

GIA NEWSLETTER

April 2004

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Global Intelligence Alliance

www.globalintelligence.com

Greetings from SCIP Boston!

I would like to welcome all of our new readers who joined the subscription list for the GIA Newsletter at the SCIP Boston conference in March. The event was a success for the GIA (Global Intelligence Alliance), and it reinforced the resonating message from our multinational client base that companies' business information needs are increasingly global, and that there is a true need for a single source like the GIA for localized business research and CI projects around the world.

This GIA Newsletter is a bi-monthly publication that gives an overview of what is happening in the Competitive Intelligence and business information industry. I'm hoping that you will enjoy reading the Newsletter. Readers are encouraged to submit topics of interest for future editions of the GIA Newsletter (email: hans.hedin@globalintelligence.com).

Warmest regards,

Hans Hedin

Coordinator – Global Intelligence Alliance

What's Up in CI?

Marketing, execution and technological skills in high demand: Shortage of skilled labour to influence the future of information content industry?

A joint study by The Software & Information Industry Association (SIIA) and Outsell identified a shortage of appropriately skilled professional talent as the most pressing workplace challenge now facing Information Content executives. "SIIA and Outsell feel strongly that a scarcity of professionals with the operating and marketing skills necessary to lead the industry through the strategic and technological change on the horizon, **execute on essential tactics, and market information products smartly**, could lead to a marginalization of our industry". Modified from PR Newswire, Jan 12, 2004.

Online paid content market sized at USD 50 billion, 35 times larger than commonly reported; Debate is not over free-paid as valuable content is already being paid for.

Outsell, Inc. released new analysis saying the online paid content market to be 35 times larger than commonly reported. A new Outsell Briefing, Content Vendor Best Practices: Busting Up Fee Vs. Free, says that rather than worrying about fee OR free, innovative companies are taking a wide-open, both/and approach. "This market is not about free content versus paid content—that's the wrong debate. People pay for valuable content and the debate is about value, and when there's value the research shows that users pay for online content over the Web. Abstracted from Outsell.com, Mar 8, 2004.

"Hands Off! That Fact Is Mine" -- New bill for Database and Collections of Information Misappropriation Act: Will it be made illegal to resell information compiled from several sources and databases?

A new bill for the Database and Collections of Information Misappropriation Act is making its way through the US Congress. The act would let certain companies own facts, stock quotes, historical health data, sports scores and voter lists and exact a fee to access them, claim its critics. Biggest players behind the bill are the Software and Information Industry Association; Reed Elsevier, which owns the LexisNexis database; and Westlaw, the biggest publisher of legal databases. **The threshold for proving "commercial harm" is very low:** "Financial planner gathers information from several sources. If he assimilated the information and put it into a report for his client, under this bill that activity would be illegal. There is no limit to the amount of information taken from a database in order to be violating the law." Abstracted from Wired News, Mar 3, 2004.



BIRD'S EYE VIEW:

Information business leaders predict what's ahead for 2004

In an article in the January issue of Information Today, well-known figures in the information business tell what they think is ahead for the business information industry in 2004.

Lou Andreozzi, LexisNexis CEO and President North American Legal Markets: "Technology has finally reached the point where it can deliver on the promise of KM. Whether its portal applications or technology that provides simultaneous access to external content and internal work product, knowledge management tools and technology are coming to the forefront and will certainly impact the practice of law and other professions in the coming years."

Lynne Brindley, The British Library Chief Executive: "In information services, a shift from a static "come and get it" to a proactive "we have it and we are giving it to you" approach is emerging." Text will merge with bulletin boards, video and audio, news services, etc., to deliver information packages that meet a broader definition of the end user's "total information needs." Is information architecture the latest fashion?"

Ron Klausner, ProQuest Information and Learning President: "In 2004, opportunities abound for improving access to information. First, there will be greater demand for quality content delivered within a framework that provides quick, accurate access. Quantity of content will be less relevant than quality. The use of linking technologies will accelerate, which will expose the strengths and weaknesses of indexes underlying most databases."

Clare Hart, Factiva, a Dow Jones & Reuters Co. President and CEO: "2004 will be the year in which innovative technologies developed in the last couple of years will help organizations carry out sophisticated information strategies that will enable better decision-making. Businesses that put these technologies to use as part of their information strategy will gain competitive advantage. Simplifying the research step in the decision-making cycle is a growing and evolving challenge. Getting relevant information to users within the context of their work will reap productivity and bottom-line benefits."

