



Vivísimo[®]

[Search Done Right[™]]

**Finding Meaningful Competitive Intelligence
through Enterprise Search**

Simon Gittins

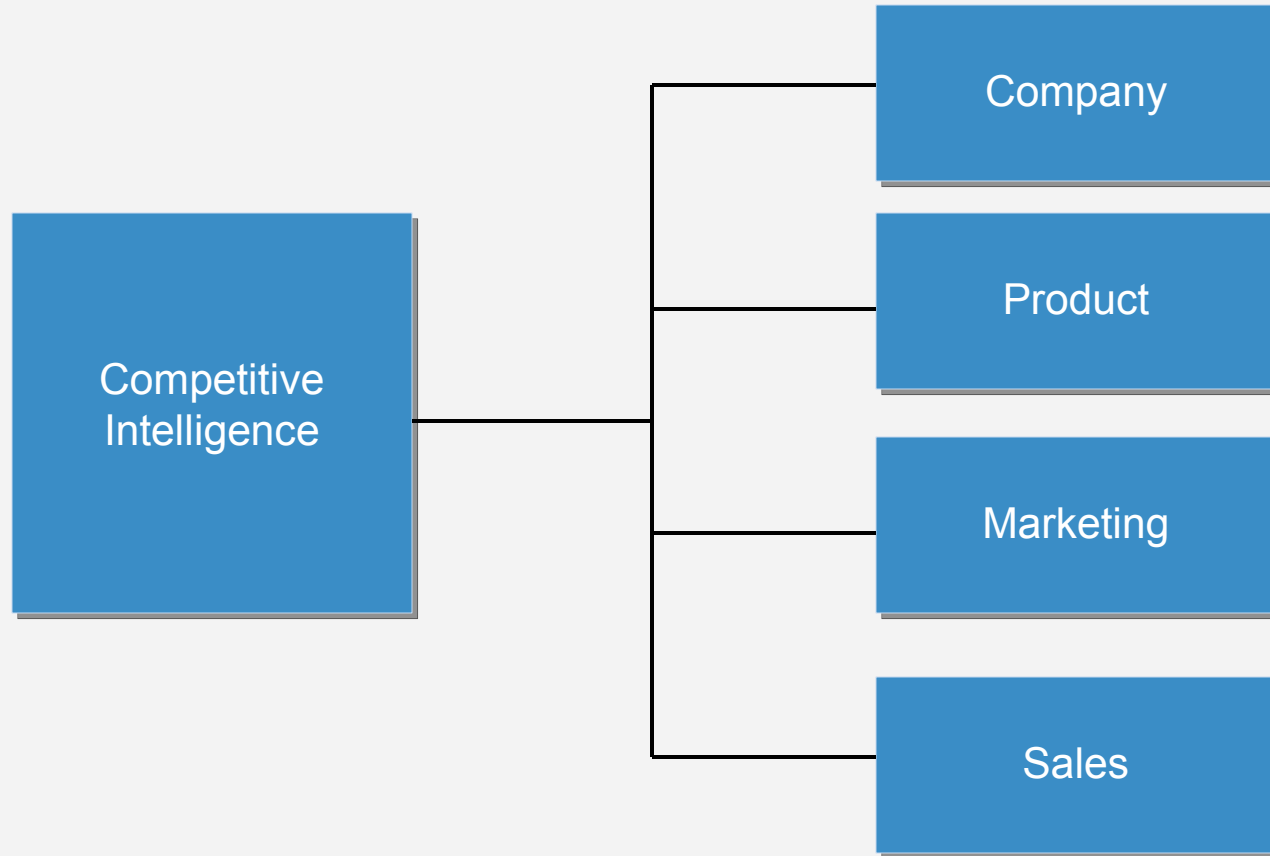
Vivísimo (UK)

- ▶ **What is Competitive Intelligence (CI)?**
- ▶ **How can search be used as a CI enabler?**
- ▶ **Customer Case Study**

- ▶ **Competitive Intelligence is:**
 - ▶ The purposeful and coordinated monitoring of your competitors and the domain constituents within a specific marketplace
 - ▶ The enabling of business decisions based on the analysis and distribution of this information

- ▶ **Competitive Intelligence enables:**
 - ▶ enables the organisation to respond to changing competitive dynamics and enhance competitive advantage
 - ▶ Increases the speed and quality of decision making
 - ▶ Creates sustainable and profitable growth
- ▶ **Frost & Sullivan found that 78% of successful companies stated that the CI function was a critical element of their business and marketing strategy**

Who is Impacted by CI?

