

# *Case Study:* An Enterprise Weblog System for Competitive Intelligence

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**Chief Information Officer**  
**Ipsen**



# Outline

- **Competitive Intelligence at Ipsen**
- **Case study: The outcome**
- **Case study: The journey**
- **Lessons learned and the way forward for Enterprise Blogs at Ipsen**

# Competitive Intelligence

## Working Definition

*“A systematic program for gathering, analyzing, and disseminating relevant, timely intelligence about our competitor’s activities as well as general business trends in order to further our own business goals.”*

**Introduction of  
new price controls**

**Regulatory  
rulings**

**Changes  
in a rivals  
pipeline**

**Strategic impact of  
newly formed corporate  
entity**

**Surprise new  
entrants**

# Executing the Intelligence Cycle



**Knowledge-intensive process with geographically and functionally distributed stakeholders, with different permissions, requiring strong communication and collaboration capabilities**

# Our Solution

- **Enterprise weblog solution as the corporate backbone to information exchange in the CI cycle**
  - Traction Software's TeamPage
- **Traction has become a consolidated repository for CI material, analysis and discussion within Ipsen**
- **Information comes from different sources**
  - Internal vs. external
  - Hard vs. soft
- **Access is potentially available to all staff**

*traction*® software

# The Outcome

- **Enterprise weblog fully launched in February 2005**
  - 15 months of operation
- **Results**
  - Federated collection of 6 blogs now holding a total of over 3700 articles posted and over 640 comments
  - Deployed to 250 named accounts (Intranet, Extranet, email...), available to 3,500 employees (Intranet)
  - Dialogue around information is increasing
  - Contributed to making CI valuable to business decision making
  - Market-relevant communication is moving from email to the blogs
  - Serving as a community and repository for knowledge of our business environment
  - Serving as a model for knowledge management and collaboration in the company

Front Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help Links

traction

Front Page

ADD NEW ARTICLE SIGN OUT

SEARCH

advanced search

Front Page

Projects

Cataract

CI

Market (9)

Myopia

My Account (jfrank)

Project Setup

Server Setup

Alerts

MARKET

**TAM-3 Inhibitor Compound Class - Market Movement**

Prevailing trends (see [Market8: Myopia and Education](#) and [Market7: Myopia and Urbanization](#)) suggest massive increases in the myopia treatment market. Current treatments described in [Market6: Myopia Overview](#) include refractive surgery or lens based approaches. That is about to change, and its not clear who will lead the charge. [\[Read More\]](#)

market10 | posted by Albert Einstein | January 23, 2005 | 10:21:13 PM EST | # | 1 comment

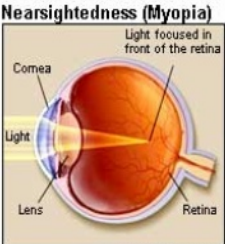
Analysis

MARKET

**Myopia Overview**

Although nearsightedness (myopia) cannot be cured, treatment can restore normal or near-normal vision. Options for correcting nearsightedness include corrective lenses (eyeglasses and contact lenses) and surgery. Eyeglasses are the standard of treatment for nearsightedness. [\[Read More\]](#)

**Nearsightedness (Myopia)**



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market6 | posted by Albert Einstein | January 23, 2005 | 10:06:41 PM EST | # | 0 comments

Recent Articles

**CamPharm Profile**

market0 | posted by Albert Einstein | January 23, 2005 | 9:48:40 PM EST | # | 0 comments

**GATC Therapeutics Profile**

market1 | posted by Albert Einstein, edited by Jordan Frank | January 23, 2005 | 9:54:26 PM EST | # | 0 comments

**AlphaZyme Profile**

market3 | posted by Albert Einstein | January 23, 2005 | 9:58:43 PM EST | # | 0 comments

**Myopia Overview**

market6 | posted by Albert Einstein | January 23, 2005 | 10:06:41 PM EST | # | 0 comments

