (or not there), and why

New products, product literature

Brief/de-brief

INTERNALLY GENERATED INFORMATION

The Challenges

Make everyone in the organization aware of the fact that some of the information they collect in the practice of their job also has value from a competitive intelligence perspective

Capture the usually highly fragmented internally generated competitive data

Make sense out of that highly fragmented data

THE IMPLEMENTATION

A Microsoft Office application using

PowerPoint for “Known Competitor Profiles”

Financial trends
Strategic plans
Significant events
etc.

Excel for the Competitor Profiles financial graphs

SECONDARY RESEARCH

- Annual Reports
- Trade Publications
- etc.

Access database with 5 tables relating to

People
Products
Technology
Manufacturing
Events

+ 15 pre-defined queries (FAQ)
and the ability to design new queries “on the fly”

INTERNALLY
GENERATED
INFORMATION

CAPTURING INTERNALLY GENERATED INFORMATION

A Microsoft Access Database

Figure III.4
The PRODUCTS form

Product

ID

PRODUCT NAME COMPANY

TECHNOLOGY END-USE

FEATURES

STATUS SALES PRICE

OUR EQUIVALENT CUSTOMER

LITT. AVAILABLE OUR TESTING

MANUFACTURING LOCATION

MANUFACTURING CAPACITY

SOURCE DATE

Figure III.2
The PEOPLE form

People

ID PREFIX

LAST NAME FIRST NAME INIT.

FROM ON UNTIL

COMPANY TITLE

LOCATION COUNTRY OR STATE

FUNCTION REG. RESPONSIBILITY

REPORTING TO MARKET SEGMENT

COMMENT

SOURCE DATE

CAPTURING INTERNALLY GENERATED INFORMATION

Output of the “Support Level” Query

ID	DATE	MKT SEGMENT	FUNCTION	COUNTRY OR STATE	COMPANY	SOURCE
18	9/95		Research	UK	company F	patent search
20	9/95	Segment A	Research	UK	company F	patent search
21	9/95	Segment A	Research	UK	company F	patent search
22	9/95	Segment A	Research	UK	company F	patent search
23	9/95	Segment C	Research	UK	company F	Patent search
24	9/95	Segment C	Research	UK	company F	Patent search
25	9/95	Segment C	Research	UK	company F	patent search
26	9/95	Segment B	Research	Netherlands	company F	patent search
27	9/95	Segment B	Research	Netherlands	company F	patent search
28	9/95	Segment B	Research	Netherlands	company F	patent search
29	9/95	Segment C	Research	UK	company F	patent search
30	9/95	Segment C	Research	UK	company F	Patent search
31	9/95	Segment C	Research	UK	company F	patent search
32	9/95	Segment C	Research	UK	company F	patent search
33	9/95	Segment C	Research	Netherlands	company F	patent search
34	9/95	Segment C	Research	Netherlands	company F	patent search
35	9/95	Segment C	Research	Netherlands	company F	patent search
36	9/95	Segment D	Research	UK	company F	Patent search
37	9/95	Segment D	Research	UK	company F	Patent search

CAPTURING INTERNALLY GENERATED INFORMATION

Output of the “Direct reports” Query

ID	REPORTING TO	LAST NAME	FIRST NAME	FROM	IN	UNTIL	COMPANY	TITLE	FUNCTION
12	John		LEE	1994		PRESENT	company D	EXECUTIVE VP	CFO
11	John		WAYNE	1994		PRESENT	company D	EXECUTIVE VP	COO OF SPECIALTY CHEMICALS
10	John		DAVID	1994		PRESENT	company D	EXECUTIVE VP	CEO OF AEROSPACE
19	Wayne		Henry		1996		Company D	Technical Director	Research

CAPTURING INTERNALLY GENERATED INFORMATION

Output of the “Pricinginfo” Query

PRODUCT NAME	COMPANY	END-USE	PRICE	PUBL DATE	COMMENTS
	company A	Board	\$.56 @ 44%	1995	
	company A	Board	\$.69 Wet	1995	
	company A	Board	\$1.10 Dry	1995	
	Company D		\$.56	1995	
	Company D	wood	\$ 1.00/lb	3/10/95	
	Company F	wood	\$ 0.98/lb	3/10/95	
	Company G		\$ 0.60 (bu	4/7/95	

TWO PHILOSOPHIES

Internally Generated Info.

Set -up a system for capturing fragmented data and extracting knowledge

“Throw everything in there”

You may never use some of the information in there, but you’ll have it if you need it

Very low cost

Analyze only as needed, when needed
Pre-defined queries (faq’s)
On-the-fly queries

Primary/Secondary Research

Only as needed to supplement IGI

Use internally generated information to improve effectiveness
(elicitation, give and take)

INTERNALLY GENERATED CI

Key Success factors

One person (or small multifunctional team) accountable for gathering and organizing the information

Raise awareness, create a culture

Make access to information easy for ALL (strategic, tactical)

Set-up an alert capability

Reward contributors