Competitive Intelligence (CI) Resources: Staying One Step Ahead in Your Research

Sabrina I. Pacifici, Law Librarian
Founder, Editor, Publisher
LLRX.com
http://www.llrx.com

beSpacific – Accurate, focused law and technology news, updated each weekday
http://www.bespacific.com
What is Competitive Intelligence Research?

- Competitors, clients, potential clients, markets, consumer sectors, industries, individuals, products and services, nations and regions: all can be the focus of competitive intelligence research.
- CI research can be complex
  - Topic(s) may be targeted or broad; often time sensitive
  - requiring attention to detail, innovative research strategies, knowledge of, and access to, a wide range of resources
  - often requires locating public records, legal and/or technical documents
What Does Competitive Intelligence Involve?

• Competitive intelligence is a dynamic process that involves:
  – identifying and evaluating sources for your research (fee-based and free)
  – establishing subscriptions/licensing agreements for access to relevant data sources and incorporating these services into your portal/intranet/KM system
  – flexible query creation, modification and application
  – locating, acquiring, analyzing, filtering and compiling data into appropriate formats for delivery to users (email, PPT, websites, blogs)
  – creating a methodology to implement these tools that is customized to facilitate the process of conducting research that meets the specifications of your user group(s)
  – regularly monitoring new sources for possible addition to your CI repository, and deleting those sources which are no longer relevant, applicable, or available.
Categories of Selected Web CI Resources

- Search engines and indexes to locate corporate web sites, which are a direct and content-rich sources of CI data
- Business info web directories, databases, portals and pathfinders
- Selected news aggregators and feeds
- Online people trackers
- E-Newsletters, online newspapers, journals & news sources
- Bibliographies, guides, journals & books
- Commercial court docketing services
- Screen shots of some online subscription databases and files mentioned in this presentation
Search Engines for General Access to a Range of Corporate Data on the Web

- **AltaVista** ([http://www.altavista.com](http://www.altavista.com)) - query builder, related terms feature, full-text news sources.
- **Google** ([http://www.google.com](http://www.google.com)) - search for company name, stock quotes (stocks:dell); use advanced search ([http://www.google.com/advanced_search?hl=en](http://www.google.com/advanced_search?hl=en)) to narrow search parameters.
- **Google News Alerts** ([http://www.google.com/newsalerts](http://www.google.com/newsalerts))
  - Also see **Fagan Finder** - ([http://www.faganfinder.com/](http://www.faganfinder.com/))
- **InfoSeek** ([http://infoseek.yellowbrix.com/pages/infoseek/Companies.asp](http://infoseek.yellowbrix.com/pages/infoseek/Companies.asp))
- **Profusion Business Profiles** ([http://tinyurl.com/3iat](http://tinyurl.com/3iat)) - web sites grouped by category to speed topical/targeted research (associations, patents, publications, news, company profiles, marketing, etc.).
- **Teoma** ([http://www.teoma.com](http://www.teoma.com)) - offers suggestions to narrow your search.
Search upstarts storm Google’s gates

Last modified: March 11, 2004, 4:00 AM PST

By Stefanie Olsen
Staff Writer, CNET News.com

As speculation of a Google public offering hits a fever pitch, would-be rivals are combing over the company’s business and technology for signs of weakness that could cut short its reign as the king of Web search.

Analysts have already forecast a protracted and difficult battle among Google and Net titans Yahoo and Microsoft, which have both carved out Web search as a key piece of their businesses.

Below the radar, Google also faces Lilliputian threats from a fast-growing group of start-ups that hope to replicate its own meteoric rise from unknown upstart to Internet powerbroker. While most of these companies are long shots, a handful have begun to garner attention from analysts and investors thanks to new technologies that expand on Google’s formula and take it in entirely new directions.

News context

What’s new: Would-be Google rivals are combing over the company’s business and technology for signs of weakness that could cut short its reign as the king of Web search.

Bottom line: While most of these companies are long shots, a handful have begun to garner attention from analysts and investors thanks to new technologies that expand on Google’s formula and take it in entirely new directions.

At the top of the list are companies like Quigo and Industry Brains that aim to improve on search engine advertising techniques. A second group, including Mootz, Eurekster and Dipsie, are advancing ways for people to get personalized query results, something that both Google and Yahoo also are hoping to perfect. Others are developing search tools tailored to specific localities as well as visualization features to assist in better targeting search results around specific topics.