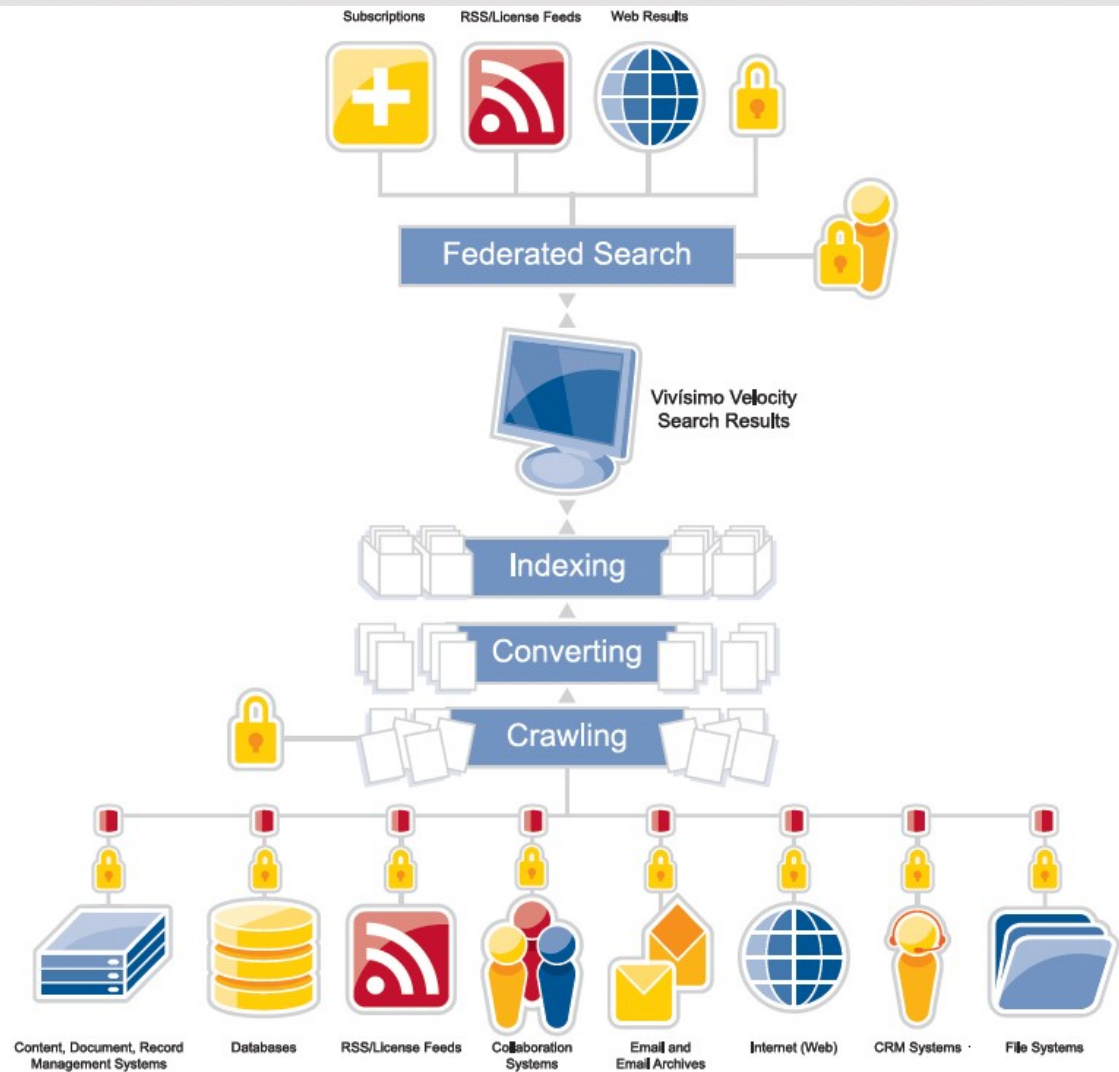


Where does Search Fit into CI?