Jay Jordan, OCLC Online Computer Library Center, President and CEO: "In a study on information consumers three trends were visible. First, these information consumers are spending more time online doing things for themselves. Second, these information consumers are generally satisfied with the results that they get. Third, information consumers, especially young adults, expect seamless access to whatever they want whenever they want it. Technology will have a big impact on the information business. There will also be continued movement from technologies that provide copyright protection (owner-centric) to frameworks that enable rights management (user-flexible)."

Allen Paschal, Thomson Gale President:
"The following are the three key themes emerging in the information industry in 2004:

- The expanding role of search engines as a one-stop solution for searchers; this could be the year we see the role of search engines further expand in importance.
- Seamless desktop information integration,
- Acceleration of primary-source digitization."

Abstracted from Information Today, January 2004



Get to Know GIA Members

Intag Intelligence Agent (www.intag.biz), a full-range Business Intelligence company providing services in customer, competitor and market research as well as in Competitive Intelligence, joined the group of GIA Members in March 2004 as a result of the first-ever GIA Summit conference that was held in Helsinki in February.

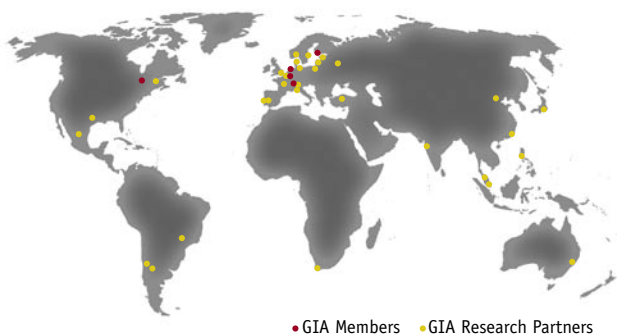
Intag Intelligence Agent, a well-established and experienced BI company, is a good example of an organization that will both benefit from its membership in an Alliance providing global opportunities and, on the other hand, benefit the Alliance by providing world-class BI services at a local level. Maarit Seppä, Managing Director of Intag, says: "GIA is a great platform for BI service providers to unite their forces in both marketing and as a knowledge pool. The Alliance is definitely useful for companies like Intag, but what is most important, it will bring clear benefits to our customers."

A free breakfast seminar will be arranged in Zurich on May 14, 2004 to highlight the benefits and opportunities of the GIA for both BI clients and for other BI companies considering a Membership in the Alliance. The seminar is arranged by two GIA Members together, Intag Intelligence Agent and Novintel (www.novintel.com).

About the GIA

The Global Intelligence Alliance (GIA) is a global network of business research and Competitive Intelligence (CI) consulting companies. Leveraging its worldwide reach, the Global Intelligence Alliance provides multinational organizations with a single source for all CI requirements including: process consulting, intelligence services, education, and leading technology solutions.

For further information or assistance in any Competitive Intelligence-related matters, please contact the GIA Member company closest to You, or refer to the GIA website at www.globalintelligence.com.



Meet the GIA at Upcoming CI events

Business Intelligence Breakfast Meeting – free breakfast seminar

arranged by Intag Intelligence Agent and Novintel

May 14, 2004, Zurich

Frost & Sullivan: Structuring Competitive Intelligence for Greater Bottom-Line Impact:

11th Annual Executive Summit, East

May 16-20 2004, Miami, Florida

For more information, please contact the GIA Member company closest to you:

Helsinki, Finland	Toronto, Canada	Amsterdam, The Netherlands	Zurich, Switzerland	Essen, Germany
Novintel Oy Itämerenkatu 5 A 00180 Helsinki Finland Phone: +358-424-956 200 info@novintel.com GIA Contact: Hans Hedin	Novintel Inc. 4174 Dundas Street West, Suite 320 Toronto, Ontario M8X 1X3 Canada Phone: +1-416-231 1267 info@novintel.com GIA Contact: Irmeli Hirvensalo	DeskResearch Nederland Pieter de Hoochstraat 18-II 1071 EE Amsterdam The Netherlands Phone: +31-20-770 6877 info@deskresearch.com GIA Contact: Philippe Brandts	Intag Intelligence Agent AG Oberburg 12 CH-8158 Regensberg, Zurich Switzerland Phone: +41-43-422 0707 info@intag.biz GIA Contact: Maarit Seppä	Gayer Consulting Kaninenberghöhe 50 D-45136 Essen Germany Phone: +49-201-266 900 info@gayer-consult.com GIA Contact: Carsten Gayer