Market Intelligence and Early Warning System
Example MedinSoft, Marseille

Objective
Spidering out into the Web and gathering data on competitors or on other fields of interest and making the relevant data available in an easy accessible way.

Sources and Process Flow
MedinSoft gathers continuously information from about 500 Web sources that are of specific interest for the enterprise: Web Sites, RSS feeds, results of Web search engines. This is done by means of InfoCodex’s spider agents on a central InfoCodex server.

The collection process is started every evening, and the newly found or the updated documents are added to a central knowledge pool.

The various business units of MedinSoft are interested only in a subset of the gathered information. They specify their fields of interest by means of concept filters (= textual description of the topics of interest) and they receive just that information which is compliant with their concept filters.

Implementation
No costly development work or manual setting of alerts required – just two simple preparations:
- Determining the information sources (RSS feeds, Web queries etc.), by a central administrator
- Describing the fields of interest (concept filters in natural language), by the user groups