- ▶ **Search as Information Technology:**
 - ▶ Minimizes time involved in collecting and storing information
 - ▶ Reduces the time spent answering ad hoc requests questions
 - ▶ Maximizes people's efficiency in distributed environments and facilitates the leveraging of CI knowledge

- ▶ **Search enables CI by**
 - ▶ Providing universal access to all information
 - ▶ Allowing discovery through the exploration of search results
 - ▶ Promoting collaboration and knowledge sharing

Search Provides Universal Access



► **Connectivity**

- ▼ Email archives (.pst files)
- ▼ CMS
- ▼ File shares
- ▼ Databases

► **Federate to outside sources:**

- ▼ Pubmed
- ▼ AMA's site
- ▼ Etc.

► **Security at the:**

- ▼ Group
- ▼ User
- ▼ Document &
- ▼ Field level

Search Provides Universal Access



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mobile phone Search
Your query has been expanded to show Expansions

Search across all repositories or just one.

Preferences can be set up based on roles or profiles.

- ▼ Topic Clusters
- Top 223 Results
- Experience, Japanese (19)
 - European, Consumers (16)
 - Azure Marketing Communications, Inc (12)
 - Enterprise, Search (16)
 - Search Engine (15)
 - Travel (8)
 - Launch (10)
 - China, Government (7)
 - Predict, Experts (8)
 - Mobile Data (7)
- more | all

- ▼ Refine Results
- Category < 1 of 2 >
- Mobile (222)
 - Research (203)
 - Search (185)
 - Enterprise (142)
 - Engine (140)
 - Vendor (132)
 - Search Engine (125)
 - Microsoft (117)
 - Reproduction (106)
 - Review (101)
- Folder

- add new comment
- Tags: strategy, ecommerce, messaging, target market
Estimated Reading Time: 1 min, 56 sec
Size: 77K - Trade Publications - Your rating: ⓧ★★★★★ Avg rating 5 (1 rating)
2. [Travelocity airline confirmation for San Jose, CA trip](#) save to folder new window preview
Date: Tue, 24 Oct 2006 16:32:23 -0400 | From: [The Travelocity Team](#) | To: MONARKO@vivísimo.com
... Electronic items are not permitted on board any aircraft. Electronic items include laptops, **mobile phones**, and iPods. Complete your travel plans! Book a Hotel Book a Car Travel ...
add new comment
Tags: mobile, travel
Size: 46K - Lotus Notes - Your rating: ⓧ★☆☆☆☆ Avg rating 2 (1 rating) - ignore
3. [Best And Worst Of Mobile Phone Out-Of-Box Experience, 2007](#) save to folder new window preview
Author: Administrator
... Out-Of-Box Experience For Cell **Phones** The Out-Of-Box Experience For **Mobile Phones** And Service The **Mobile Phone** User Interface Hinders Setup Some Best Practices Emerge ... 2 Out-Of-Box Experience Evaluation Criteria THE OUT-OF-BOX EXPERIENCE FOR MOBILE PHONES AND SERVICE While we evaluated the same **phone** across each of the four ...
1 **Monarko**: Focused on browsers not applications.
add new comment
Tags: add a tag
Size: 984K - Documentum - Rate result: ☆☆☆☆☆

Search Promotes Discovery



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Your query has been expanded. Show Expansions

Results 1-10 of about 1,525 | Details

Topic Clusters

- Top 223 Results remix
- Experience, Japanese (19)
 - European, Consumers (16)
 - Azure Marketing Communications, Inc (12)
 - Enterprise, Search (16)
 - Search Engine (15)
 - Travel (8)
 - Launch (10)
 - China, Government (7)
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 - Mobile Data (7)
- [more](#) | [all](#)

Refine Results

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- Mobile (222)
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 - Vendor (132)
 - Search Engine (125)
 - Microsoft (117)
 - Reproduction (106)
 - Review (101)

Folder

Select/deselect all on this page

Selected results: 0 Folders

1. [E-Commerce Sites Need A Wireless Selling Strategy](#) save to folder new window preview
... a **mobile** device through reformatted Web pages; 15% offer the ability to conduct transactions on a **mobile phone**; 10% use SMS to provide information or ... and a URL specifically designed for **mobile** use. In addition to a **mobile** strategy, the study found that ... e-commerce sites to enhance their wireless strategy. There are some marketing messaging we could ... the same strategy.

