

Competitive Intelligence Basic

Creating Knowledge – Platforms
Information analysis

Ecole Doctorale – Corte – Novembre 2017

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<http://www.ciworldwide.org>

A sunset scene over a body of water with mountains in the background. The sun is low on the horizon, casting a golden glow across the sky and water. The mountains are silhouetted against the bright light. The text "Creating actionable knowledge" is overlaid in blue at the top.

Creating actionable knowledge

Platforms to create knowledge

Knowledge is not found it must be created

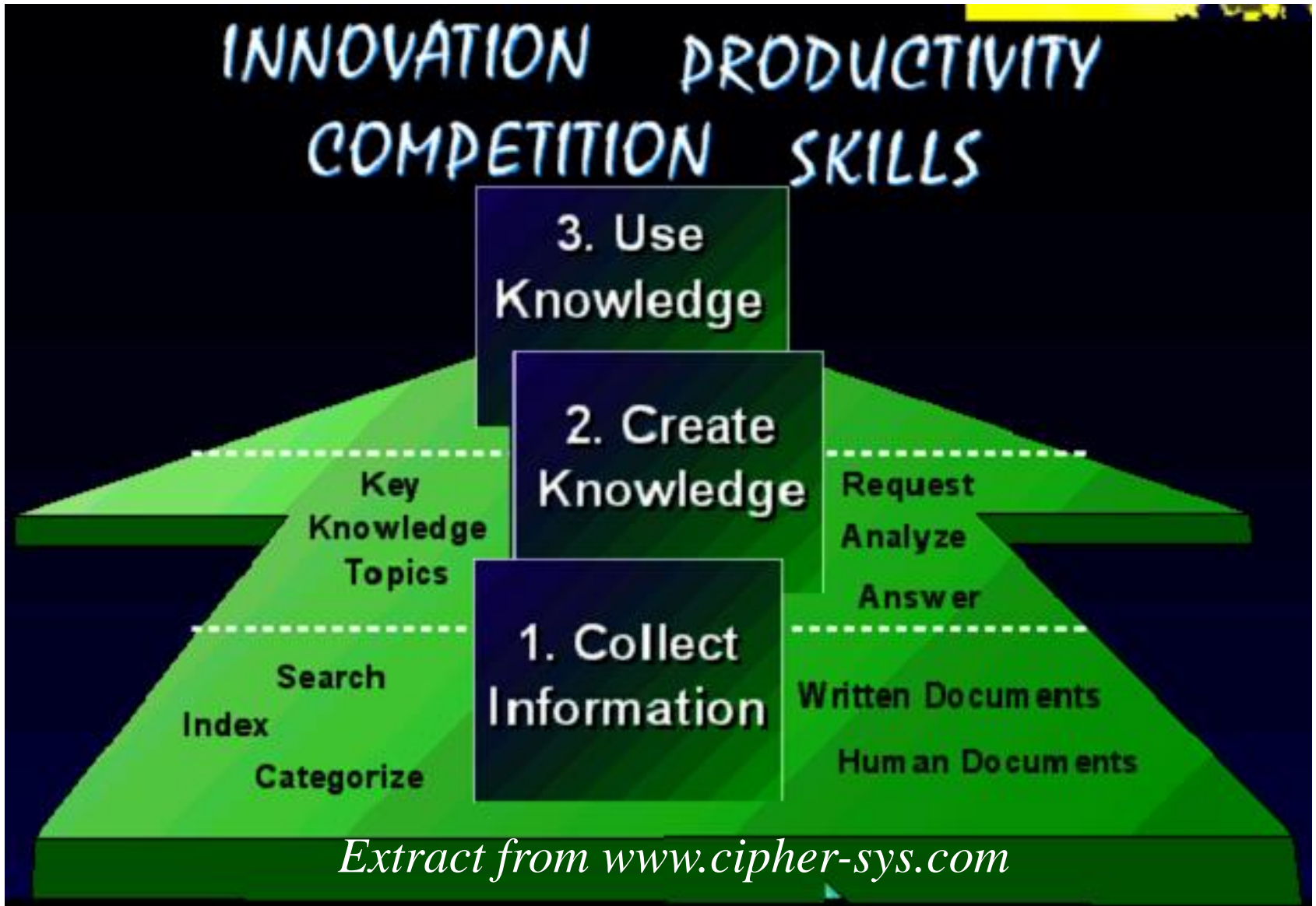
▶ KM Is Not *Extract from www.cipher-sys.com*

- Market Research
- Abstracts of News Articles
- Thick Reports of Facts
- **FOUND**

