



Knowledgebases for Strategic & Competitive Marketing

Introduction

Red7's knowledgebase service can be used by a strategic marketing group to maintain private knowledgebases and to monitor competitors' activity.

The service is designed for organizations that gather online information and use it for their own research and planning. Marketers need to stay up to date on what competitors are doing, and need the earliest possible intelligence reports when competitive products are announced. They also need to track new product and service ideas, and sources related to these ideas. This system has capabilities that help with all of these tasks.

For small organizations a lot of competitive information comes from reading trade publications, monitoring email newsletters and looking at online sources including competitors' web sites. So Red7's web-based knowledgebase service lets a small group of a half dozen or so people, within the organization itself, collect and categorize information they find online, using their own vocabulary for classification, and keep the links completely up to date. The knowledgebase is basically a private database of web links with an accompanying search engine, available to marketing personnel and corporate management.

The knowledgebase has also been set up to "sniff" information coming in from email sources and save it in the knowledgebase for later retrieval. Because the incoming email is centrally collected and retained, individuals can search it find only the items of interest, without everyone having to individually subscribe to (and read) the incoming mail stream.

Saving & Searching

The first step in creating a knowledgebase is to find and index web information sources (URLs). Workgroup members browse the web to find the pages they wish to add to the knowledgebase, click

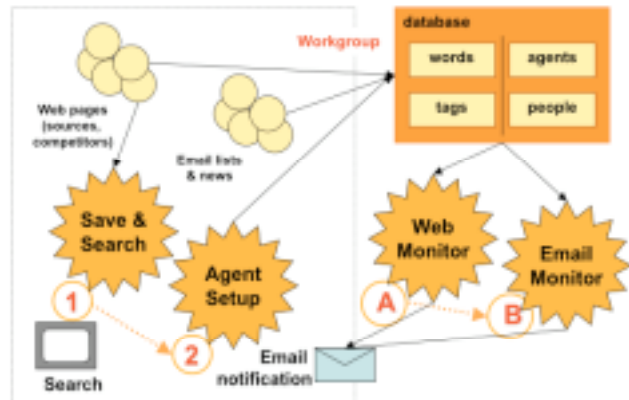


once on a custom toolbar "button," type a tag (category) value, and press ENTER. The knowledgebase server maintains a master index of words contained in the web pages, and can later on search for topics of interest. Intelligent agents refresh

the information from the web pages and notify you when there are interesting changes. Creating a knowledgebase is done entirely online and requires no special software or browser plug-ins. Your own notes and comments can also be uploaded into the knowledgebase so they're available to the group.

Agent Setup

As soon as pages have been added to a knowledgebase, workgroup members can begin searching. You can also create intelligent agents, which run several times a day, making searches of the web pages and the incoming emails and reporting back when there are interesting changes or additions. To have the knowledgebase receive and classify email, you must give it the email name, password and (POP3) email server address you wish to have it monitor. It will look at email messages as they arrive and will index each one into the knowledgebase. It does not interfere with normal use of the email account.



Monitoring

Knowledgebase software checks the web pages in the database periodically, updating any changed pages, and searching thru newly-arrived email messages. A group member or system administrator is notified if there are errors or suspicious changes.

Requirements and Availability

The knowledgebase is a web application, written in Java and it runs on Red7's central server. No client software or servers are required. Data is password protected. The knowledgebase is offered as a 24x7 service, economically priced and available right now.