

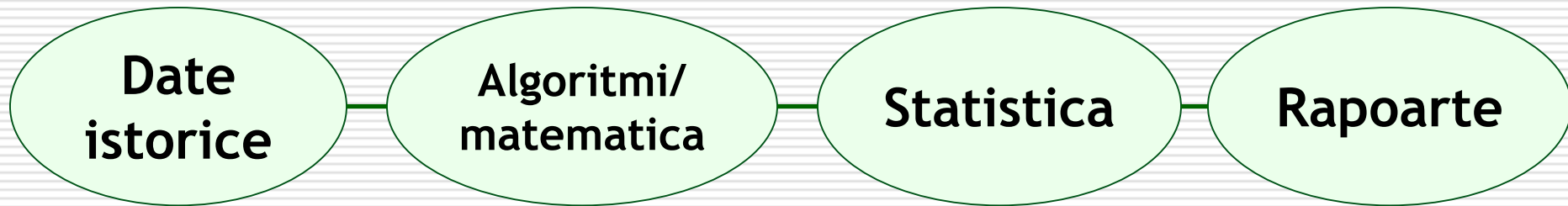
Social Software – o noua sursa de competitive intelligence?

Dragos Novac
Krogos Software

Bucuresti, 23 Noiembrie 2004

Premise

- Afacerea trebuie sa creasca
- Deciziile se bazeaza pe istorie & context
- Business Intelligence - acopera interpretarea datelor istorice



Ce se intampla insa cu contextul?

Decizii strategice

POSSIBILITATI

- Diversificare optiuni
- Analiza cantitativa a datelor

PROBLEMA

- Datele cantitative sunt obtinute post factum

FAPT

- Deciziile pot fi luate in circumstante confuze sau contradictorii

SOLUTIE

- Foloseste teorie Cauza → Efect

Genuri de situatii strategice

- Cum concurez cu o firma mai puternica?
- Cum ajung la clienti?
- Cat de integrat trebuie sa fiu?
- Cum imi decid strategia?
- Ce fel de produse noi trebuie sa dezvolt?

COMPETITIVE INTELLIGENCE

Contextul este IMPORTANT!

Competitive Intelligence

Ce inseamna?

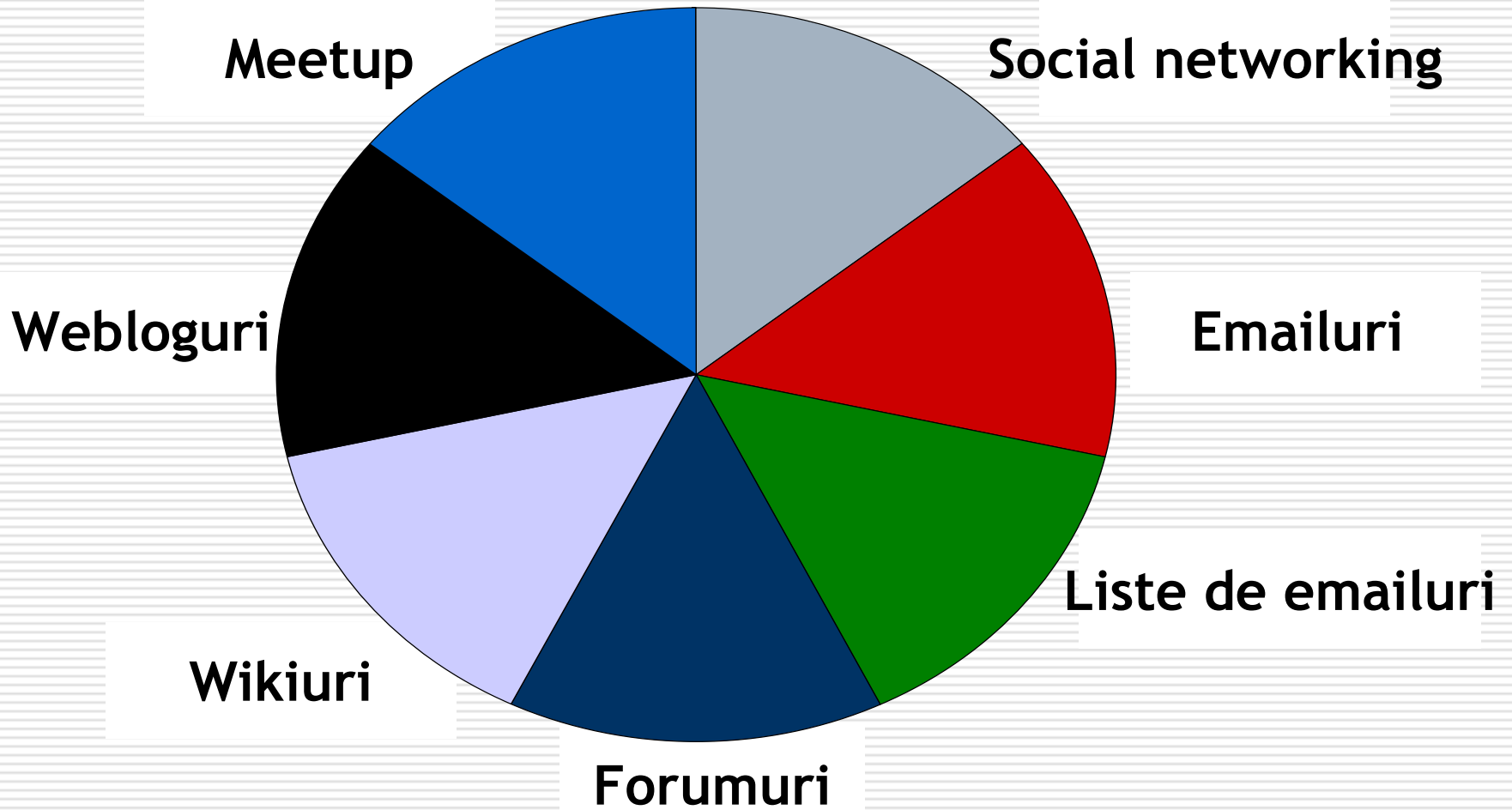
- Concurentul X a pierdut un client cheie?
- Clientul Y este nemulțumit de serviciile concurente. Sau de ale mele.
- Angajații concurentului Z sunt demotivati
- Cererea e insuficient acoperita in canalul W
- Furnizorul B a intarziat plata facturilor

