

## The low-cost, nearly universal CI technology solution

The screenshot shows the Competitive Intelligence Portal interface. It includes a navigation menu on the left, a main content area with sections for Documents, Wiki, and Links, and a central WiMax Competitor News barometer. Five numbered callouts point to specific features:

- 1**: RSS Secondary Feeds (WIMAX RSS section)
- 2**: WIKI Space for Collaborative Analysis (Wiki section)
- 3**: Documents Library (Documents section)
- 4**: Competitive News Barometer (Customizable) (WiMax Competitor News table)
- 5**: Expertise Directory (Experts - Internal and Experts - external sections)

Sort by:	rank	THIS WEEK	LAST WEEK	SCORE
▶	AT&T Inc.	1,385	902	▲ 53%
▶	Intel	693	549	▲ 26%
▶	Google Inc.	3,849	3,560	▲ 8%
▶	Verizon Communications Inc.	131	183	▼ 19%
▶	Vulcan	58	93	▼ 37%
▶	Charter Communications, Inc.	25	116	▼ 78%

**It's free! It's secure! It offers you at least five ways to track your competition!**

1 - RSS Secondary Feeds

2 - WIKI Space for Collaborative Analysis

3 - Documents Library

4 - Competitive News Barometer (Customizable)

5 - Expertise Directory

**Anticipate competitive threats. Create external focus. Build competitive advantage.**



**FULD & COMPANY**  
*Decisions built on intelligence®*

North America | Europe | Asia  
126 Charles Street  
Cambridge, MA 02141  
Main: 617-492-5900  
Fax: 617-492-7108  
Email: [marketing@fuld.com](mailto:marketing@fuld.com)

**FOR IMMEDIATE RELEASE**

## **NEW, FREE TECHNOLOGY SOLUTION OFFERED FOR COMPETITIVE INTELLIGENCE**

---

**CAMBRIDGE, MA (APRIL 20, 2009)** – A new, free and secure technology solution, The Competitive Intelligence Portal™, is being offered to the corporate intelligence community by Fuld & Company in association with Knowledge Management Associates (KMA), both Massachusetts-based firms. These two companies have spent the past year developing and testing this SharePoint-based template that addresses most of the needs competitive intelligence users have asked for from technology for the past decade.

“According to surveys conducted for our bi-annual Intelligence Software Report™ users have clamored for easy-to-use, relatively low-cost and low-maintenance technology solutions for years,” said Leonard Fuld, president of Fuld & Company, the world’s first and leading competitive intelligence firm. “In our discussions with KMA, a Microsoft Gold Certified Partner, Fuld and KMA identified the SharePoint platform as an ideal solution for the competitive intelligence community.”

“SharePoint already works behind the scenes, holding a commanding market share in the world’s largest corporations. In other words, the application is already operating behind the firewall. It’s a sunk cost which most companies fail to use to its fullest extent. It’s secure and already vetted by the information technology organization which knocks down all sorts of start-up barriers – and certainly flattens the learning curve for anyone who wants to contribute to the base of competitive knowledge inside a company,” adds David Goldstein, KMA’s Managing Partner.

Fuld & Company ([www.fuld.com](http://www.fuld.com)) and KMA ([www.kmainc.com](http://www.kmainc.com)) will be offering demonstrations of this new CI technology offering upon appointment.

### **Fuld & Company**

Fuld & Company, based in Cambridge, Massachusetts, with offices in London, is the world's preeminent research and consulting firm in the field of competitive intelligence. Founded by Leonard Fuld, a pioneer and recognized leading authority in the field, Fuld & Company is a full-service competitive intelligence firm, providing research and analysis, strategic gaming, intelligence process consulting, and training to help clients understand the external competitive environment. The firm's mission is to help clients improve their performance by making better decisions through the application of solid intelligence on their markets and competitors. For additional information, please contact Kyra Baltzar, Fuld & Company, [kbaltzar@fuld.com](mailto:kbaltzar@fuld.com), +1 (617) 492-5900 or [www.fuld.com](http://www.fuld.com).

# FAQs for Fuld & Company's Competitive Intelligence Portal™

## **Q: What is The Competitive Intelligence Portal™?**

A: It is a central place for storing, accessing and sharing of intelligence. It is designed to operate within your workflow (instead of against it) while enabling and encouraging collaboration throughout the organization.

## **Q: How many ways can the Portal help you keep tabs on the competition?**

A:

1. RSS secondary feeds
2. Wiki space for collaborative analysis
3. Documents Library
4. Discussion Boards
5. Expertise Directory

## **Q: What are the key CI advantages to Fuld's Competitive Intelligence Portal™?**

A:

- The template is free!
- Provides a simple, familiar and consistent user experience
- Meets regulatory requirements through comprehensive control over content
- Connects people with information and expertise – both internal and external

## **Q: Is it easy to use?**

A: Yes, it has a familiar user interface to other Microsoft products and is used throughout most corporations.

## **Q: If I had an intelligence council or competitor “watchers” would they have the ability to add their comments or insights easily into the Portal?**

A: Yes, you can give various degrees of “permissions” based on each person's role.

**Q: Does it help meet regulatory requirements and reduce litigation risk through comprehensive control over content?**

A: By specifying security settings, storage policies, auditing policies, and expiration actions for business records in accordance with compliance regulations, you can help ensure your sensitive business information can be controlled and managed effectively. And you can reduce litigation risk for your organization. Tight integration of Office SharePoint Server 2007 with familiar desktop applications means that policy settings are rendered onto client applications in the Microsoft Office system, making it simpler for employees to be aware of and comply with regulatory requirements.<sup>1</sup>

**Q: How easy is it to find information in the CI Portal™, particularly as it grows in size and breadth?**

A: You will find the search and filtering tools that are built into SharePoint make it very easy to search for particular documents. SharePoint allows you to both tag and filter the information to view all documents or drill down to a specific competitor or type of document.

---

For more information or to set up an appointment to review the Portal, please fill in the following:

1. I am currently looking for a CI technology solution?       Yes    No

2. In the past, I have tried or reviewed other packages, including:

a. \_\_\_\_\_ b. \_\_\_\_\_ c. \_\_\_\_\_

3. This offering initially appeals to me because:

\_\_\_\_\_  
\_\_\_\_\_

\*\*\*\*\*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

---

<sup>1</sup> <http://office.microsoft.com/en-us/SharePointserver/HA101655201033.aspx>