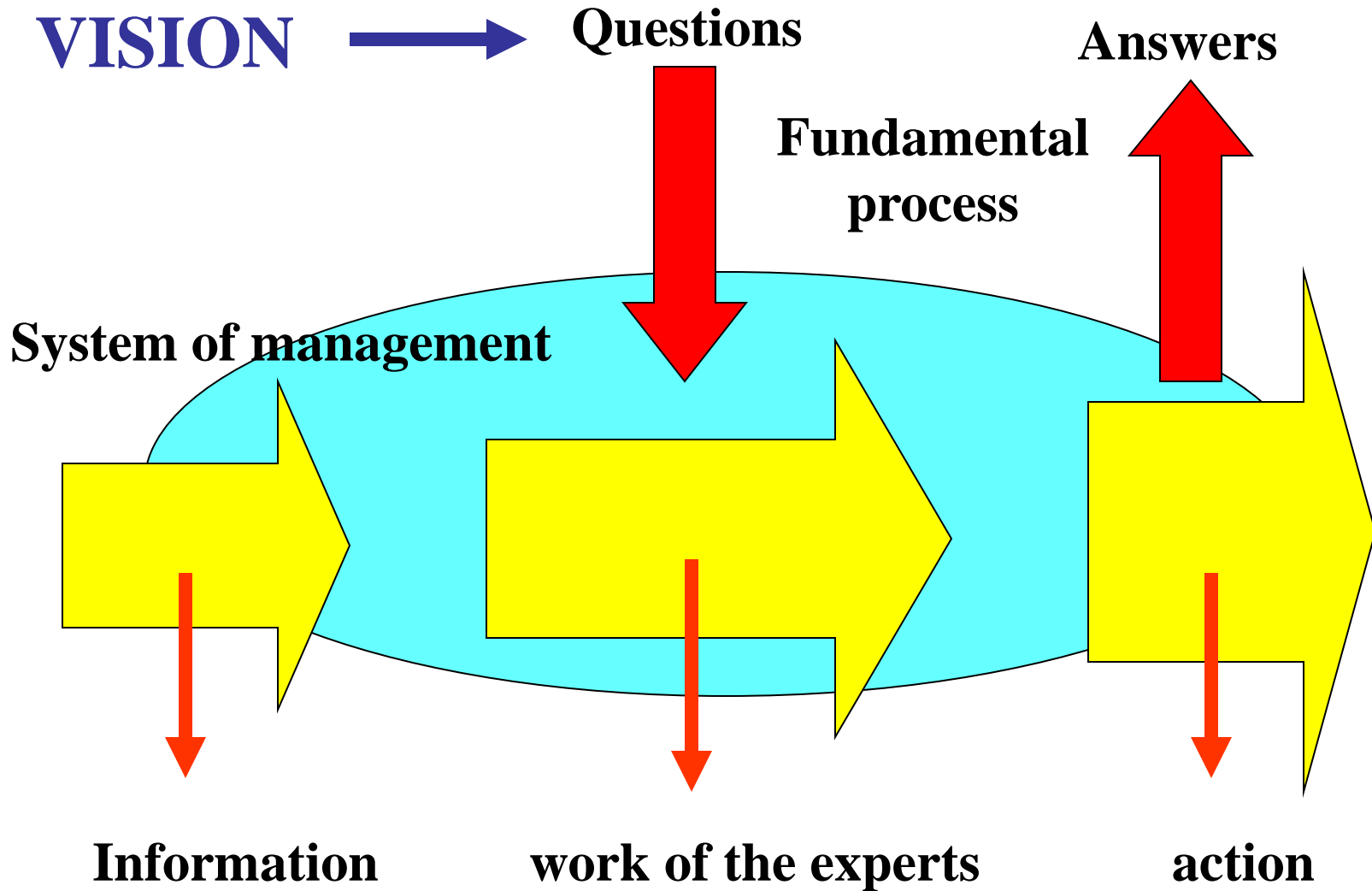
▶ KM Is

- Processed Information
- Actionable Information
- Decision Support Information
- **CREATED**