“Search is a hypergrowth area,”
<table>
<thead>
<tr>
<th>The Web</th>
<th>Reference</th>
<th>Media</th>
<th>Words</th>
<th>Miscellaneous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search Engine</td>
<td>Encyclopedia</td>
<td>Images</td>
<td>Dictionary</td>
<td>Software</td>
</tr>
<tr>
<td>Directory</td>
<td>Biographies</td>
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<td>Forums</td>
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<td>Meta Search Engine</td>
<td>Maps</td>
<td>Video</td>
<td>Spell Check</td>
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<tr>
<td>Kids</td>
<td>Law</td>
<td>News [read]</td>
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<tr>
<td>Weblogs and RSS</td>
<td>Health</td>
<td>Government</td>
<td></td>
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<tr>
<td>Invisible Web</td>
<td>Science</td>
<td>Weather</td>
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</tbody>
</table>

### Fagan Finder

Fagan Finder's goal is to help people find what they are looking for. Just enter text, select an option, and press search. Click on the links for more options.

Webmasters: put the tools on this page into your site. Add a Fagan Finder Searchbox.

This page was last updated on August 6, 2003. See the revisions log for more information. You can send suggestions here.

Validate [XHTML][CSS]
Top 6 Results retrieved for <aumentis> from Company Profiles (Search Analysis)

1. Aventis [open window] [Set Page Alert] [Similar Results]
   No Summary Available
   URL: http://www.hoovers.com/aventis/-ID__41833-... [Hoovers #1]
   Score: 41%

2. Aventis Behring L.L.C. [open window] [Set Page Alert] [Similar Results]
   No Summary Available
   URL: http://www.hoovers.com/aventis-behring/-ID__... [Hoovers #2]
   Score: 33%

3. Aventis Bio-Services [open window] [Set Page Alert] [Similar Results]
   No Summary Available
   URL: http://www.hoovers.com/aventis-bio-services/-... [Hoovers #3]
   Score: 37%

4. Aventis Pasteur Inc. [open window] [Set Page Alert] [Similar Results]
   No Summary Available
   URL: http://www.hoovers.com/aventis-pasteur/-ID__... [Hoovers #4]
   Score: 36%

5. Aventis Pharmaceuticals Inc. [open window] [Set Page Alert] [Similar Results]
   No Summary Available
   URL: http://www.hoovers.com/aventis-pharmaceutical... [Hoovers #5]
   Score: 34%

6. Stock Overview | Reuters.com [open window] [Set Page Alert] [Similar Results]
   No Summary Available
   URL: http://www.investor.reuters.com/NoCompany.asp... [Mutelx Investor #1]
   Score: 8%
Aventis (NYSE: AYE [ADR])
Espace Européen de l'Entreprise, 16, Avenue de l'Europe
F-67517 Strasbourg, France
Phone: +33-3-88-99-11-00
Fax: +33-3-88-99-11-01
http://www.aventis.com

Covered by Jay Koenig

Aventis helps docs treat their sneezy patients without making them sleepy, grumpy, or dopey. Aventis' core operations include prescription drugs, human vaccines, and therapeutic proteins. The company's best selling drug is seasonal allergy medication Allegra. The drug is also available as a non-drowsy formulation, Allegra-D. Is extensive product roster includes chemotherapy agent Taxotere, thrombosis treatment Lovenox, and Amaryl, which promotes the production of insulin in diabetics. Aventis also operates Merial, an animal health joint venture with Merck.

Overview & History

Key Numbers

<table>
<thead>
<tr>
<th>Company Type</th>
<th>Public (NYSE: AYE [ADR]: Euronext Paris: AYE)</th>
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<tbody>
<tr>
<td>Fiscal Year-End</td>
<td>December</td>
</tr>
<tr>
<td>2003 Sales (mil.)</td>
<td>$22,397.0</td>
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<tr>
<td>1-Year Sales Growth</td>
<td>3.4%</td>
</tr>
<tr>
<td>2003 Net Income (mil.)</td>
<td>$2,390.0</td>
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</table>
Selected Business Info Websites