☆☆☆☆ Avg rating 5 (1 rating)

2. [Travelocity airline confirmation for San Jose, CA trip](#) save to folder new window preview

Date: Tue, 24 Oct 2006 16:32:23 -0400 | From: [The Travelocity Team](#) | To: [MONARKO@vivísimo.com](#)

... Electronic items are not permitted on board any aircraft. Electronic items include laptops, **mobile phones**, and iPods. Complete your travel plans! Book a Hotel Book a Car Travel ...

[+ add new comment](#)

Tags: [mobile](#), [travel](#)

Size: 46K - Lotus Notes - Your rating: ☆☆☆☆☆ Avg rating 2 (1 rating) - [ignore](#)

... [experience, 2007](#) save to folder new window preview

... [ance For Mobile Phones And Service The Mobile Phone User Interface Hinders Setup Some](#) [eria THE OUT-OF-BOX EXPERIENCE FOR MOBILE PHONES AND SERVICE](#) While we

ev:

[+ add new comment](#)

Tags: [add a tag](#)

Size: 984K - Documentum - Rate result: ☆☆☆☆☆

Discover new themes through clustering.

Explore search by structured navigation or auto-classification.

Search Promotes Discovery



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mobile phone

Your query has been expanded. [Show Expansions](#)

Users can control recall through conceptual search.

Results 1-10 of about 1,525

Topic C

Top 223 Re

- + Experi
- + Europear
- + Azure M
- + Commun
- + Enterpris
- + Search E
- + Travel (3)
- + Launch
- + China, G
- + Predict, I
- + Mobile D

mobile phone OR (mobile AND phone)

Synonyms:

- cell phone
- cellular phone
- smart phone

Related Terms:

- Velocity for mobile
- mobile display
- Velocity display templates

Narrower Terms:

- iPhone
- Blackberry
- Treo

Suggested Concepts:

- cell phones
- operators
- subscribers
- mobile communications

Broader Terms:

- telephone
- portable electronic device
- telecommunications

Users can also control precision and recall using structured thesauri

select all for this term

[View expanded query](#)

Top Tags: ecommerce, messaging, strategy, tartget market

Tags: [add a tag](#)

Estimated Reading Time: 1 min, 56 sec

Size: 77K - Trade Publications - Avg rating: ★★★★★ Avg rating 5 (1 rating)

3. [Cracking China's Rural Mobile Market](#) [save to folder](#) [new window](#) [preview](#)

... Handset Makers The Chinese Rural Market: A Yin And Yang Of Community Consumerism **Mobile Phone** Makers Must Engage Rural Communities For

Search Fosters Collaboration



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mobile

Search

Results 1-10 of about 1,497 | [Details](#)

Topic Clusters remix

Top 253 Results

- Experience, Target Audience (31)
- Mobile devices (26)
- Messaging, Mobile Instant (21)
- European, Mobile Operators (14)
- Mobile Users (16)
- Collaboration (12)
- Agency, Transmitted (12)
- Review (7)
- Search Engine (12)
- Enterprise Search (8)

[more](#) | [all](#)

Refine Results

Category 1 of 3

- data (297)
- search (288)
- research (265)
- search engine (195)
- sales (190)
- engine (164)
- portal (161)
- review (155)
- knowledge (136)
- analysis (115)

Folder

- Mobile (4)
- Velocity 6.0 Research (2)
- Analyst (1)
- Market Research (1)

Filetype

- pdf (191)
- html (154)
- email (102)
- doc (46)

Select/deselect all on this page

Selected results: 0 | [Folders](#)