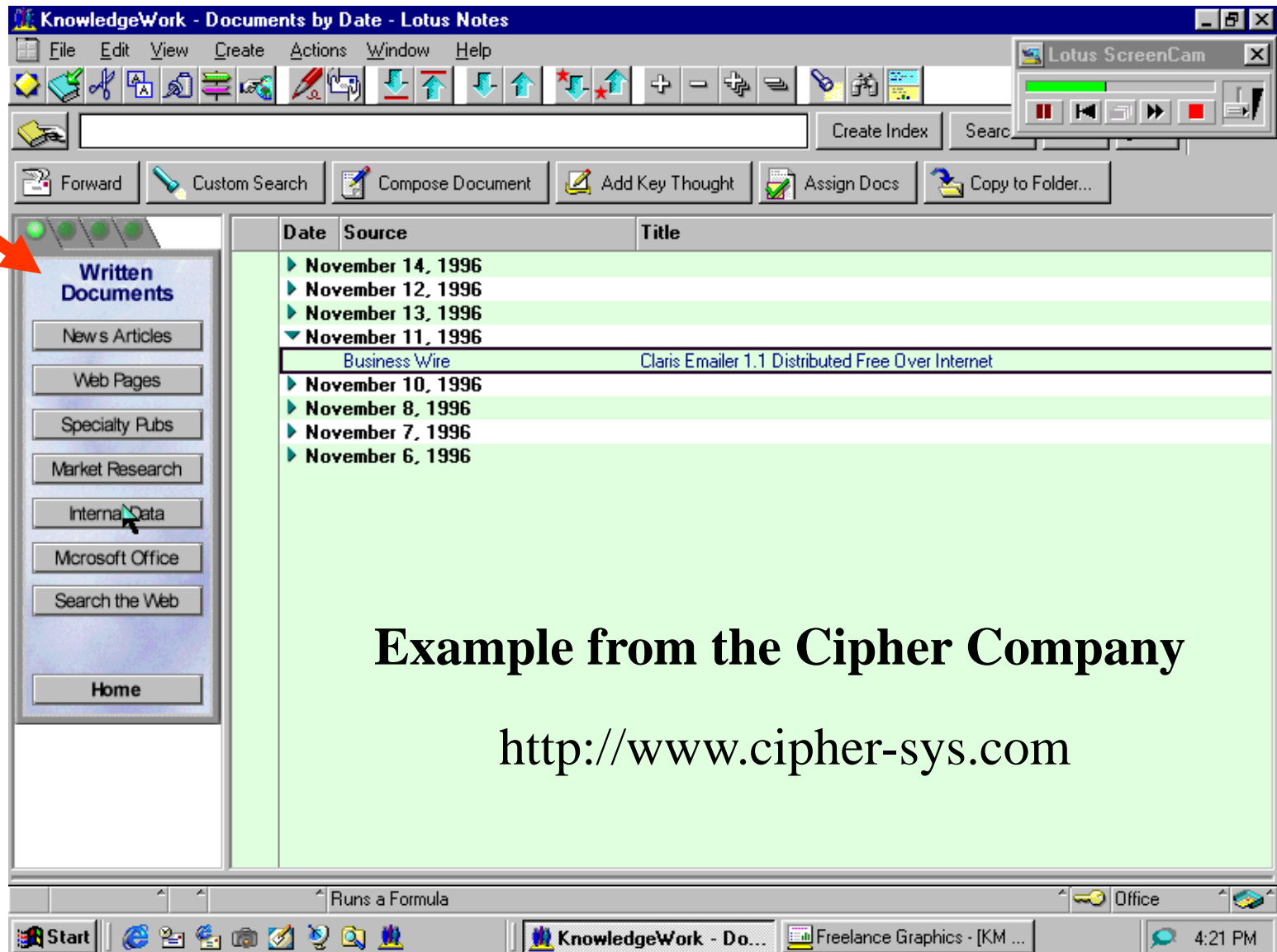
Knowledge should be actionable



Knowledge creation



Formal information structuration



The screenshot shows the Lotus Notes KnowledgeWork interface. The window title is "KnowledgeWork - Documents by Date - Lotus Notes". The menu bar includes File, Edit, View, Create, Actions, Window, and Help. The toolbar contains various icons for document management. Below the toolbar is a search bar with "Create Index" and "Search" buttons. A secondary toolbar includes "Forward", "Custom Search", "Compose Document", "Add Key Thought", "Assign Docs", and "Copy to Folder...".

On the left side, there is a navigation pane titled "Written Documents" with several buttons: "News Articles", "Web Pages", "Specialty Pubs", "Market Research", "Internal Data", "Microsoft Office", "Search the Web", and "Home". A red arrow points to the "Written Documents" header.

The main content area displays a table with columns "Date", "Source", and "Title". The table lists documents from November 6, 1996, to November 14, 1996. One document is expanded to show its source and title.

Date	Source	Title
▶ November 14, 1996		
▶ November 12, 1996		
▶ November 13, 1996		
▼ November 11, 1996	Business Wire	Claris Emler 1.1 Distributed Free Over Internet
▶ November 10, 1996		
▶ November 8, 1996		
▶ November 7, 1996		
▶ November 6, 1996		

Example from the Cipher Company

<http://www.cipher-sys.com>

Informal information structuration

The screenshot shows the Lotus Notes KnowledgeWork interface. The title bar reads "KnowledgeWork - Discussion\All - Lotus Notes". The menu bar includes File, Edit, View, Create, Actions, Window, and Help. The toolbar contains various icons for document management and navigation. Below the toolbar is a search bar and buttons for "Create Index" and "Search". A secondary toolbar includes "Custom Search", "Main Topic", "Response", "2nd Response", "Add Key Thought", "Assign Docs", and "Copy to Folder...".

The main content area is a table with columns "Date", "Topic", and "KIT". The table contains several rows of discussion topics, each starting with a red star icon. A red arrow points to the "Human Documents" sidebar on the left, which includes buttons for "Discussions", "Field Reports", "Trade Shows", "Govt. Affairs", "Interviews", "Human Contacts", "Search the Web", and "Home".

Date	Topic	KIT
01/05/98	2 One-Stop-Shopping key to user interfaces (Brooke Aker)	
	Agreed. Time is short so make it handy. (Brooke Aker 01/05)	
	Don't forget to add user defined customizations (Brooke Aker 01/05)	
01/05/98	1 We are very short staffed on TCP/IP protocol experts (Brooke Aker)	
	John Bullens is pretty good with TCP/IP (Brooke Aker 01/05)	
01/05/98	2 Why doesn't Lotus make the business partner program into	
	True enough (Brooke Aker 01/05)	
	OK but make sure some partners aren't left out (Brooke Aker 01/05)	
11/03/97	3 Competitor X to Package Office Suite with Packard Bell Co	
	X gains "mind share" presence with consumers, manufacturers, etc. (Brooke Aker 11/03)	
	They gain a blocking stance from manufacturers (Brooke Aker 11/03)	
	Beats Me (Anonymous 11/03)	
11/03/97	2 Server Teams and Client Teams are Different! (Brooke Aker)	
	Yup - a contractor buddy confirms it. (Brooke Aker 11/03)	
	And they discuss standards - not integration (Brooke Aker 11/03)	
11/03/97	2 Code name products from X are sorely mismatched and bel	
	True - replication and scheduling nowhere in sight. (Brooke Aker 11/03)	
	I agree - typical partner developers have not been contacted (Brooke Aker 11/03)	

The Windows taskbar at the bottom shows the Start button, several application icons, and the taskbar itself with "KnowledgeWork - Dis..." and "Freelance Graphics - [KM ...". The system tray on the right shows "Office" and the time "4:21 PM".

Question - Formulation

IntelAssist KIT - Key Intelligence Topic - Lotus Notes

File Edit View Create Actions Link Window Help

Lotus ScreenCam

Edit Document Forward Compose Question Answer this Topic Answer in Word View in word

Created by on 11/04/97 All Allowable Authors: Brooke Aker

Key Knowledge Topic

"Questions with Predetermined Value"

Topic: What will UC2's strategic positioning for the sunglasses market be in 1999?

Implications:
ClearSight owns the sunglasses active wear name at the moment. But UC2 has defined and promoted their "eyecool" technology as the next wave. The value added has quickly moved from color and tint active changers to user controlled filtering and condition specification. Others sense a lack of marketing and technology accumen from ClearSight and seek to exploit it. The position UC2 takes will define how ClearSight communicates it's leading position in the active sunglasses market.