**Myopia and Urbanization**

market7 | posted by Jordan Frank | January 23, 2005 | 10:09:30 PM EST | # | 0 comments

JANUARY 2005

S	M	T	W	T	F	S
>>	26	27	28	29	30	31
>>	2	3	4	5	6	7
>>	9	10	11	12	13	14
>>	16	17	18	19	20	21
>>	23	24	25	26	27	28
>>	30	31	1	2	3	4

Show current day

SHORTCUTS

- Post a Kit
- Example Newsletter
- Company Profiles

Show Collector

RSS RSS feed  
Click here to learn more

Atom Atom feed  
Click here to learn more

Trusted sites

http://jordan:8080/traction/read?proj=Market&sdate=20050123&edate=Day&type=single&rec=10&side=1

## Sample Front Page

- Efficient, time-ordered setup
  - Like a newspaper
  - Reverse chronological order
  - Intuitive to use
- Roll-up of key alerts and analysis
  - Permission aware
- Multiple navigation modes
  - By projects / sections
  - By time
  - By keywords
  - By specific shortcuts
  - Search

Market10: TAM-3 Inhibitor Compound Class - Market Movement - Microsoft Internet Explorer

File Edit View Favorites Tools Help Links

traction

Front Page > Market > 10

ADD NEW ARTICLE PRINT VERSION SIGN OUT

Show Full content

Search

advanced search

Front Page

Projects

Cataract

CI

Market (9)

Myopia

Market Newpage

Market Labels

alert (1)

analysis (1)

causes (1)

children (3)

china (2)

diabetes (1)

patent (1)

product (2)

Profile (3)

strength (3)

trend (3)

weakness (2)

My Account (jfrank)

Project Setup

Server Setup

**TAM-3 Inhibitor Compound Class - Market Movement** alert

Market10 (#) | January 23, 2005 | 10:21:13 PM EST  
 posted and edited by Albert Einstein | view edit history  
 cross references | 1 comment

Prevailing trends (see Market8: Myopia and Education and Market7: Myopia and Urbanization) suggest massive increases in the myopia treatment market. Current treatments described in [Market6: Myopia Overview](#) include refractive surgery or lens based approaches. That is about to change, and its not clear who will lead the charge. 01

Notably, while there are multi-billion dollar firms in this space, big Pharma's have not made a move. [Jordan Frank, SampleCo0, January 23, 2005, 10:41:15 PM EST]

Recent developments in the TAM-3 Inhibitor market suggest a major disruptive trend force to both modern markets, where growth is driven by laser therapy and developing markets, where growth is driven by lenses. 02

**Clinical Trials** 03

Recent clinical trials of compounds in the TAM-3 class of muscle relaxants have been shown to provide targeted relief of myopic symptoms by relaxing the muscles causing the eye to lengthen and the refractive focus to appear in front of the retinal surface, thereby allowing sight to correct itself. Dosage of as little as 5 milligrams have resulted in relief of chronic myopia symptoms for up to 72 hours, allowing patients to give up corrective lenses and avoid costly and invasive photo-refractive surgery. 04

But, even more exciting, TAM-3 Inhibitor compounds also could prevent myopic degeneration in people in the early teens and twenties, when myopic conditions usually set in, promising a lifetime free of nearsightedness millions – perhaps billions – of patients in the rapidly industrializing world. 05

**Players in the Market** 06

Three companies are emerging, all with their own particular strengths. 07

- Market3: AlphaZyme Profile
- Market1: GATC Therapeutics Profile
- Market0: CamPharm Profile

08

Add a Comment on this Article

**B** *I* U ABC | Paragraph

January 2005

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

SHORTCUTS

- Post a Kit
- Example Newsletter
- Company Profiles

Show Collector

Edit Article

Change Labels

Email Articles

Collect Articles

Add Comment

Email Reply

Send Trackback

Visibility

Erase Articles

Create Share Folder

Shared Files for Market

Recent Changes:

