



/ ENABLING YOU TO
MAINTAIN THE
COMPETITIVE EDGE!

STRAT/SCAN™

Intelligence. Innovation.



// THE COMPETITIVE CHALLENGE

// In the information economy where companies are reliant on and compete using superior knowledge of their business environment, the availability of relevant intelligence at the press of a button has become imperative. // Reliable interpreted intelligence is required as a basis for quality decisions. // Just as good intelligence-based decisions require foresight the historical background should not be neglected. // Companies are more than often faced with a lack of information, bits and pieces of information scattered in the organisation, lack of tools to search and retrieve urgently required and relevant information and duplication of information functions. //

// StratScan™ offers the following solutions:

- > Enabling you to maintain a clear picture on what's going on in your business environment.
- > Helping you to get to know your Competitive Environment.
- > Timely information.
- > Improved Intelligence Analysis.
- > Assisting you in your strategic and tactical business planning.
- > Enabling you to react swifter than your competitors on events or trends affecting your business.
- > Having the advantage of a personal information alert service via e-mail.
- > Presenting you with the ability to constantly scan your competitive environment for threats and opportunities.
- > Assisting you to effectively manage those threats and opportunities.
- > Enabling you to continuously build a knowledge base.
- > Involving the greater part of the company work force to gain and maintain the greater picture.
- > Providing the advantage of shielding sensitive information from access by unauthorised persons.
- > Instilling a company-wide competitive mindset.



/ SINGLE PORTAL INTELLIGENCE SOLUTION

// StratScan™ is a user-friendly solution specifically developed for corporate intelligence requirements and serves as a single secure intelligence portal for the entire organisation. // It is a web-based application that does not require specialised or supporting software. //

// It enables you to:

- > Distribute important news and events on a continuous basis to selected persons.
- > Define and track events in your competitive environment.
- > Log all the bits and pieces of competitive information that become available from internal and external sources.
- > Compare companies and products.
- > Involve all relevant persons in your organisation to share and contribute competitive information.
- > Initiate alerts to persons who have to react to important events.
- > Create groups for collaboration.
- > Manage information taskings in your organisation.
- > Retrieve relevant information when required.
- > Determine sensitivity access levels to participants.
- > Link an unlimited number of persons to participate in and collaborate with business or competitive intelligence.

/ BASIC FUNCTIONALITIES OF STRATSCAN™

// 1. **The StratScan™ Interface** // StratScan™ is an information portal that provides users with a complete view of their current business environment at any specific moment in time. // It highlights tasks in progress and current alerts. It provides easy access to:

- > Powerful information searches in the database.
- > Holistic view on the client's defined competitive environment.
- > Relevant information submitted to the system recently.
- > Alerts.
- > Intelligence Reports stored on the system.
- > Links for easy access to pre-defined internet based information sources.

// 2. **Customised Competitive Environment** // The application has been designed and lends itself uniquely to customise the competitive or business environment of the clients' organisation. // Each element of the competitive environment can be dissected into two further sub-levels for detailing the specific element in its logical context. // This provides the client with a holistic and accurate view of each of the elements in its competitive environment and facilitates cost effective scanning and tracking. //

// 3. **Company Profiling** // Companies are profiled according to an information framework with set fields to facilitate comparison/benchmarking among organisations. Specified environmental elements of a company can be viewed holistically.

// 4. Continuous Information and News Feed // Relevant and important information may be submitted by any user and will be immediately available to all other users. // This capability serves to keep all users of StratScan™ abreast of current business events that may have an effect on the business and enables the user to take immediate action. //

// 5. Easy Information and News Input by Users // The submission of information to the system is an uncomplicated and simple procedure. // Text can be typed in or be pasted into the relevant sections and/or attachments of any file type, which can be submitted together with information. // Should it be deemed practical, the individual submitting the information may also insert tags to facilitate easier and more focused retrieval.

// 6. Alert Service // Should information that is regarded as urgent or very important be submitted to the system, it can be assigned as an alert to specified users. // The alert may be transmitted by way of the system or by an e-mail that would be sent to the specified persons immediately. //

// 7. Task setting and tracking functionality // Tasks can be defined and assigned to applicable user(s) in group(s) so as to coordinate and control the execution and progress of the task by the owner. // This ensures that important tasks and assignments are tracked and adjusted by the owner of the task. //

// 8. Powerful Search and Retrieval Capability // Search and retrieval of information in the system is done by way of phrased searches that will retrieve information containing such

words or phrases. Alternatively an advanced filter can be applied to filter through information in order to retrieve information with very specific attributes.

// 9. Security // Before the user can access information stored in the application, a username and a password has to be entered. // This process ensures only authorised access to the system and data stored in it. // Passwords are encrypted for security reasons and stored in the application database. // The system administrator can amend username and password information and can add additional users to the system. //

// 10. Access to and Security of Information // Information is created with access levels. // Users are assigned specific levels of access to information. // The assigned levels can be adjusted at any stage. // Clients can determine the number of levels and assign descriptions (confidential, sensitive etc) to the various levels. // Users will be able to view only such information that is permitted in terms of their levels. // Unauthorised information will not be visible to such users. // User restrictions will also determine which parts or functionalities of the system are accessible or available to such users. // The client is able to customise this function. //

// 11. Easy Set-up of User Groups // User groups can be defined for specific tasks or alerts to groups of persons. // Users can be assigned to multiple and a variety of user groups. // This enhances collaboration and coordination among users.

// 12. Audit Trail // All activities by users within the system are recorded and may be viewed by the administrator as an audit trail.

/ WHY STRATSCAN™ SHOULD BE YOUR CHOICE

// StratScan™ is:

- > Inexpensive.
- > Simple to use.
- > Platform independent. Built on Java technology.
- > Can be housed on your company server or an external secure server.
- > Accessed and managed through a normal Internet browser.
- > Simple technical and functional administration.

// Contact:

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