- [Mobile Operators Claim Falling Data Roaming Prices in Europe](#) [save to folder](#) [new window](#) [preview](#)
... Service — In an effort to avert price caps on data roaming charges by the European Union, **mobile** phone operators said Wednesday that the market is expanding rapidly and that prices are coming down of their own accord. Data roaming allows travellers to access multimedia services using their **mobile** phone or laptop. It also includes services such as sending and receiving SMS (Short Message Service) ...
[+ add new comment](#)
Tags: [add a tag](#)
Estimated Reading Time: 0 min, 0 sec
Size: 95K [CIO](#) **Rate result** ★★★★★
- [\[MKTGSTRATEGYSIG\] Mobile Marketing Units](#) [save to folder](#) [new window](#) [preview](#)
Date: Mon, 5 Dec 2005 16:16:35 -0400 **From:** [sws@CREATESYNERGY.COM](#) **To:** [MSP@LISTSERV.AMA.ORG](#)
... promotion of several large events in CA and NV. The events have had **Mobile** Marketing Units on site during the event. The MMU's have contacted the ...
[3](#) **Monarko:** This is focused on the need to increase mobile marketing not the value of mobile applications.
[4](#) **Monarko:** this email is important in mobile devices
[+ add new comment](#) [show all 4 comments](#)
Top Tags: [advice](#), [collaboration](#), [market strategy](#)
Tags: [market strategy](#), [advice](#)
Size: 7K [Lotus Notes](#) **Avg rating** ★★★★★ Avg rating 4.5 (2 ratings) [review](#)
- [Vivísimo releases mobile enterprise search tool - Network World](#) [save to folder](#) [new window](#) [preview](#)
... SANs Servers Storage Mgmt. Utility Computing Virtualization + Small Business Networking Broadband Collaboration Equipment **Mobile** Networks Security Storage Cisco Subnet Microsoft Subnet Events Buyer's Guides Careers NW ... your link here. Software Whitepapers Webcasts Buyer's Guide NetworkWorld.com Vivísimo releases **mobile** enterprise search tool **Mobile** search not a huge market yet, analyst says By Jon Brodtkin , Network World, ...
[1](#) **Monarko:** Strong 3rd party testimonial of mobile search and its advantages to end users.
[+ add new comment](#)
Top Tags: [interview](#), [jerome](#), [news article](#), [velocity review](#)
Tags: [add a tag](#)
Size: 539B [SharePoint](#) [75%](#) [25%](#) (4 votes) [X](#)
- [Best And Worst Of US Mobile Site Design, 2007](#) [save to folder](#) [new window](#) [preview](#)
Author: Administrator
... stay on top of new industry trends. TABLE OF CONTENTS Consumers Find The **Mobile** Web Useful But Not Usable Examining The Current State Of **Mobile** Web Experiences Experiences Range From Poor To Good Flaws Emerge In Every Category Best Practices Shine Amid Flaws RECOMMENDATIONS **Mobile** Site Owners Must Focus On **Mobile** Site Users' Needs NOTES & RESOURCES Forrester reviewed ...
[2](#) **Monarko:** This article is focused on why companies should be worried about marketing over cellular devices. But on page 2, it has good stats on mobile adoption we could use in positioning.



Search Fosters Collaboration



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mobile phone

Search

Your query has been expanded. [Show Expansions](#)

Results 1-10 of about 1,525

▼ **Topic Clusters**

Top 223 Results remix

- Experience, Japanese (19)
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[more](#) | [all](#)

▼ **Refine Results**

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- Vendor (132)
- Search Engine (125)
- Microsoft (117)

Select/deselect all on this page Selected results: 0 Folders

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Save Folder / Query

My Folders Vivísimo Marketing

- ✖ [Benelux](#)
- ✖ [Intelligence](#)
- ✖ [jcs](#)
- ✖ [mkt](#)
- ✖ [one](#)
- ✖ [Collaboration](#)

New Folder:

Users can share CI information by using shared virtual folders.

... **Monarko**: This document explains the need for ecommerce sites to enhance their wireless strategy. There are some marketing messaging we can use to discuss how site providing information will need the same strategy.

+ add new comment

Top Tags: ecommerce, messaging, strategy, target market

Tags: [add a tag](#)

Estimated Reading Time: 1 min, 56 sec

Size: 77K - Trade Publications - **Avg rating:** ★★★★★ Avg rating 5 (1 rating)

3. [Cracking China's Rural Mobile Market](#) [save to folder](#) [new window](#) [preview](#)

... Handset Makers The Chinese Rural Market: A Yin And Yang Of Community Consumerism **Mobile Phone** Makers Must Engage Rural Communities For