- **Business Wire** – [http://home.businesswire.com/portal/site/home/index.jsp](http://home.businesswire.com/portal/site/home/index.jsp)
- **CAROL - Company Annual Reports On-Line for the United Kingdom** [http://www.carol.co.uk](http://www.carol.co.uk)
- **ChoicePoint Online** [http://www.choicepointonline.com](http://www.choicepointonline.com)
- **Corporate Library Companies & CEOs** [http://tinyurl.com/3ik4](http://tinyurl.com/3ik4), free and fee
- **Dun & Bradstreet** [http://www.dnb.com](http://www.dnb.com), subscription req’d
  - Try ZapData [http://www.zapdata.com](http://www.zapdata.com), which allows you to build SIC code industry reports in real-time using up-to-date D&B business data.
Selected Business Info Websites con’t

- **EIU.com** – country intelligence (http://www.eiu.com/)
- **Factiva** (http://www.factiva.com), news and business info, subscription req’d
- **Fortune Company Profiles** (http://www.fortune.com/companies/) - much of this data now requires subscription
- **Forbes 500s** (http://tinyurl.com/3guk) - Largest corporations by sales, profits, assets and market value.
<table>
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<th>Company's Home Page</th>
<th>Snap Shot</th>
<th>Annual Report</th>
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<td>ADECY</td>
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<td>Administaff, Inc.</td>
<td>Z</td>
<td>Annual Report</td>
<td>ASF</td>
<td>NYSE</td>
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</tbody>
</table>
Selected Business Info Websites con’t

- **Hoover's Online** ([http://www.hoovers.com](http://www.hoovers.com)) - Browse reports by industry sector, by selected topics, reports by report type. Some data requires subscription.
- **KnowX.com Public Records** ([http://www.knowx.com](http://www.knowx.com)), free and fee.
- **LIVEDGAR** ([http://www.gsionline.com/online.htm](http://www.gsionline.com/online.htm)), subscription req’d
- **Moodys.com** ([http://www.moodys.com/cust/default.asp](http://www.moodys.com/cust/default.asp)), subscription req’d
LIVEDGAR

Overview

The industry standard for securities research, LIVEDGAR is a powerful research platform built to handle the needs of legal and financial professionals. Combining proprietary content, award winning search technology and domain expertise, LIVEDGAR enables users to conduct online securities research and obtain source documents in a single step.

With over a million unique data points, GSI offers a comprehensive collection of content that ranges from a listing of all SEC filings dating back to 1967 to over 113,000 Annual Reports to Shareholders from 30,000 companies in 106 countries. GSI also recognizes that SEC research needs to cover more than EDGAR filings, which is why LIVEDGAR provides online access for hard-to-find paper filings like No-Action letters and the complete collection of SEDAR filings.

LIVEDGAR’s main menu provides easy access to everything in its comprehensive database collection and logically arranges all the functional areas into the following four major categories:

- **Locate Filings, Reports and Examples By** is used to perform searches by company/ticker, filing number and many other parameters; conduct full-text and 10-K section searches; access a library with almost 2,000 pre-defined search statements; and view over 113,000 annual reports.

- **Corporate Finance and M & A** is comprised of three comprehensive and specialized databases, each extensively coded to help users quickly pinpoint specific information.

- **Compliance** contains a wealth of research information such as news, rules, releases, forms, letters and regulations.

- **News and Alerts** is designed to help users keep current on the latest securities information, as well as providing company news, quotes and financials on all publicly traded companies.

Leveraging the power of LIVEDGAR, users can easily search the entire database collection based on a wide variety of parameters including form types, form group, ticker, location, CIK, SIC, dates or many other variables on entire documents, specific document sections or form types.

For ease of use, LIVEDGAR is unmatched in the industry and users will be assured of simplified securities research that yields quick and accurate results.

