

**Reproduced from the Fuld & Company Intelligence Software Report®
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Competitive Intelligence Software Type: CI based tool and Text Mining

Product Name:

Primary Intelligence Module (PIM) Manager V2

NewsRoom Version 3

IntoAction Version Version 4

Find it Now Module Version 3

Momentum Data Services

Enterprise Hosting Services

Competitive Intelligence Application

STRATEGY! support all phases of the competitive intelligence cycle.

Planning and Direction

Since the last Fuld review, Strategy Software has enhanced this phase of the intelligence cycle with the introduction of Primary Intelligence Module Manager (PIM), specifically built for the purpose of planning, executing, and delivering primary intelligence as a process. PIM is as equally focused on enabling the collector to maintain his or her sources as it is allowing analysts to plan, execute, and analyze intelligence projects. The PIM can house the information about the sources, and their histories, along side all of the collected intelligence.

PIM allows a user to formulate a KIT or a KIQ, and do an analysis of primary sources and collected intelligence from other collection projects that might be produced within 15 minutes of formulating the question. Each source's specific area of knowledge, and their level of knowledge, is mapped into the system such that a very rapid initial scan of available appropriate prospective sources may be done.

Published Information

NewsRoom™, a Strategy Software-developed Web Application, is designed to harvest Web-based information sources. NewsRoom has two modes: Publisher and Reader. The Publisher registers the news sources that are of interest, can set news filters and subscription lists, helps circulate news items worthy of sharing, helps categorize the headlines, and performs other general application administration. The Reader mode enables anyone allowed to visit the NewsRoom site to peruse the published news summaries, drill down to the original and full news item or download attached documents, but these users are not able to administer NewsRoom. Typically, however, those interested in getting targeted news would either subscribe to a news filter, or receive an emailed newsletter, or subscribe to an RSS feed generated by NewsRoom from the publisher via emailed newsletter. Newsletters are automatically archived, indexed, and made searchable for back reference. RSS feeds out of NewsRoom can be displayed in the Outlook 2007 desktop view, displayed on a SharePoint site, or displayed on a portal.

Strategy provides comprehensive search customization, with queries based on words, phrases, concepts (such as KITs), dates, and other refined search capabilities. Strategy provides total support for both internal and external sources through Find-it-Now Version 3 for internal search of multiple information repositories (i.e. databases, Microsoft Office documents, company reports, visual objects) and for external search of Web-based sources (i.e. document search (HTML and XML files), message boards, and databases). There are only two file types that Strategy! cannot index for search: encrypted files and password protected files. An interesting feature is the file type exclusion feature that speeds indexing by telling the system which types of files can be ignored (.dll's, .exe's, etc.) Find-It-Now can also index a list of websites that can be keyword searched like a collection of documents can. Find-It-Now is unique in that it can isolate documents by the date they were modified. If you only want documents modified last month, then the results will show only those documents.

Strategy recognizes the importance and use of RSS feeds in the intelligence process and provides dynamic retrieval and storage of secondary (syndicated) information from RSS and XML feeds. Users also have the ability to convert a regular HTML page into an RSS feed, providing opportunities to include additional information that might not be dynamically collected such as investor relations, executive bios and the like.

Strategy also supports other features of this phase such as tracking changes in monitored web sites, automatic filtering of collected information, relevance ranking, and flexible listings of retrieved documents.

Primary Source Collection

In this phase, Strategy has been strong in the collection, organization and management of primary sources. Users are able to capture qualitative, 'soft' information from employees throughout the company, either through internal message boards, e-mail, or another easily accessible medium by which primary information can be entered and retrieved. There is also an area in the software and user interface for inputting interviews, field reports, and other first-hand accounts.

One of the great challenges of collecting primary source information has been the ability to dynamically mine the intelligence directly from emails. Strategy has come up with a unique solution called "Share It Now" which can place any email flow the user designates onto a network server so that the emails can be searched like any other document, as shown below.

Share it Now works for both email messages (and attachments) as well as contacts. Contacts can also be shared to the server, pooled, and searched against like any other file. *Note the 'Shared' field verifying positively that the email actually made it to the server, and when that happened.*

The user can either set a rule to copy or divert-and-delete email onto the server, or simply drag email you want saved to the server into the 'Share it Now' folder

Share It Now provides numerous options such as to save the original email that was transferred to the server, or to delete it to reduce the size of the PST without losing the email

Analysis and Production

Strategy supports all of the strategic analytical models like Five Forces, Four Corners, SWOT, PEEST (or PEST – political, economic, social, or technical), balanced scorecard, etc. Users are able to sort information by user-defined rules and also extract relationships between people, places, dates, events, and other potential correlations.

Strategy also provides a variety of templates with data visualization interfaces to sort and view collected information by user-defined rules. However, Strategy does not support text mining to locate and extract user-defined variables.

Report and Inform

Strategy provides complete support of standard and customizable report templates with the ability to link and export these reports to MS Office formats, PDF and/or other reporting systems. The new PIM module also delivers collection reports, via email, with fully blacked-out source information, to the user via email, as soon as the collection report is filed in the PIM. This allows for the delivery of partial or interim results to the project client, with analysis, well before project completion. The ability to dynamically report this information can be very helpful in the intelligence process.

Summary

Strategy continues to be a leader in competitive intelligence software with its complete support of the intelligence cycle. New enhancements such as Share it Now and the Primary Intelligence Module demonstrate Strategy's pulse on what can help users in their intelligence needs while also setting the bar for a complete competitive intelligence solution.