Key Decision:
Should ClearSight ceed the active sunglass side and focus exclusively on owning the next generation technology?

Proposed Finish Date (M/D/Y): 12/01/99 Champion: Brooke Aker

Answered? Yes No Knowledge Category Skills Competition Productivity Innovation

Topic Answer:
UC2's strategic intent for the active sunglasses market will be to own both the brands and technologies for purposes of press. manufacturers. and business and home consumer

186 unread document(s) remaining Office 4:22 PM

Answer - Formulation

Created by Brooke Aker on 11/04/97 All Allowable Authors: Brooke Aker

Answer

"Good decisions require that each decision maker anticipate the decisions of the others."

Topic: What will UC2's strategic positioning for the sunglasses market be in 1999?
Question: Does UC2 use integrated product / technology teams to develop?

Answer:
No they don't.

Commentary:
The two guys who run those divisions (Teadly and Fromer) have made a number of decisions indicating they don't understand the importance of integrated development teams - building sites, concentration on standards, and European interoperability.

Supporting Evidence:

- ActiveWear starting to show up in presentations
- Coalition working towards standards favoring eyecool
- Migration Tools a battleground
- Money flowing in
- New alliance giving UC2 strength
- Promotions heating up
- Virtual design seen as key to sunglasses market

184 unread document(s) remaining Office 4:23 PM

Information analysis



We will consider here

Information (formal information of documentary type) may appear in full text or formatted. The analysis which will be considered here deals with formatted bibliographic references.



Full text

WORLD
PATENT
INFORMATION

World Patent Information 26 (2004) 297-309

www.elsevier.com/locate/worpatin

Benchmarking R&D and companies through patent analysis
using free databases and special software:
a tool to improve innovative thinking

Henri Jean-Marie Dou *

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Abstract

The availability of free patent databases on the Internet, offers the opportunity of opening the door of patent information not only to patent specialists, but also to many other groups, such as researchers, decision makers, potential inventors and students. The goal of this paper is to show how the combination of free patent databases (in this paper esp@cenet[®]) and dedicated software makes it possible to perform easily and rapidly tests on new ideas, the automatic benchmarking of an enterprise's activity and the stimulation of innovative thinking. The benchmarking of companies alone, or of clusters of enterprises is exemplified with reference to the concept of high temperature lubricating oil technology. How to improve innovative thinking is shown within the context of an analysis of coconut technology in postgraduate courses of competitive intelligence provided in Indonesia. Both applications emphasize that the role of patent information is expanding as a unique source of technical information because free availability combined with easy patent mapping and analysis allow non-specialists to use this information source in all technical aspects of innovation, research and development, and strategic planning.
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Keywords: Automatic analysis; Bibliometry; Benchmarking; Innovation; Development; Developing country; Innovative thinking; Patent analysis; esp@cenet[®]; Competitive intelligence; Coconut technology; Lubricating oil technology

1. Introduction

The availability of free patents databases such as esp@cenet[®] or USPTO (US patent Information Database) is a real breakthrough in the field of policy analysis for western countries for instance [1], but it is also an invaluable tool for developing countries, where the financial resources are scarce. The scarcity of resources prevent the people, even the government agencies, making wide use of commercial databases to facilitate the development of scientific or technological programs. From a political point of view, the development of autonomy (for instance in Indonesia, where many provinces are now autonomous), also diminishes the financial effort which could be made in these areas. In the same frame of mind, in developing countries, many SMEs cannot use patents because they were too costly in

past years, and also because to retrieve patents one by one from the Internet available databases takes too long.

The work which is presented here, deals with this aspect of the problem, and is in some ways complementary to the work of Meyer et al. [1] which used free patent information data (USPTO) to make a policy analysis of the relationships of Technologies—People—and Finnish Universities, using like in our case various bibliometric tools to obtain such a correlation. But, in that case, more than 500 Finnish Scientists have been involved in patents. In our case, it was quite different: no patents and, from a search made with Chemical Abstracts, very few scientific papers were available from Indonesian researchers, and if we speak about small SMEs (unipersonnal company for instance or TPE), for instance in the Provence Alpes Cote d'Azur where we lived the number of patents is so small that almost no correlation can be made.

We focused our attention on the use of esp@cenet[®] as a think tank to help people to test new ideas, to map the

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E-mail address: dou@crrm.u-3mrs.fr (H.J.-M. Dou).

Bibliographic data

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World Patent Information 26 (2004) 297-309

www.elsevier.com/locate/worpatin

Benchmarking R&D and companies through patent analysis
using free databases and special software:
a tool to improve innovative thinking

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The availability of free patent databases on the Internet, offers the opportunity of opening the door of patent information not only to patent specialists, but also to many other groups, such as researchers, decision makers, potential inventors and students. The goal of this paper is to show how the combination of free patent databases (in this paper esp@cenet[®]) and dedicated software makes it possible to perform easily and rapidly tests on new ideas, the automatic benchmarking of an enterprise's activity and the stimulation of innovative thinking. The benchmarking of companies alone, or of clusters of enterprises is exemplified with reference to the concept of high temperature lubricating oil technology. How to improve innovative thinking is shown within the context of an analysis of coconut technology in postgraduate courses of competitive intelligence provided in Indonesia. Both applications emphasize that the role of patent information is expanding as a unique source of technical information because free availability combined with easy patent mapping and analysis allow non-specialists to use this information source in all technical aspects of innovation, research and development, and strategic planning.
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Keywords: Automatic analysis; Bibliometry; Benchmarking; Innovation; Development; Developing country; Innovative thinking; Patent analysis; esp@cenet[®]; Competitive intelligence; Coconut technology; Lubricating oil technology

Formatted reference

TI – Benchmarking R&D and companies through
AU – Dou, Henri Jean-Marie
so - World Patent Information, 26 (2004) 297-309
KW – Automatic Analysis, Bibliometry,

Automatic analysis - Bibliometry

From databases (commercial or home made) it is possible to extract references dealing with a subject defined by a certain number of items: key words, author, date, journal, etc...