To access any of LIVEDGAR’s other comprehensive databases, users may choose from one of the following:

- Overview
- Company/Ticker
- Full-Text Search
- 10-K Sections
- Proxy Sections
- Topical Research Library
- SEDAR
- Annual Reports
- Filing Number
- Registrations & Prospectuses
- International Prospectuses & 144A
- Mergers & Acquisitions
- SEC Staff Reviews
- SEC Library
- No-Action Letters
- SEC Blank Forms
- Company Roundup
- Company News, Quotes & Financials
- Live Filings
- Alerts
Selected Business Info Websites con’t

- **OneSource Online Business Information** – (http://onesource.com/)
- **SEC Info** (http://www.secinfo.com/) - Search data from the SEC Edgar system and CSA SEDAR system, by name, industry, business, SIC code, area code, topic, zip code, CIK, accession number, file number, date.
- **Standard & Poor’s** (http://tinyurl.com/3ikj), subscription req’d
- **Thomas Register** (http://www.thomasregister.com), subscription req’d
Selected Online People Trackers

- **Accurint** ([http://www.accurint.com](http://www.accurint.com)), fee-based
- **ChoicePoint Online** ([https://www.choicepointonline.com/](https://www.choicepointonline.com/)), subscription/fee req’d
- **Dun & Bradstreet** ([http://www.dnb.com/US](http://www.dnb.com/US)), subscription req’d
- **Edgar Online People** ([http://people.edgar-online.com/people/](http://people.edgar-online.com/people/))
- **Lycos WhoWhere** ([http://www.whowhere.lycos.com/](http://www.whowhere.lycos.com/))
- **Search Systems** ([http://www.searchsystems.net/](http://www.searchsystems.net/)), over 16,000 free searchable public records databases from across the country. Some databases are fee-based.
- “**Googling**” a person: enter an individual’s name, “John Doe”
  - Note: Google™ is a trademark identifying the search technology and services of Google Technologies Inc.
## Major Search Engines
- Google
- Yahoo!
- AllTheWeb
- AltaVista
- Daypop
- MSN Newsbot

## MetaSearch Engines
- Ask Jeeves
- Comet Way
- Crawler
- CurryGuide
- Dogpile
- ez2Find
- Faganfinder
- GB! (German)
- SearchWho
- Headlinespot
- HighBeam
- Highways1
- IncyWincy
- InfoGrid
- Informed Citizen’s Choice
- Ithaki (E/F/G/I/Sp)
- Jxquick
- KillerInfo
- mFind
- Mamma
- MetaCrawler
- metaEUREKA
- MetaFind
- MetaIQ
- Metaspider (Dutch)
- Metaspinner (German)
- MoonMist
- Moreover (via GoForIt)
- My Hawker
- Nelson (Paystar)

## Google News Search
- Advanced News Search
- Google Ultimate Interface
- Google - Easy Search Interface
- Google Toolbar (free software)
- Google Deskbar (free software)
- GSSearch (free software)
- GoogleGet - for iPod (free)
- API Search (free software)

## Yahoo! News Search
- Advanced News Search
- Yahoo! News Help 1 2 3
- Advanced Image Search
- Panda - Yahoo! Search Syntax

## AllTheWeb News Search
- Advanced Search
- FAQ
- Panda - Search Syntax

## Video News Search
- AllTheWeb - Video
- AltaVista - Video
- BBC - Video Archive
- Dino - Video
- Doo (F) - Video
- Fagan Finder - multisearch
- Fazzle - Video
- Freenet.de - Video
- Lyons - Video
- MetaCrawler - Multimedia
- SeekScan - Video
- SingingFish - TV
- SingingFish - video
- SingingFish - streaming TV
- Speechbot - Video
- Veoda - Video
- Yahoo! - Video

## Audio News Search
- AllTheWeb - Audio
- AltaVista - Audio
- Audiofind
- BBC - Audio Archive
- Dino - Audio
- Dogpile - Audio
- Fagan Finder - multisearch
- Fazzle - Audio
- FindSounds
- Lyons - Audio
- Mamma - Audio
- MetaCrawler - Audio
- MP3 Index - News
- Newsplayer (UK) - Audio
- SeekScan - Audio
- SingingFish - Audio
- SingingFish - Radio
- Speechbot - Audio
- Thunderbots - streaming news
News Aggregators, RSS Feeds

Selected News Aggregators

- Dmoz open directory project: links to updated resources on news aggregators and RSS (Web content syndication format)  [http://tinyurl.com/5gl6](http://tinyurl.com/5gl6)
- Aggie - [http://bitworking.org/Aggie.html](http://bitworking.org/Aggie.html)
- NewsGator (runs in Microsoft Outlook) - [http://www.newsgator.com/](http://www.newsgator.com/)