Cum aflu?

CALEA TRADITIONALA

- Rapoarte din industrie
- Consultanti
- Actionari & membri in CA
- Prieteni
- Networking
- Presa
- Barfe, smenuri, susanele
- ROCS

Social Software - imagine de ansamblu



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The Free Encyclopedia

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Main Page

From Wikipedia, the free encyclopedia.

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Today's featured article



The [Indus Valley Civilization](#) (fl. [2800 BCE](#)–[1800 BCE](#)) was an [ancient civilization](#) that is so named because its first excavated sites, [Harappa](#) and [Mohenjo-daro](#), were on the [Indus river](#) in the northwest of the Indian sub-continent in present day [Pakistan](#). At its height around [2200 BCE](#), the Indus


Civilization covered an area larger than [Europe](#), centered on [Mohenjo Daro](#) on the Indus River. The nomenclature *Sindhu-Sarasvati Civilization* was introduced into Indian [textbooks](#) in [2002](#), as a new designation for the well-known Indus Valley civilization. The addition of "Saraswati," an ancient river central to Hindu myth, is meant to show (or make believe) that Indus Valley civilization was actually part of Vedic civilization. Research which identifies the civilization's location with the [Vedic Sarasvati river system](#) mentioned in ancient literature is speculative.

Recently featured: [ROT13](#) – [Zuiderzee Works](#) – [Alfred Hitchcock](#)

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Selected anniversaries

In the news

- Official results show pro-Russian [Viktor Yanukowch](#) winning against western-leaning [Viktor Yushchenko](#) in the [run-off presidential election](#) in [Ukraine](#).

Observers have expressed concern about voting irregularities. Yuschenko and his supporters have refused to recognize Yanukovich's victory.
- The [Paris Club](#) of nations and their respective finance ministers reach an agreement to write off 80% of [Iraq's \\$38.9 billion debt](#).
- The [U.S. Senate](#) begins investigations into [corruption](#) charges of the [United Nations Oil for Food program](#) in [Iraq](#). Among the charges is that money from the program was diverted and used to fund [suicide bomber](#) attacks in [Israel](#).
- The [European Parliament](#) approves the new make-up of the [European Commission](#), headed by [José Durão Barroso](#).

[Recent deaths](#) – [Sports](#) – [More current events ...](#)

Did you know...

Webloguri

Ce sunt?