CBI Workshop Inputs.doc  
 Apr 8, 2005 3:23:48 PM; by jfrank

http://jordan:8080/traction/read?type=single&sdate=20050123&edate=Day&side=1&proj=Market&rec=6 Trusted sites

## Sample Single Article

- An “alert”
- Links to sources in the blogs
  - Add relevance and purpose
- Comments
  - Add further context
  - Facilitate discussion anywhere any time

## Email Digest ExecutiveSummary

January 23, 2005 12:00:00 AM EST to January 23, 2005 11:00:00 PM EST | Show activity for today

### Alerts & Analysis

#### TAM-3 Inhibitor Compound Class - Market Movement

Market10 - January 23, 2005, 10:21:13 PM EST by Albert Einstein

Prevailing trends (see Market8: Myopia and Education and Market7: Myopia and Urbanization) suggest massive increases in the myopia treatment market. Current treatments described in Market6: Myopia Overview include refractive surgery or lens based approaches. That is about to change, and its not clear who will lead the charge. ... [Full Story](#)>>

[^ TOP](#)

### Market Articles

#### Why We are Losing Sight

Market17 - January 23, 2005, 10:59:29 PM EST by Jordan Frank

Nice piece of research attached here from WebMD points further to the influence of education on eyesight. [Full Story](#)>>

#### Myopia and Education

Market8 - January 23, 2005, 10:12:56 PM EST by Jordan Frank

New information here confirms the degree to which myopia is linked to behaviour present intense education and age. Of law students in the U.S. some 86% experience myopic degeneration between matriculation and graduation – myopia is a growing condition elsewhere as education becomes the means to economic prosperity for much of the world's population. ... [Full Story](#)>>

#### Myopia and Urbanization

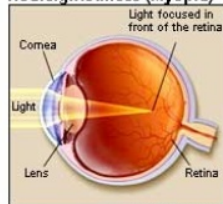
Market7 - January 23, 2005, 10:09:30 PM EST by Jordan Frank

Its long been known that myopia is linked to close work requiring acute focus and to reading. Urbanization is a new emerging cause for Myopia. For example, in China and India, where rapid urbanization has tens of millions of people migrating from the countryside to the cities, a trend likely to continue, myopia as a widespread disorder has ballooned from approximately 10% of the population to as much as 50% and, in some heavily industrialized cities, as much as 80%. ... [Full Story](#)>>

#### Myopia Overview

Market6 - January 23, 2005, 10:06:41 PM EST by Albert Einstein

##### Nearsightedness (Myopia)



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Although nearsightedness (myopia) cannot be cured, treatment can restore normal or near-normal vision. Options for correcting nearsightedness include corrective lenses (eyeglasses and contact lenses) and surgery. Eyeglasses are the standard of treatment for nearsightedness. ... [Full Story](#)>>

[Front Page](#) | [Edit subscription](#)