Selected RSS Feeds

- BBC - [http://tinyurl.com/2wzug](http://tinyurl.com/2wzug)
- Recent Decisions of the Supreme Court http://supct.law.cornell.edu:8080/supct/rss/0.91/supct_recent.rss
- White House - [http://varchars.com/rss/whitehouse.rdf](http://varchars.com/rss/whitehouse.rdf)
News Aggregators and Marketing Resources


- **Newsisfree** - This site collects headlines from over 6,500 websites and blogs around the world – [http://www.newsisfree.com/](http://www.newsisfree.com/)

- **Industry-based marketing resources**: (free and fee-based)
  - e-mail newsletters, alerts
  - ezines
  - websites
  - print newsletters
  - journals
What is RSS?
RSS (Really Simple Syndication) is an XML-based format for distributing and aggregating Web content (such as news headlines).

Using RSS, Web content providers can easily create and disseminate feeds of data that include, for example, news links, headlines, and summaries. Other sites using RSS to deliver content to a wider audience include Christian Science Monitor and CNET News.com.

What kind of content does Yahoo! News syndicate via RSS?
Yahoo! News is now offering the following feeds in the RSS format. The feeds are free of charge to use for individuals and non-profit organizations for non-commercial use. Attribution (included in each feed) is required.

Top Stories: http://rss.news.yahoo.com/rss/topstories
U.S.: http://rss.news.yahoo.com/rss/us
World: http://rss.news.yahoo.com/rss/world
Business: http://rss.news.yahoo.com/rss/business
Technology: http://rss.news.yahoo.com/rss/tech
Internet: http://rss.news.yahoo.com/rss/internet
Personal Technology: http://rss.news.yahoo.com/rss/personaltech
Wireless & Mobile: http://rss.news.yahoo.com/rss/wireless
Linux & Open Source: http://rss.news.yahoo.com/rss/linux
Software: http://rss.news.yahoo.com/rss/software
Enterprise: http://rss.news.yahoo.com/rss/enterprise
Apple/Macintosh: http://rss.news.yahoo.com/rss/applecomputer
Politics: http://rss.news.yahoo.com/rss/politics
Elections: http://rss.news.yahoo.com/rss/elections
Sports: http://rss.news.yahoo.com/rss/sports
Entertainment: http://rss.news.yahoo.com/rss/entertainment

See All Technology RSS Feeds
A Free Personal Web-based RSS News Reader

Search, Subscribe, Read and Track news and information.

- Free Private Account
- No software download
- Thousands of RSS, Atom and Weblog sources
- Create RocketNews RSS channels using your own keywords
- Subscribe to news feeds
- RSS 0.91, 1.0, 2.6 and Atom Compliant

Supported Platforms

- All OS' with a supported browser
- Internet Explorer 4, 5, 6
- Netscape 6.0, 7.0
- Mac Safari
- Opera 7.11+
- Konqueror 3.8+ (Linux)

The Rocketinfo RSS Reader is a FREE personal news and information tool that allows you to search, subscribe, read and track content from thousands of RSS and Weblog sources. Read our Press Release >>

Create your FREE Account

Create your free personal account today. Access thousands of RSS and Weblog sources or subscribe to your own. You can even create RocketNews RSS Channels using your own keywords.

Create new account >>

Have an account already?

Sign in to your account, using the email address and password you selected when you created your account.

Email Address:  
Password:  

Update your password >>
E-Newsletters, Online Newspapers, Journals & News Sources

- **Biz Journals** ([http://www.bizjournals.com/](http://www.bizjournals.com/))
- **Bloomberg** ([http://www.bloomberg.com](http://www.bloomberg.com))
- **CNN Money** ([http://money.cnn.com](http://money.cnn.com))
- **Competia links to articles on Competitive Intelligence** – [http://www.competia.com/articles/ciarticles.html](http://www.competia.com/articles/ciarticles.html)
- **Forbes** ([http://www.forbes.com](http://www.forbes.com))
- **Fortune** ([http://www.fortune.com/fortune](http://www.fortune.com/fortune))
- **Investors Business Daily** ([http://www.investors.com](http://www.investors.com))
E-Newsletters, Online Newspapers, Journals & News Sources, con’t