Avantaje

- *Audienta structurata pe interese/gusturi comune (focus grup)*
- *Feedback instantaneu*
- *Arhiva*

- *Forma de publicare online instantanee - pagini web*
- *Editate personal*
- *Permit interactiunea*
- *Posibilitate de legaturi catre alte surse de informare (citare & referire)*
- *Arhive*
- *Legaturi permanente*
- *Permit sindicarea*

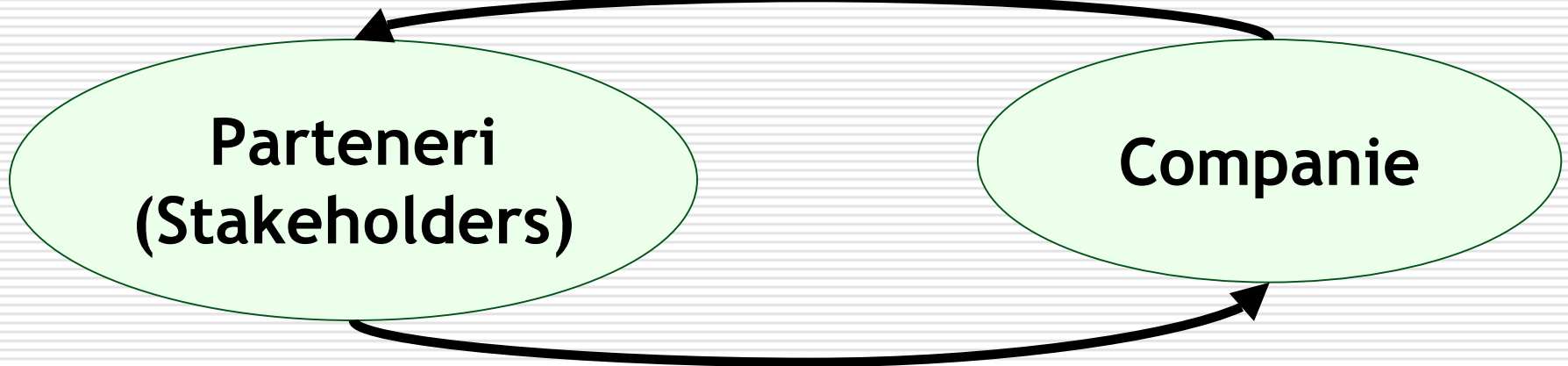
Modele

- *Hostare*
- *Produs de sine statator - publicare via FTP*
- *Majoritatea aplicatiilor sunt gratuite*

O modalitate rapida de a fi in contact cu o sursa de stiri/analize specifica intereselor tale

Webloguri la nivel de firma

Semnale, mesaje, comunicare &
Competitive Intelligence



Competitive Intelligence &
Semnale, mesaje, comunicare

Webloguri la nivel de firma

2 tipuri:

- Interne

- Arhiva de informatii si analize
- Proiecte derulate colaborativ
- Culturale (team building)

- Externe

- Vanzari
- Comunicare
- Branding

Sursa: www.corporateblogging.info

Motive de a crea un weblog organizational

- Consolidezi nivelul organizational de cunostinte
- Productivitatea mai mare pe proiecte colaborative
- Dovedesti ca esti specialist in domeniul tau
- Comunici direct cu clientii
- Un canal de comunicare cu mass media
- Recrutezi
- Testezi piata & supozitii si idei de produse

Sursa: www.corporateblogging.info

Exemple - Microsoft

blogs.msdn.com

Welcome

Please contact me (Scott Watermasysk) at [here](#) with any errors, problems, and/or questions.

To learn more about the application, check out [my blog](#).

Powered By:



Syndication

[OPML \(list of bloggers\)](#)
[RSS \(list of recent posts\)](#)

Blog Stats

Blogs - 1142
Posts - 24452
Articles - 750
Comments - 88832
Trackbacks - 15012

Microsoft Bloggers

[Blog Lists](#)

Latest Posts

Resource Kits

Resource Kits have some of the greatest tools for digging into a Microsoft product for fun, to learn more about the product, to support it better, or just to make your life easier. Here are a few that we find useful when building, running, and maintaining our demo. There are many more resource kits than just these though. Go to <http://www.microsoft.com/TechNet> to find others. MOM 2005 Resource Kit Office 2003 Editions Resource Kit Windows XP SP2 Support Tools Windows Server 2003 Resource Kit Tools ASP.NET Resource Kit IIS 6.0 Resource Kit Tools Visual Basic .NET Resource Kit And see the list of MS Press Books for all the various Resource Kits... ([read more](#))

posted @ 11/22/2004 2:45 PM by [Brian Groth](#)