- Page at a Glance -

#### ALERTS & ANALYSIS

- TAM-3 Inhibitor Compound Class - Market Movement

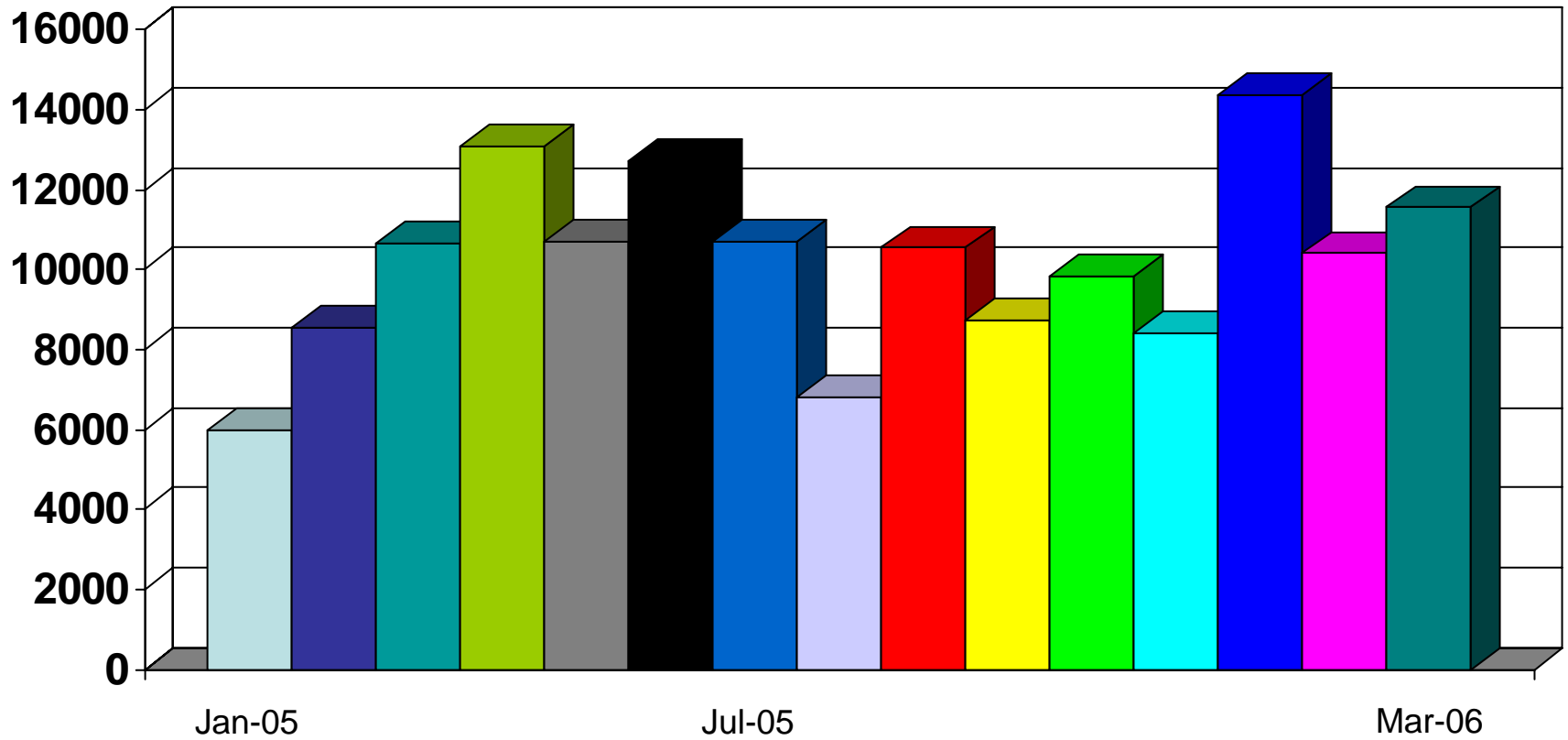
#### MARKET ARTICLES

- Why We are Losing Sight  
- Myopia and Education  
- Myopia and Urbanization  
- Myopia Overview  
- AlphaZyme Profile  
- GATC Therapeutics Profile  
- CamPharm Profile