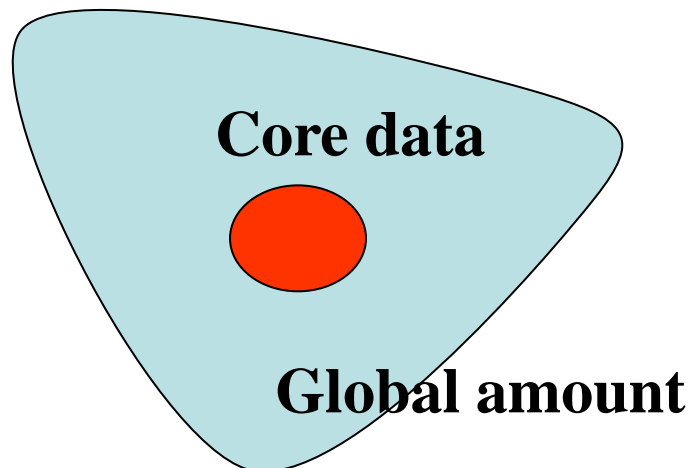
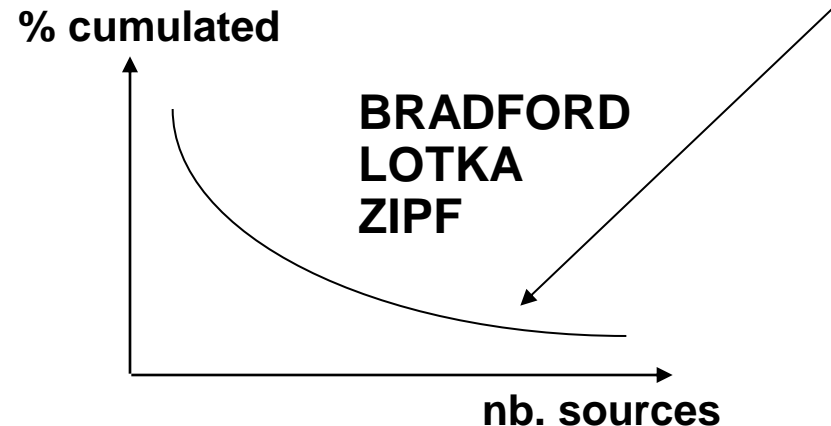
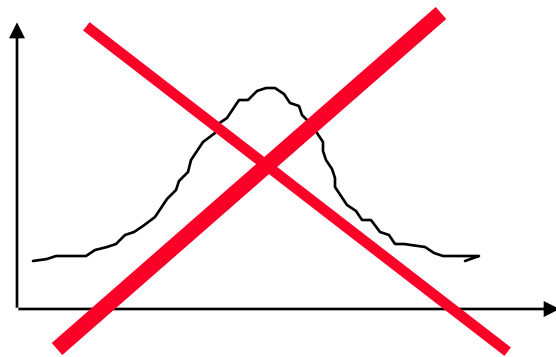
All the information which is present in the various fields of these references, can be automatically correlated if they are properly formatted. These correlations (bibliometric analysis) will provide to the reader a synthetic view of the content of this set of references.

Examples:

- lists of terms (authors, key-words, institutions ...)
- matrices, which means correlation between different fields for instance authors/key-words (gives the competences of the authors)
- networks, intra field (authors/authors gives the groups of authors working together)
- networks, inter fields (key-words/institutions, to have the competences of the institutions, ...)