Software Design Engineer/Test job openings on ASP.NET, IIS and Visual Web Developer

A few weeks ago I wrote two separate blog posts about how we test products on my team, and the key role SDE/T's play in the product cycle. We have a few new SDE/T position openings that are now available if you or someone you know is interested in submitting resumes for them. The details on the positions can be found below. Please send email to: webjobs@microsoft.com if you are interested. Software Design Engineer / Test - Web Platform & Tools (ASP.NET, IIS, & Visual Web Developer - Visual Studio .NET) Are you passionate about building great software? Are you interested in helping to build and drive Microsoft's web application server platform? The Web Platform & Tools Team is looking for highly motivated exceptional testers who love to create applications and tools to ensure the highest quality in products. Primary responsibilities include developing, implementing and executing automated test suites across multiple platforms utilizing the .Net Framework. Additional responsibilities include providing feedback on product design, identifying user scenarios, establishing quality criteria, tracking code coverage, and working with other test and development teams. Qualifications should include a minimum... ([read more](#))


posted @ 11/22/2004 2:40 PM by [Scott Guthrie](#)


Adam Bosworth on Simplicity

[Here is a talk by Adam Bosworth on Software Simplicity.](#)

posted @ 11/22/2004 5:32 PM by [asimi](#)

Exemple - SAP

**SAP DEVELOPER NETWORK**

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SAP NetWeaver™

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Developer Areas

- + SAP NetWeaver Platform
- + Enterprise Portal
- Knowledge Management
- Business Information Warehouse
- Exchange Infrastructure
- + Web Application Server
- Mobile Infrastructure
- Master Data Management
- SAP xApps
- Business One
- + Technologies

SDN Weblogs

- About Weblogs
- Most Recent
- Topics
- myWeblogs

The SAP Developer Network Weblogs

Archive

November 22, 2004

[News Regarding Enterprise Portal 6.0 SP2 Patches](#)
Improved naming convention for Portal patches, J2EE 6.20 and Knowledge Management & Collaboration
[Aviad Rivlin](#) [04:50:39 AM | 0 Comments | [Permalink](#)]

[Supply energy to ABAP Web Services in SAP Web AS 6.20](#)
ABAP Web Services (SOAP runtime) is a very powerful technology and with few tips it becomes also more flexible and robust. Headaches due to XML Schemas? Take the ABAP+XSLT medicine Here is How-to solve the issue (you will also win a nice SOAP log)
[Sergio Ferrari](#) [12:45:48 AM | 0 Comments | [Permalink](#)]

November 21, 2004

[BSP/How-To: Build performance-efficient dynamic htmlb:tree](#)
Sometime back, I have posted a question in BSP forum on [htmlb:tree differentiate between nodeclick and tree node expander click](#). Based on the discussion in this thread, here i am presenting a weblog on **How to Build performance-efficient dynamic htmlb:tree**.
[Durairaj Athavan Raja](#) [12:35:37 AM | 4 Comments | [Permalink](#)]

November 19, 2004

[Dynamic Internal Table](#)
You always wanted to create a dynamic internal table(I know you do..peek inside how I found out). This weblog shows you how. **Updated November 20,2004 - WAS 6.40 Approach - Thomas Jung**
[Subramanian Venkateswaran](#) [11:45:55 PM | 9 Comments | [Permalink](#)]

November 18, 2004

[Easily extract SAR files](#)
A nifty trick to make SAR files less of a pain....
[Alon Weinstein](#) [01:25:20 AM | 1 Comments | [Permalink](#)]

November 17, 2004

[BSP a Developer's Journal Part XIV - Consuming WebServices with ABAP](#)
In this BSP Developer's Journal we once again look at a technology that just does ride on the edge of the BSP environment. We look at how we can call WebServices with ABAP.

Recent Weblog Discussions

[State Controller and updated Java components](#)
Posted on Nov. 22, 2004 02:01 PM
by Oliver Stiefbold
should not happen, can u create a CSS message about this topic? BR, Oliver...

[JSF compliance](#)
Posted on Nov. 22, 2004 01:58 PM
by Oliver Stiefbold
we think about it. Tahts all. Because it s not so easy. JSF fits well to HTMLB...

[Unix environment SAPJ2EE settings.](#)
Posted on Nov. 22, 2004 01:53 PM
by Oliver Stiefbold
Hello Rik, do you have a contact for Requisite? Unfortunately I dont have kno...