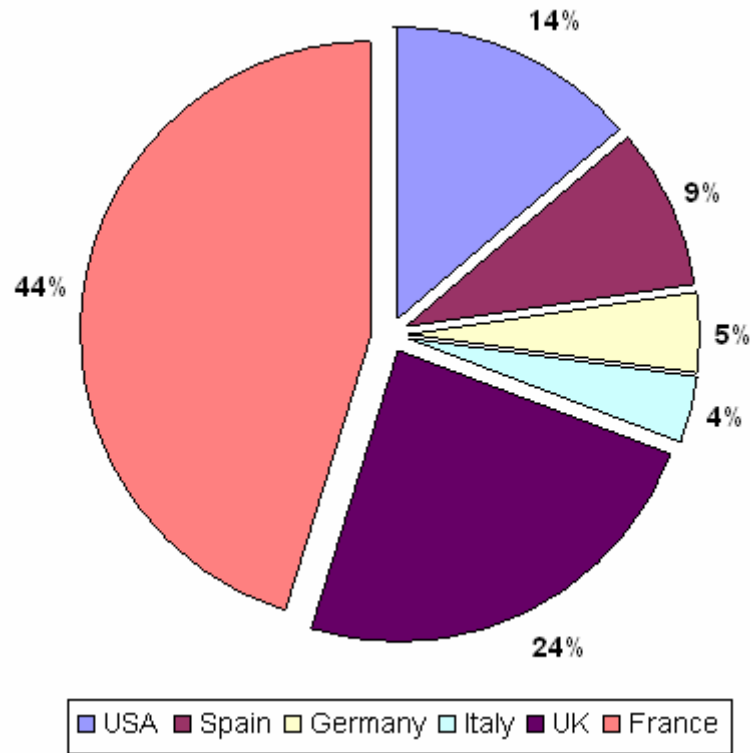
## Sample Email Newsletter

- A bridge between new and “old” environments
- Gets the word out
  - Quickly
  - Conveniently
- Permission aware
  - Serves all customers
  - At the same time
  - With one product
- Key to adoption
  - Hides complexity