Bibliographic laws

Noise, innovation

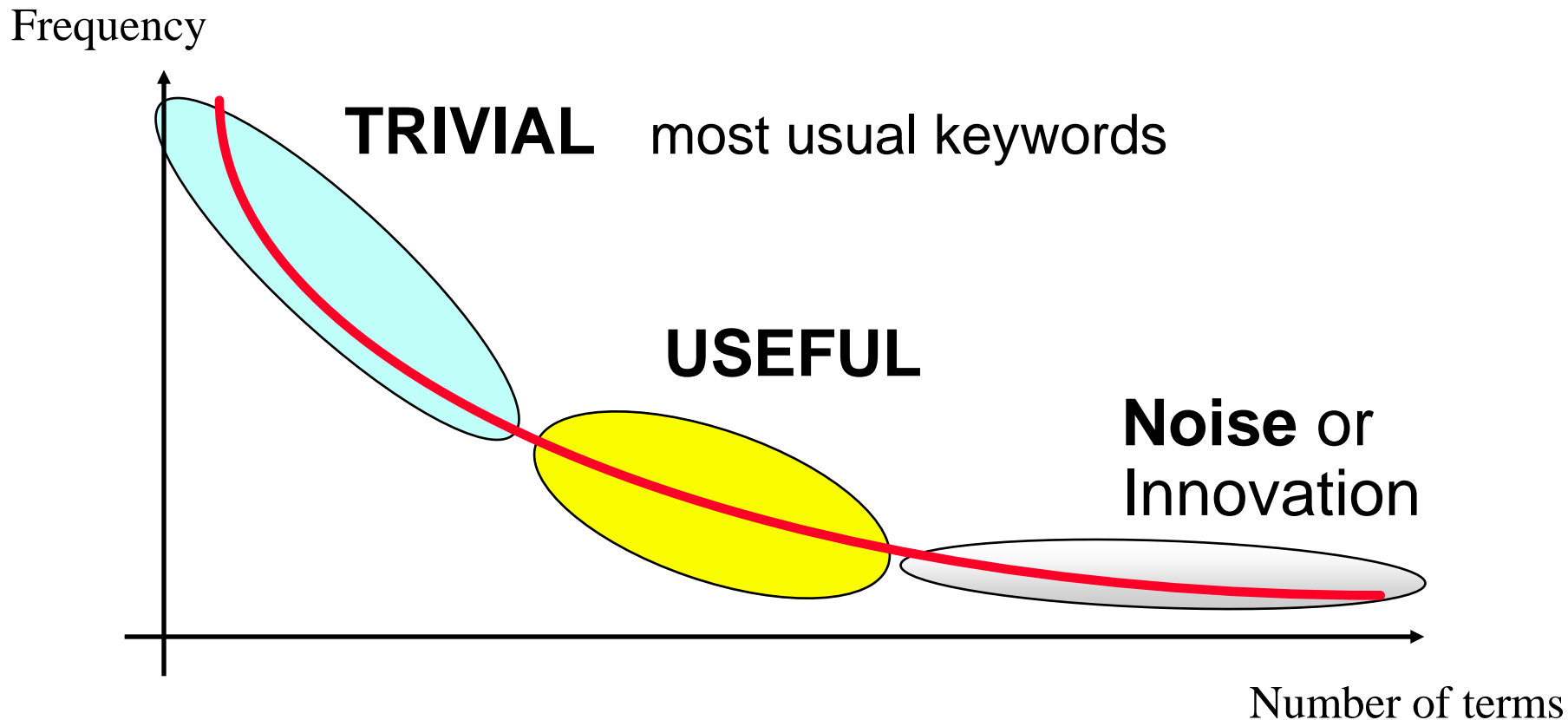


SCISEARCH = 7000 journals
Pluridisciplinary (**core data**)

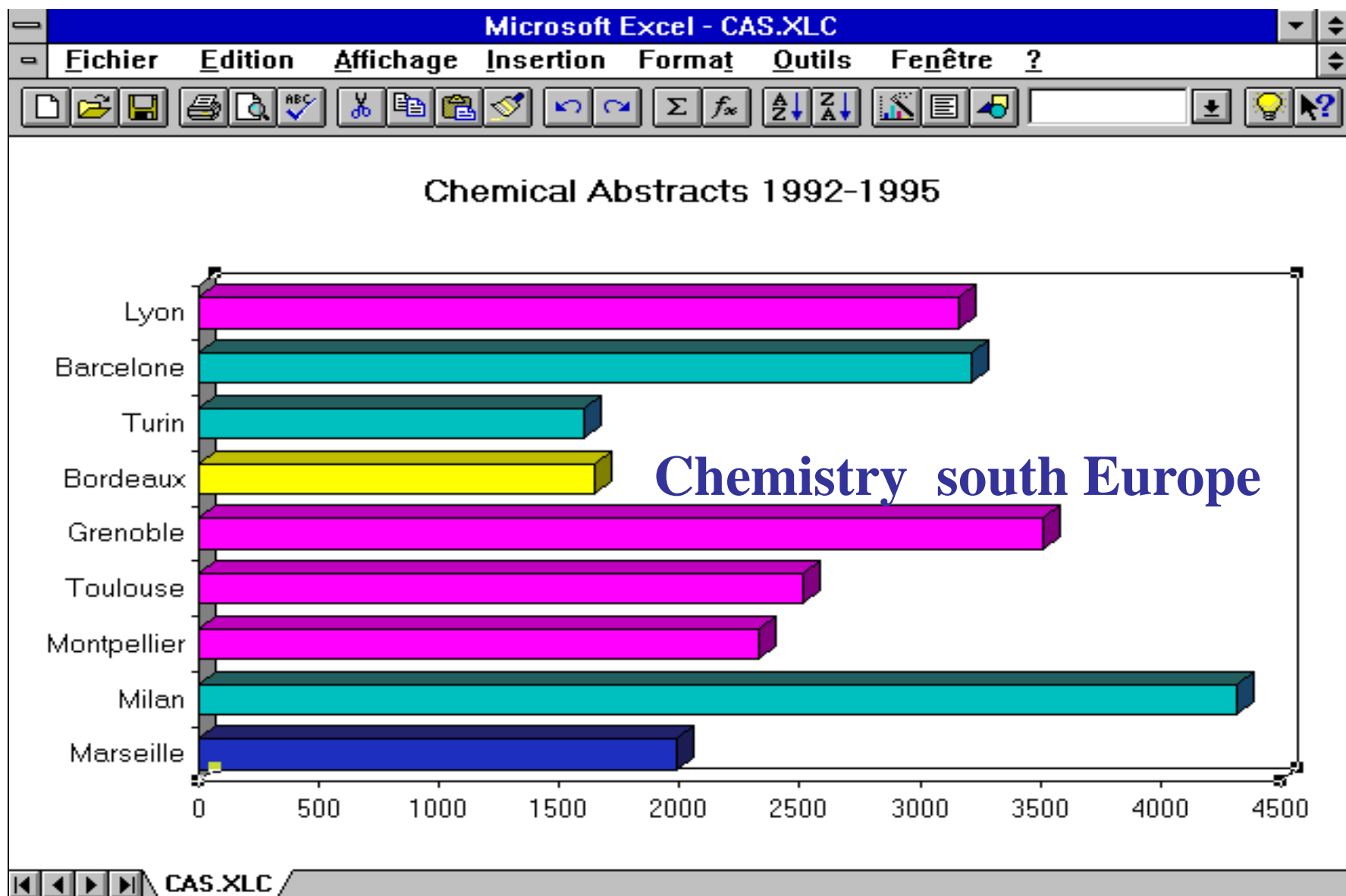
CHEMICAL ABSTRACTS
15000 sources for chemistry
and part of biochemistry