[BSP -> PDF...cool stuff hey!!](#)
Posted on Nov. 22, 2004 01:41 PM
by Craig Cmehil
Pop over into the BSP forum and start a topic, what we generate someone or myself...

[Example ITSRegistry.xml](#)
Posted on Nov. 22, 2004 01:24 PM
by Thomas Jung
GSSNTLM.dll is of course NTLM based authentication. The GSSKRBS.dll is Kerberos...

[Example ITSRegistry.xml](#)
Posted on Nov. 22, 2004 01:11 PM
by Gregor Wolf
Hi Thomas, thanks for your answer. You are quicker than O55. I will try

Exemple - Oracle

OraBlogs

Blogs

About

Welcome

OraBlogs aggregates blogs for the Oracle development community. To include your blog on this page, [mail us](#)

Developed with



Look and Feel

Select a skin ...

About this feature

Syndication

[XML](#) Recent Posts

[OPML](#) List of Feeds

Bloggers (posts, last update)

[Mark Rittman](#)
400, 21 Nov, 11:07 PM

[Steve Muench \(ORCL\)](#)
239, 22 Nov, 1:01 PM

[Brian Duff \(ORCL\)](#)
146, 21 Nov, 5:51 PM

[Richard Byrom](#)
125, 22 Nov, 4:28 PM

Recent Posts

[Amis blog - shows how to create a certificate and configure OC4J to use it](#)

I just came across a great post on the Amis blog written by Leon van Tegelen called [Quick and easy SSL in OC4J Standalone](#). This is a great short article showing how simple it is to create a certificate with SUN's keytool and configure OC4J to use it. Leon goes on to show step-by-step instructions on how to use keytool and how to configure the OC4J configuration files.

Posted by Pete On 22/11/04 At 09:17 PM

Posted on Nov 22, 2004 9:21:54 PM by [Pete Finnigan](#)

[Interoperability and WS-Reliability](#)

Some interesting articles of note passed around inside Oracle today of relevance to some of the stuff we have been doing in our upcoming Developer Preview of OracleAS/JDeveloper in the next couple of weeks:

- An article on WS-Reliability, now an OASIS standard, and how it works and its importance to a Web services infrastructure: [Getting the Message Across: OASIS Web Services Reliability \(WS-Reliability\)](#). Our reliability support will be part of the developer preview release.
- Oracle has been heavily working the interoperability efforts across the industry over the last several years. This effort last Friday - [Interoperability Demos for OASIS Standards at XML 2004](#) - Oracle participated in the Web Services Composite Application Framework (think transactions) interoperability demonstration and the Web Services Reliability demonstration

Watch out for it ... the link in the earlier article below this one gives a sneak preview of the WS-Security in both runtime and design time.

Posted on Nov 22, 2004 8:50:50 PM by [Mike Lehmann \(ORCL\)](#)

[Real Interop](#)

Example - Google



Thursday, November 18, 2004

Scholarly pursuits

Much of scholarly research is learning what others have discovered and building on it. As the famous Isaac Newton quote goes, "If I have seen further, it is by standing on the shoulders of giants." Today we are launching the beta version of a service which we hope will help this process. [Google Scholar](#) is a free service that helps users search scholarly literature such as peer-reviewed papers, theses, books, preprints, abstracts and technical reports.



Anurag Acharya

Just as with Google Web Search, Google Scholar orders your search results by how relevant they are to your query, so the most useful references should appear at the top of the page. This relevance ranking takes into account the full text of each article as well as the article's author, the publication in which the article appeared and how often it has been cited in scholarly literature. Google Scholar also automatically analyzes and extracts citations

and presents them as separate results, even if the documents they refer to aren't online. This means your search results may include citations of older works and seminal articles that appear only in books or other offline publications.

Insight into the news, technology, and culture of Google.

Get the latest word direct from the Googleplex about new technology, hot issues, and the wide world of search.

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Questions? Suggestions?

[Let us know](#) what you think!

Archives

[May 2004](#)

[June 2004](#)

[July 2004](#)


[August 2004](#)

[September 2004](#)

[October 2004](#)

[November 2004](#)

Alte exemple - Channel 9











Monday, Nov 22 | Home | Search | Niners | About | XML | Login | Register

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Online Now

1995 guests online

-  capridat a
-  ChrisHa as
-  sn1p3t
-  dugsnak e
-  mrichma n
-  redefine ry
-  PhillyPo cket
-  Sven Groot

What we're watching XML

The Channel 9 Survey: Extended Deadline!