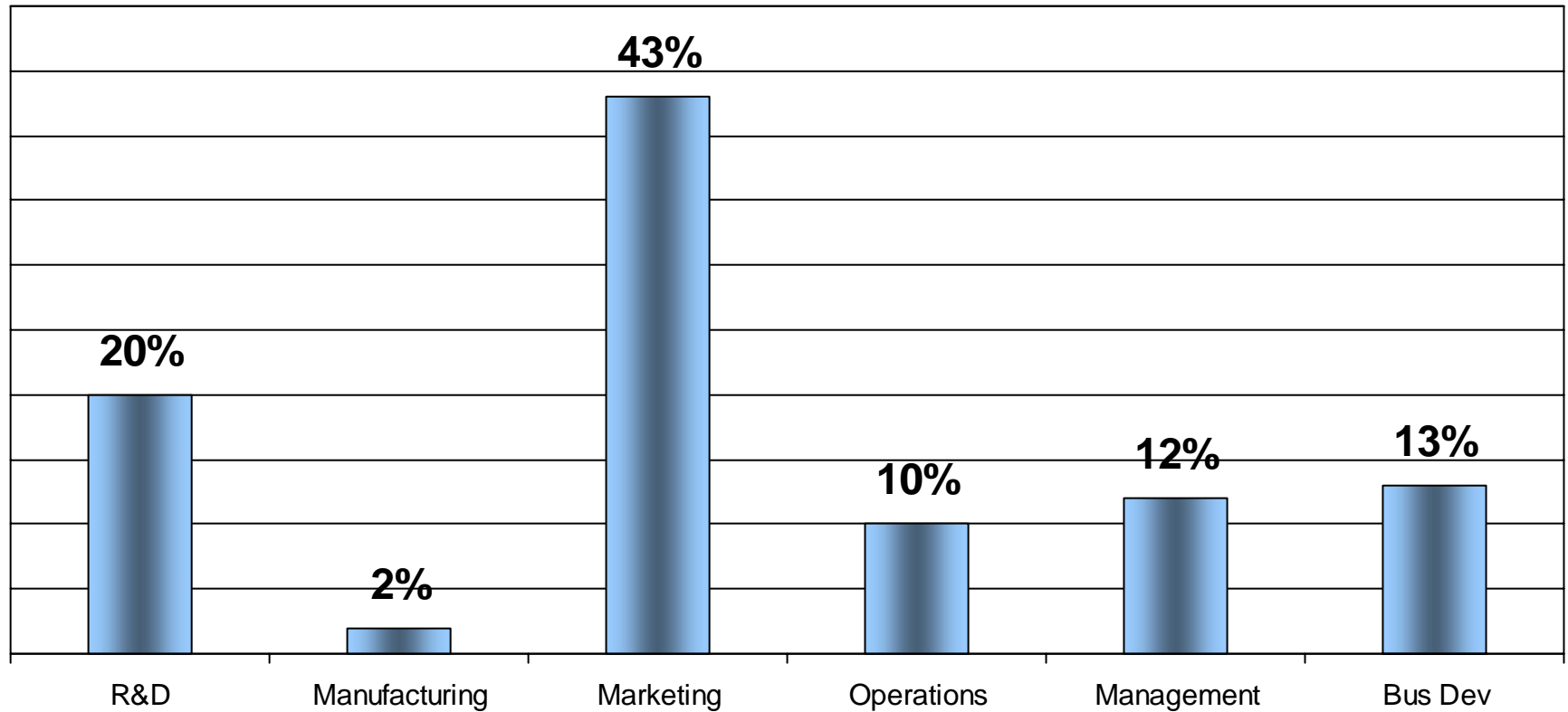
# Some Metrics: Page Views by Month



# Some Metrics: Usage by Country



# Some Metrics: Traffic by Function



# Our Journey

- **CI task force explored**

- Organization needs analysis
- Information sources
- Taxonomy requirements
- Cultural issues
- Existing IT infrastructure
- Available technology

- **Choice of Traction gave us**

- Mature platform with 8 years of development and 3 major releases
- Fit with CI processes (capture, organize, distribute, comment, analyze, distribute)
- Best of Wiki and Weblog functions
- Integration into existing IT landscape
- Simple solution with low TCO

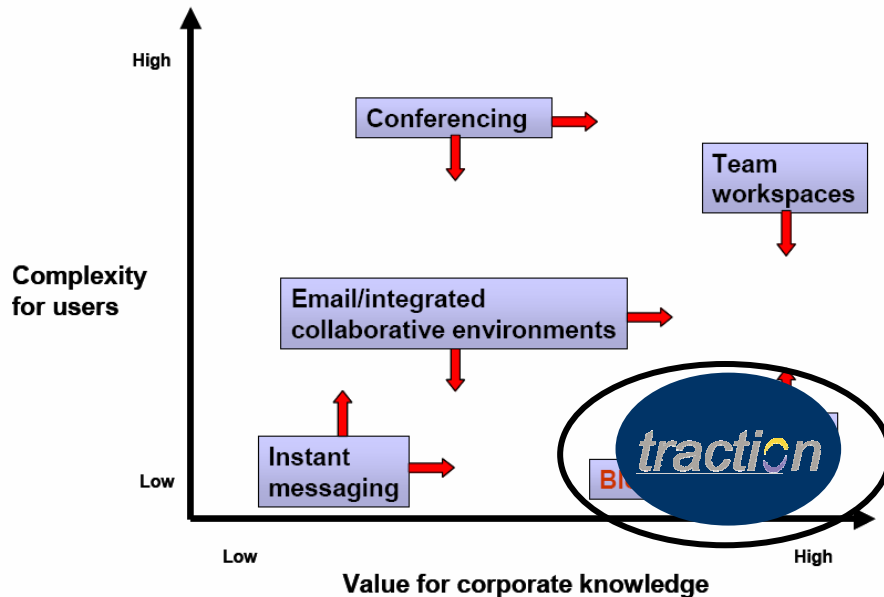
- **A phased approach ensured successful adoption by**

- Adding visible value at each step
- Minimizing training at each step
- Gradually improving the culture of learning and sharing
- Refining the solution through stepwise feedback and enhancement at each stage

