

FAQs for Fuld & Company's Competitive Intelligence Portal™

Q: What is The Competitive Intelligence Portal™?

A: It is a central place for storing, accessing and sharing of intelligence. It is designed to operate within your workflow (instead of against it) while enabling and encouraging collaboration throughout the organization.

Q: How many ways can the Portal help you keep tabs on the competition?

A:

1. RSS secondary feeds
2. Wiki space for collaborative analysis
3. Documents Library
4. Discussion Boards
5. Expertise Directory

Q: What are the key CI advantages to Fuld's Competitive Intelligence Portal™?

A:

- The template is free!
- Provides a simple, familiar and consistent user experience
- Meets regulatory requirements through comprehensive control over content
- Connects people with information and expertise – both internal and external

Q: Is it easy to use?

A: Yes, it has a familiar user interface to other Microsoft products and is used throughout most corporations.

Q: If I had an intelligence council or competitor “watchers” would they have the ability to add their comments or insights easily into the Portal?

A: Yes, you can give various degrees of “permissions” based on each person's role.

Q: Does it help meet regulatory requirements and reduce litigation risk through comprehensive control over content?

A: By specifying security settings, storage policies, auditing policies, and expiration actions for business records in accordance with compliance regulations, you can help ensure your sensitive business information can be controlled and managed effectively. And you can reduce litigation risk for your organization. Tight integration of Office SharePoint Server 2007 with familiar desktop applications means that policy settings are rendered onto client applications in the Microsoft Office system, making it simpler for employees to be aware of and comply with regulatory requirements.¹

Q: How easy is it to find information in the CI Portal™, particularly as it grows in size and breadth?

A: You will find the search and filtering tools that are built into SharePoint make it very easy to search for particular documents. SharePoint allows you to both tag and filter the information to view all documents or drill down to a specific competitor or type of document.

For more information or to set up an appointment to review the Portal, please fill in the following:

1. I am currently looking for a CI technology solution? Yes No

2. In the past, I have tried or reviewed other packages, including:

a. _____ b. _____ c. _____

3. This offering initially appeals to me because:

Name: _____ Title: _____

Company: _____ Phone: _____

Email: _____

¹ <http://office.microsoft.com/en-us/SharePointserver/HA101655201033.aspx>