Schering-Plough Global Search Portal

The screenshot shows the Schering-Plough SPHERE Global Search Portal. At the top, the Schering-Plough logo and the word "SPHERE" are displayed. Below the logo is a navigation bar with links: "Our Company", "News & Communications", "Products", "Human Resources", and "Tools & Support". The main content area is titled "Global Search Portal" and includes a search bar with the text "akzo nobel" and a "Search" button. Below the search bar are tabs for "All", "Intranet", "Internet", and "Desktop". A blue arrow points from the "Search across all repositories or just one." callout to the search bar and tabs. On the left side, there are two red-bordered boxes: "Clustered Results" and "Therapeutic Area". The "Clustered Results" box has a sub-tab "by Topics" and a list of topics with counts, such as "Intervet, Boxmeer (150)", "La salud humana (98)", "Nederland, Humane gezondheidszorg (73)", "Akzo Nobel N.V. (40)", "Biopharmaceutical, Human healthcare business (41)", "Danmark (25)", "Akzo Nobel's Nobilon (9)", "Contract, GIT (11)", "Pressemeldinger, Informasjon (5)", "Massachusetts, Diosynth (7)", and "More >>". A blue arrow points from the "Discover hidden themes through clusters." callout to this list. The "Therapeutic Area" box has a sub-tab "Reproductive Medicine (6)". Below it is a "Brand names" box with a sub-tab "contraception (6)", "fertility (5)", and "anesthesia (4)". A blue arrow points from the "Navigate results through structured content." callout to this section. The main search results area shows a list of results. The first result is titled "Looking for Compliance Information? Please use the Compliance Wizard" and includes a link to "www.intervet.com/...o-nobel-completes-obs-sale.asp". The second result is titled "Intervet - 2007-03-12 - Akzo Nobel announces Intended Sale of Organon Biosciences to Schering-Plough for EUR 11 billion (91%)". A blue arrow points from the "Navigate results through structured content." callout to the second result. The search results also include a "Corporate Sites, Similar" link for each result.

Search across all repositories or just one.

Discover hidden themes through clusters.

Navigate results through structured content.

Tyco Electronics

Tyco Electronics
Our commitment. Your advantage.

myTE

Search lab

Advanced Search Help Preferences Profile

Results 1-10 of about 76 Details

All Intranet sites Sharepoint sites People

Select/deselect all on this page Selected results: 0 Folders

Topic Clusters
Top 74 Results remix

- Korea, Republic (31)
- CHINA, Raychem Electronics (15)
- Policy (6)
- Connector (2)
- Preliminary, Test (2)
- Much Qwest Is Using And How Tel Labs (2)
- No Process (2)
- Lab Worker (2)
- Tyco Electronics Canada Ltd (2)
- Tyco Electronics UK Limited (2)

Find in clusters Find

Refine Results

Tag Cloud
condition contact cycle dixon domain elec good great group item lab level mate maxomun mechanical product stuff test work

Category
Business Units (4)

Author < 1 of 2 >
Prizmic, Janet (3)
Dixon, Dirk R (2)
Hoch, Darla C (2)
Newman, Timothy L (2)
Patterson, Karen K (2)

1. **Cost Centers 2007** save to folder new window preview
... Reijgersberg Ouendag G 116 FIB 23520 Fobu testing lab N83 4522 Rietveld Reijgersberg Ouendag G 116 FIB ...
+ add new comment
Rate result: ☆☆☆☆☆
Tags: add a tag
accounting.nl.tycoelectronics.com/.../cost_centers_2007.htm - cache - Intranet sites - 0% 0% (0 votes)

2. **Molex Reliability Engineering Lab** save to folder new window preview
Molex Reliability Engineering Lab MOLEX INCORPORATED TEST REPORT 11/19/...
Author: Dixon, Dirk R
+ add new comment
Rate result: ☆☆☆☆☆
Top Tags: good, great, level, mate, work
Tags: add a tag
te.molex.us.tycoelectronics.com/.../st Report_tr7938RPT.pdf - cache -

3. **LAB KINGSGROVE** save to folder new window preview
LAB KINGSGROVE
Phone: 408.424.1111

4. **LAB** ... two-piece interconnects, the MULTIGIG RT Tier 1 connector has ... two-piece interconnects. In Tyco Electronics and independent lab tests, the ...
Category: Business Units
+ add new comment
Rate result: ☆☆☆☆☆
Tags: add a tag
aero-def.tycoelectronics.com/.../literature/1308940.pdf - cache - Intranet sites - 0% 0% (0 votes)

5. **Group Policy Lab environment Domain(s) tecom.adlab.test.com us.tecom.adlab.test Domain Controller** save to folder new window preview
Group Policy Lab environment Domain(s) tecom.adlab.test.com us.tecom.adlab.test Domain Controller Usy90dc50 (163.214.21.12) Admin Account - tecom\...

Users can add knowledge through tags and annotations.

Explore data through tag clouds.

Thank You

Contact details:

Simon Gittins

gittins@vivisimo.com