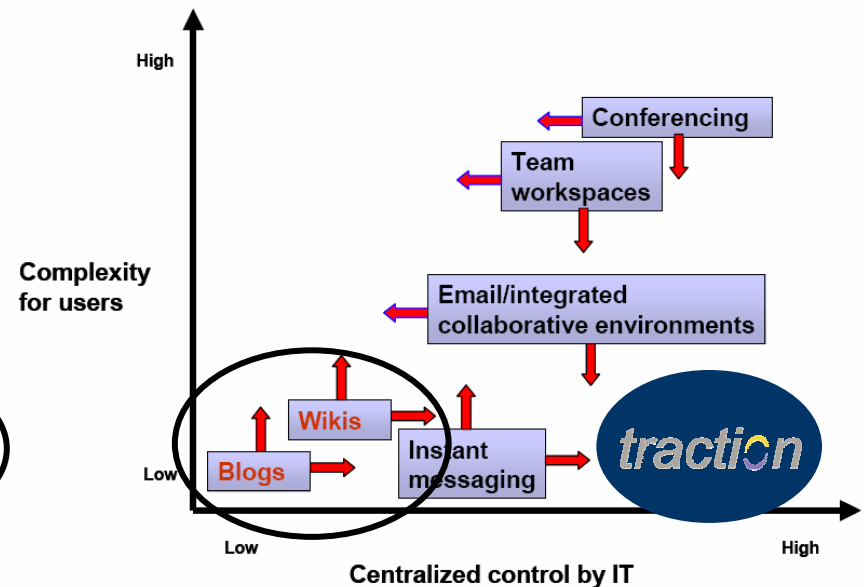
# Why an Enterprise Weblog Solution

The blog format lends itself particularly well to the type of material and the information flows that we're dealing with while Traction provides enterprise capabilities

Comparison of Current Collaboration Tools with Blogs and Wikis:  
Complexity for Users Versus Value for Corporate Knowledge



Comparison of Current Collaboration Tools with Blogs and Wikis:  
Complexity for Users Versus Centralized Control by IT



From: Collaboration and Wikis and Blogs, Oh My! How Web Publishing Tools Could Change Collaboration - IDC, 2004, #32471

# Reflecting on our Experience

- **The project had the full support of the CEO**
  - Get executive sponsorship
- **The blog's aims were precise and had been defined after comprehensive analysis**
  - Have a clear objective and address specific needs
- **A detailed project plan (including consideration of high-level issues such as information taxonomy and search requirements) led to definition of a clear, semi-open editorial process**
  - Consider process
- **A slow roll out to a focused user group ensured word-of-mouth evangelization and gradual build up to hard launch**
  - Adopt progressively
- **Training has been kept simple and minimal**
  - Keep training on the social side, stay away from technical stuff
- **Integration with email and corporate directory helped creating a more seamless user experience**
  - Avoid creating another silo

**Forget about Blogs! We have a solution that is simple, accessible and integrated.  
It just works for our users...**

# Next Steps

## Broaden usage in collaborative areas

- Management of controlled vocabularies
- Structured project communication
- Information sharing for communities
- Knowledge management
- ...

The screenshot shows a Microsoft Internet Explorer browser window displaying a glossary page. The address bar shows 'Glossary | Front Page - Microsoft Internet Explorer'. The page title is 'traction'. The search bar contains the word 'adverse'. A dropdown menu is open, showing the following terms: 'Adverse Drug Reaction', 'Adverse Event (AE)', 'Adverse Event Reporting', and 'Serious Adverse Reactions (SARs)'. The main content area is titled 'Serious Adverse Reactions (SARs)' and contains an 'Internal Definition' and an 'External Definition'. The 'Internal Definition' states: 'MORE TEXT Any untoward medical occurrence or effect that at any dose results in death, is life-threatening, requires hospitalisation or prolongation of hospitalisation, results in persistent or significant disability or incapacity, or is a congenital anomaly or birth defect. GCP012'. The 'External Definition' states: 'Any untoward medical occurrence or effect that at any dose results in death, is life-threatening, requires hospitalisation or prolongation of hospitalisation, results in persistent or significant disability or incapacity, or is a congenital anomaly or birth defect. [Directive 2001/20/EC of the European Parliament and of the Council of 4 April 2001, Article 2, Definitions, (o), p.4].'. The page also includes a 'Comment | Glossary Home' link and a language selector set to 'English'. On the left side, there is an 'Index of Glossary Terms' with a list of letters from A to Z.

Thank you

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