- **Moreover** - full list of available news categories (http://w.moreover.com/categories/category_list.html)
- **TheDeal.com** (http://www.thedeal.com), subscription req’d
- **Time.com: Inside Business** (http://www.time.com/time/insidebiz)
- **Wall Street Journal** (http://online.wsj.com), subscription req’d
  - also consider the Journal’s Afternoon Report, delivered 2x daily by email, to registered subscribers: users may choose content/topics
- **Yahoo! Finance** (http://finance.yahoo.com/)
- **Yahoo! Financial News** (http://biz.yahoo.com/ne.html)
Web Directories/Portals

- **American Society of Association Executives Gateway to Associations Online** (over 6,500 associations)
  - [http://info.asaenet.org/gateway/OnlineAssocSlist.html](http://info.asaenet.org/gateway/OnlineAssocSlist.html)

- **CEOExpress** ([http://www.ceoexpress.com/default.asp](http://www.ceoexpress.com/default.asp)) - Links to dozens of reliable, business related resources.


- **Portal to International Business Resources**
  - [http://globaledge.msu.edu/ibrd/ibrd.asp](http://globaledge.msu.edu/ibrd/ibrd.asp)
Web Directories/Portals con’t

- **Wall Street Executive Library** ([http://www.executivelibrary.com](http://www.executivelibrary.com)) - Directory of over 1,450 sources that includes: national/international news; company & industry, government, marketing & advertising, statistics and economic research.

- **Yahoo** ([http://search.yahoo.com/bin/search?p=competitive+intelligence](http://search.yahoo.com/bin/search?p=competitive+intelligence))
  - Pick and choose carefully from amongst this long list of sites that includes vendors, consultants, white papers, articles, and research tools.
PathFinders

• Rutgers University Libraries: Company Research Pathfinder
  – http://www.libraries.rutgers.edu/rul/rr_gateway/research_guide
    s/busi/company.shtml or
  – http://tinyurl.com/m6cg

• Rutgers University Libraries: Resources for International Business
  – http://www.libraries.rutgers.edu/rul/rr_gateway/research_guide
    s/busi/intbus.shtml or
  – http://tinyurl.com/m6cj

• CI Pathfinder for Pharmaceutical & Biotechnology Industries,
  html or http://tinyurl.com/m6cp
Web Databases

- **State Business Filings Databases** – includes links to fee and free sites

- **Catalog of searchable IP databases** maintained by government, academic and institutional sites, as well as commercial sites
Selected Bibliographies, Guides & Books

- **Better Management.com** – Significant source of links to CI literature - [http://tinyurl.com/m69p](http://tinyurl.com/m69p)
- **Business Information Searcher** ([http://www.dataresources.co.uk/bissample.htm](http://www.dataresources.co.uk/bissample.htm))
- **Competitive Intelligence Resource Guide** – More than one dozen recommended titles from the public and private sector ([http://www.burkhardtresearch.com/guide/books.html](http://www.burkhardtresearch.com/guide/books.html))
- **Helicon’s Articles and Book Reviews on CI and Related Topics** ([http://tinyurl.com/3iiq](http://tinyurl.com/3iiq))

- **Business Statistics on the Web**: Find Them Fast - At Little or No Cost, by Paula Berinstein, Charles Cotton
- **Super Searchers on Competitive Intelligence**, The Online and Offline Secrets of Top CI Researchers, by Margaret Melcalf Carr
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24 Documents (13 Research Documents, 11 Morning Notes)
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Legal Newsroom

Updated: Feb. 26, 2004

Below are links to the most recent news and background concerning Microsoft legal issues in the news:

Japanese Fair Trade Commission

- Statement by Microsoft on Reports of Japanese Fair Trade Commission Inquiry - Feb. 26, 2004

RealNetworks Inc. vs. Microsoft

- Microsoft Answers and Defenses in Response to RealNetworks’ Legal Action - Feb. 20, 2004 (.pdf file, 31 pages)
- Press Release: Microsoft Statement on RealNetworks’ Legal Action - Dec. 18, 2003

U.S. District Court’s Final Judgment in Government Antitrust Case

- Interim Joint Status Report on Microsoft’s Compliance with the Final Judgments - Oct. 17, 2003 (.pdf file, 18 pages)
- Joint Status Report on Microsoft’s Compliance with the Final Judgments - July 3, 2003 (.pdf file, 44 pages)
- District Court’s Final Judgment in United States v. Microsoft - Nov. 12, 2002:
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