

# TECHNOLOGY



## The War Room

### Corporate Intelligence

What do companies like Xerox, IBM, Encyclopedia Britannica, drug maker Eli Lilly, US retailer Sears, Polaroid, Lucent, Time Warner and IBM have in common? They all misread or ignored early warning systems about their environment and competitors which ultimately threatened their survival.

Corporate intelligence is about gathering, analysing and using information to help outwit and outmaneuver your rivals. Is your corporate intelligence system nothing more than a glorified clipping service, database, emails and a few unverified rumors?

### Your Central Command Centre

The War Room is designed for organisations who are serious about up-to-date strategic information. It is a complete corporate intelligence system that helps you monitor activities of your competitors, clients, products and industry.

The War Room is your 'central command centre' because it enables you to capture, collate, share, view and analyse business critical information. War Room is a centralised, integrated repository of corporate intelligence and it is customised to meet your specific needs.

### Key Benefits

The War Room will improve the depth and quality to your tactical and strategic planning process and it will help you manage competitor threats and environmental risk - critical for effective strategy implementation.

Most organisations spend thousands of dollars subscribing to publications, speaking to customers and research information about their competitors. But because these processes are fragmented and inefficient, organisations often miss opportunities to turn all this information into a strategic advantage, which can increase the risk of failure.

The War Room's simplicity and functionality will not only ensure that it can be maintained with minimal cost, it will also add value to your organisations decision making process. The War Room allows you to:

- Categorize and integrate information by date, strategic area of interest, company and product.
- Search the entire system using key words and/or categories.
- Document & track key competitor information (strategy, financials, SWOT) at both the corporate, product and divisional levels.
- View & produce reports and export data.

### Want to know more?

Contact InConsult to see how the War Room can help you reduce threats from your competitors and environment.. Please contact InConsult at email [info@inconsult.com.au](mailto:info@inconsult.com.au) to arrange a demonstration.