Trivial, Useful, Noise or Innovation

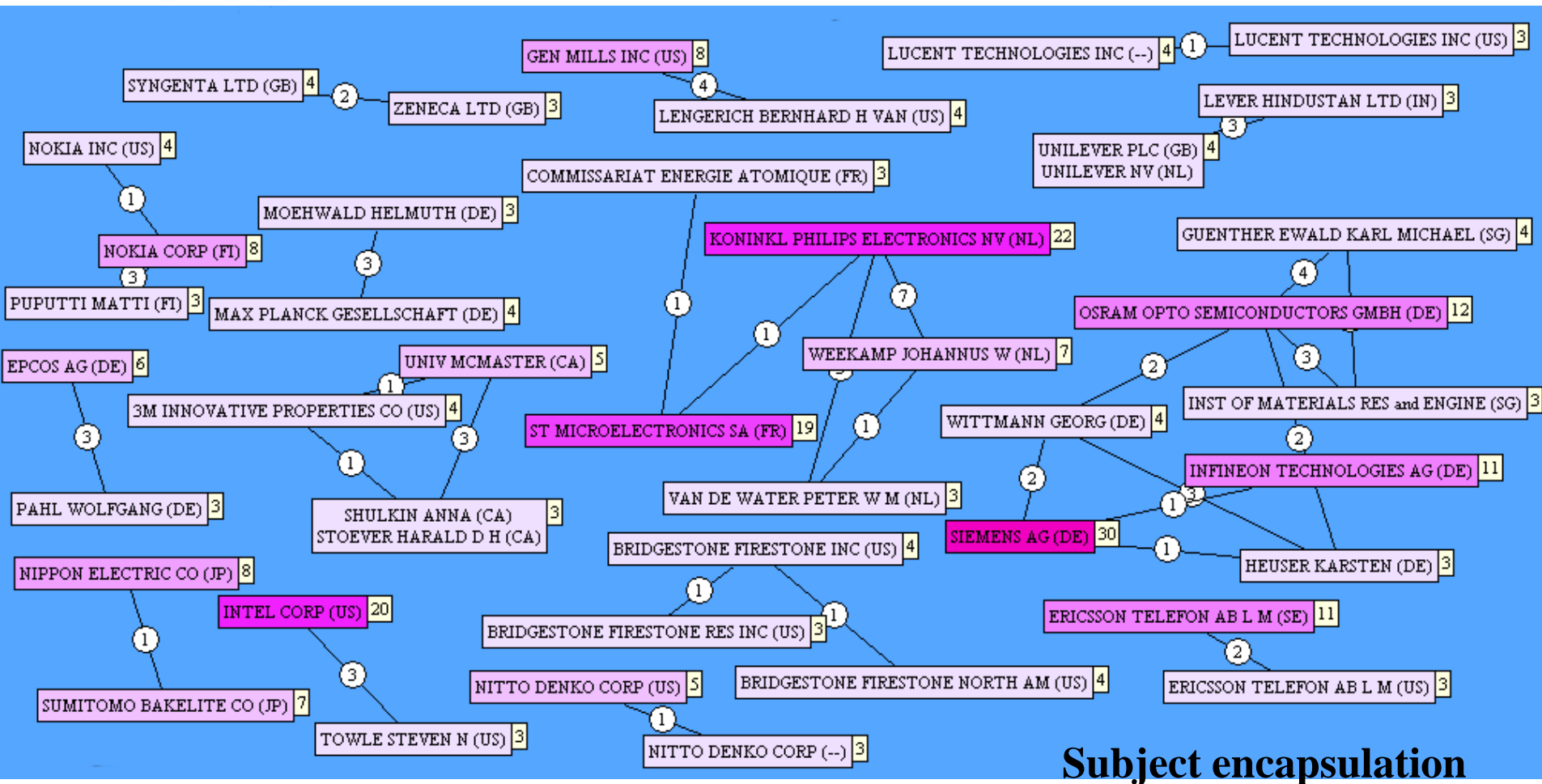
The most interesting information zones in a set of documents



Example basic histogram



Network of Applicants in a patent set



See for more details:

Benchmarking R&D and companies through patent analysis using special software
Dou, Henri Jean-Marie, World Patent Information, 26 (2004) 297-309

Technologies and applications from public domain

The screenshot displays the Matheo Patent 7.1 software interface. The main window shows a search results table with columns for S, C, D, Pertinence, Number, Title, P.N., PR.D, and F... The table lists various patents related to plant cultivation. The selected patent is JP1312934, titled 'CULTURE MEDIUM FOR PLANT CULTIVATION', with a publication date of 14/06/1988. The detailed view below the table shows the following information:

Bibliographic Data

CULTURE MEDIUM FOR PLANT CULTIVATION

User Comment :

Patent number : JP1312934

Publication date : 18/12/1989

Inventors : [UCHIDA HISASHI](#) (--); [KOJIMA GIICHI](#) (--); [FUKUDA HAJIME](#) (--);

Applicants : [MITSUBISHI METAL CORP](#) (--);