Posted by The Channel 9 Team Monday, Nov 22, 2004

EDIT: The survey has been extended until this Wednesday. If you haven't taken it yet, please do. Thanks!

It sure has been a wild ride since we launched Channel 9 about seven months ago. Thank you for your support and passion. Now, it's time to show our bosses exactly why Channel 9 is or isn't important to you.

Please help us out and take **this survey**. Share your thoughts with us on your experience with Channel 9 and where you think it should go in the future.

We want to continue to add value to Channel 9 and your feedback is vital.

Much thanks in advance and keep on posting,

The Channel 9 Team

What you say (52 replies):

- dotnetjunkie** says: Just submitted my feedback! Hope that Channel 9 will continue to be the unique inside view and interaction channel with Microsoft, you guys ROCK!!! #
- Charles** says: Thanks dotnetjunkie, We will certainly do our best! Stay tuned for a bright future on Channel 9. Keep on posting, Charles #
- Loadsgood** says: Just submitted my survey answer sheet. I hope what we say doesn't make your boss/bosess shut down C9 because they think it's not worth it. But I don't #

The Poll

Favorite season?

- Fall
- Winter
- Spring
- Summer
- You need to come up with better polls!

Vote

Active

- Citizen Engineers: Welcome to the Citizen Engineers Forum**
Welcome! ITX, ATX, any TX, this is where we talk about picking up where the hardware companies leave ...
- The Coffeehouse: Roll call - tell us who you are!**
Time for the obligatory roll call thread. I'll start, please tell us more about yourself...
- The Coffeehouse: AI in programming**
hey all, has anybody done this yet? Adapt AI as to make a program that knows how to connect di...
- Echo Chamber: The Channel 9 Survey: Extended Deadline!**
EDIT: The survey has been extended until this Wednesday. If you haven't taken it yet, please do. The

Watched

Alte exemple - lideri

- Marc Cuban - Dallas Maverick
- Jonathan Schwartz - Sun Microsystems
- Joe Kraus - former Excite
- Kevyn Lynch - Macromedia
- Craig Newmark - Craigslist

- Alan Meckler - Jupiter Media
- Mihai Crasneanu - Glowria
- Loic Le Meur - Six Apart
- George Soros
- Tom Peter

LISTA DE RESURSE:

<http://www.thenewpr.com/wiki/pmwiki.php/>

sau

<http://prplanet.typepad.com/ceobloggers/>

Alte exemple - furnizori de CI

- Trendum - crawl the web → data mining → rapoarte
- Techdirt - NewsAnalyzer → KnowledgeAnalyzer → InsightGenerator
- Traction - Enterprise Weblog software

Alte exemple - Romania

- 3 webloguri corporative:
 - Doza de responsabilitate
 - Kiss Media
 - Timsoft
- Foarte multe personale si foarte putine concentrate pe un topic anume (i.e. design, business, software) --- lucurile se schimba rapid inasa

Best practices BI

Caracteristici ce semnaleaza best practices	Weblogs
Viziune si strategie catre un mai bun ROI	X
Creeaza o infrastruktura pentru acces usor la informatie	X
Robust, usor de folosit	X
Interactiv	X
Genereaza rapoarte inclusiv vizualizare usoara	X
Flexibil – poate fi integrat in alte module/aplicatii	X
Scalabil la orice marime de companie	X
Ofera predictibilitate	

Concluzie

- Business Intelligence app - necesare dar insuficiente
- Cele mai bune practici din domeniu considera sisteme flexibile si scalabile ce analizeaza scenarii pe baza de date istorice --- neglijeaza contextul
- Cum obtii contextul - ochii deschisi si urechile ciulite - social software o solutie
- Weblogs - usor de folosit de oricine, flexibile, cu scopuri multiple --- permite preluarea datelor suplimentare pentru ca scenariile din BI sa aiba relevanta

Krogos Software

- Expertiza in dezvoltare software si consultanta
- Experienta in analiza de business, project management, consultanta, tehnologie.
- Echipa ce totalizeaza peste 50 de ani de experienta nationala si internationala in diverse industrii.
- Solutiile variaza in functie de strategia clientului, a modelului de afacere si a bugetului.
- Analiza, diagnoza, solutii scalabile si extensibile, mentenanta si migrare.

Software strategy & development

Ne uitam la strategie.

Ne uitam la modelul de afacere.

Iti oferim solutia care ti se potriveste.

www.krogos.ro