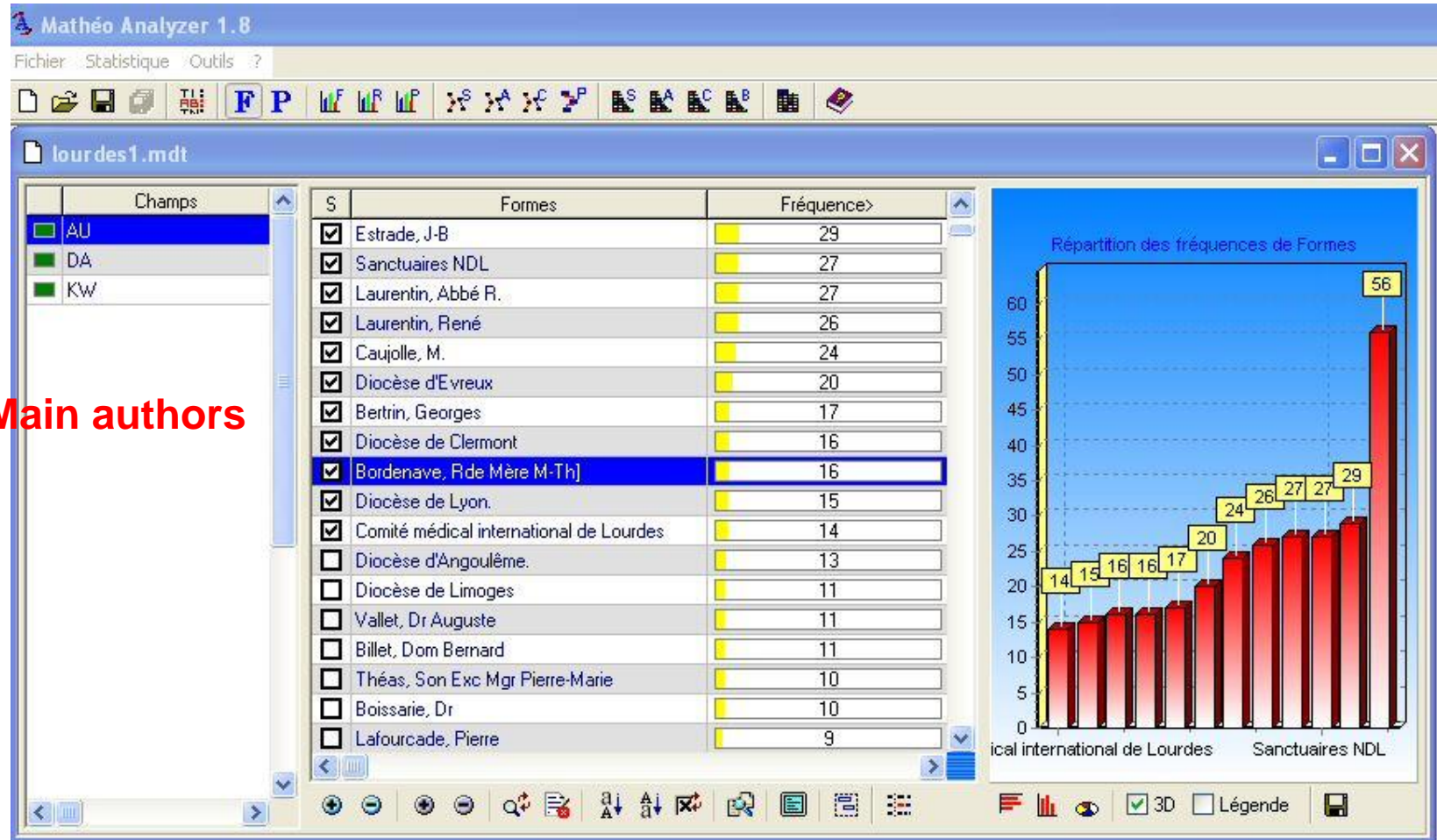
IPC (4 Digits) : [A01G](#);

IPC (All Digits) : [A01G1/00](#);

The interface also includes a sidebar with filters for Inventors, Applicants, IPC Class, ECE Class, Groups, Family, PR. (Year), and P.D. (Year). The selected patent's IPC Class is A01G, and its family size is 32. The sidebar also displays a list of other IPC classes and their family sizes.

From Matheo-Patent

Examples from Matheo Analyzer



Main authors

Extracted from an analysis on Lourdes references from various world libraries

The window displays a formatted reference for the author 'Bordenave, Rde Mère M-Th]'. The reference is structured as follows:

```
-1365-  
AU - Bordenave, Rde Mère M-Th]  
TI - Bernadette of Lourdes : The only complete account  
of Her Life ever published  
AD - New-York : The Devin-Adair Company  
DA - 1915  
KW - Bernadette  
LA - GB  
BI - C-Lourd
```

Formatted reference

Download Matheo Patent trial version

Logiciel veille brevet espacenet USPTO - Microsoft Internet Explorer

Fichier Edition Affichage Favoris Outils ?

Précédente Recherche Favoris

Adresse <http://www.imcslne.com/MPatent.asp>

Google Recherche 2132 bloquée(s) Orthographe Options

Adobe Y! Options Recherche Anti-Spy Traduire Messenger Y! Mail Mon Yahoo! Ouvrir session

Copies d'écran

- Interrogation de EspaceNet
- Description d'un brevet
- Schémas d'un brevet
- Analyse des déposants
- Analyse des codes CIB
- Aide sur la CIB
- Graphes / histogrammes
- Matrices
- Réseaux

Démonstration du logiciel

- Testez Mathéo Patent en version d'évaluation
- Zone de téléchargement

Limitation et tarifs

- Contraintes techniques
- Mathéo Patent fonctionne sous Windows 95, 98, Millennium et XP

Internet

démarrer 2 Microsoft Powe... Introduction Harrap's Shorter Wi... Logiciel veille breve... 11:31

From product screen select Matheo Patent and you will end on this screen.

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