

INTELLIGENCE KEY WEAPON COMPETITIVENESS

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Abstract: *An important determinant of competitive intelligence firm current is little known and exploited by Romanian firm. Intelligence is a systematic process for collecting, analyzing and processing data and information, the purpose of obtaining additional knowledge for competitiveness.*

This paper shows that competitive intelligence is not just finding information but also transforming them into knowledge that binds the organization's strategic planning.

Perspective that highlights the work is the need for Business Intelligence systems. To survive in the current competitive market requires anticipating future conditions, which means that each company must develop a successful strategy.

Key words: *competitiveness, intelligence, success strategy, surveillance, business intelligence*

1. INTRODUCTION

Intelligence comes from classical Latin intelligent, and is the ability to understand, to know, to learn, ability to use knowledge in the face of new situations and solve problems, to foresee problems of using symbols to create new relationships, to establish analogies.

The most representative is the definition of intelligence provided by U.S. Central Intelligence Agency (CIA) (Waltz, 2003), "reduced to its simplest terms, intelligence is knowledge and how the (pre-) feel the world around us - the prelude to decisions and actions of politicians [...]". These components provide the classical understanding and intelligence leaders determined to take decisions in providing security for business or states. "Intelligence" information about the competition requires knowledge, information and their profitability or revenue (Raisinghani, 2004). Intelligence chief benefit is the knowledge of customer and potential customer. This knowledge helps to improve services to customers and to better target the needs of the clients business.

The term intelligence has a double sense: on one hand the process of assimilation and processing variables in order to optimal adaptation and on the other hand, arising out of competency in operational structures endowed with certain qualities (complexity, fluidity, flexibility, productivity), which ensures efficiency behavior. Is the instrument of knowledge and understanding appropriate to market realities, techniques and ways of thinking competitors, their culture, their intentions and capacity to implement them.

Considered to be an attribute of individuals and individual action, intelligence becomes increasingly more prominent, the value of public space. In today's complex reality, social communication processes take place almost exclusively among organizational entities, so that deep note of this type of intelligence tends to be given the power of communication to organizations.

2. NATURE OF INTELLIGENCE

Nature of intelligence can be analyzed at several levels:

national intelligence (attention is focused on understanding the global environment), military intelligence (the attention is on understanding of foreign military threats), competitive intelligence (business intelligence is a subdivision of the current and envisaged future competition) and, of course, business intelligence. All these areas are of major importance and deserves to be taken into account.

Nature of intelligence and intelligent information production cycle, emphasizes that the accumulation of such information is the essence of competitive advantage. But the accumulation of information will include, supervision.

Surveillance as Professor Silași (Silași, 2000) materializes into four types: technological surveillance (with emphasis on technical and scientific developments), monitoring the competition (with emphasis on present and future competition), trade surveillance (with emphasis on customer, market, suppliers), monitoring the environment (the environment carefully the rest of the company). Supervision is an organized and integrated device company, collection, processing, dissemination and exploitation of information. The purpose of surveillance is to obtain information relevant and useful. They allow identifying referral opportunities and threats related to significant environmental developments.

Supervision is the ultimate goal of innovation and creating competitive advantages by allowing the company to adapt to change caused by their environment: it is those who decide to change their way of looking at things, is an observation establishing a changing environment; offers a range of possible scenarios, thus becoming a means to aid in decision making.

3. COMPETITIVE INTELLIGENCE CONCEPT

The market is a battleground, an important part of the engine company, its competitive strength or weakness can be smart in deciding whether there is a strong business position.

World market, the company needs a different approach for success. Good strategy and development plan that shows you strong direction to be followed to reach the top, this process remains incomplete because he has helped all the evidence will allow the strategy part of competitive intelligence. Importance of competitive intelligence to anticipate change and to stimulate sustainable development was knowledge-based economies is so crucial.

Competitive intelligence is a very important area of research and promising. The concept is entering the phase of changes but it still requires the production of a referential framework supported by a multidisciplinary reflection, which is not only a learning but also a level of creative intelligence for action in businesses and institutions.

"Competitive intelligence or business intelligence is a tool of business leader, a competent central vision resulting from an extensive report about a competitor company that continually seeks to exploit its weak points, everything to avoid surprises competitive. She finds the perfect place in the context of strategic early dethrone the best or remain the best in the industrial segment."

Information society, located in a dynamic alert organizations to continuously adapt in an environment subject to continuous change. Modern organizations will have to meet the needs of growing freedom of expression of imagination, fantasy and pleasure to work. So how does the company need to take account of the competition. Many companies have developed in this respect, a competitive intelligence system, while a product and a process that has only one objective: to develop strategies and tactics necessary to transfer market share from competitors consistently profitable and the company. In terms of competitive, never have been so many opportunities and dangers. Winning the fight business market requires that every confrontation is a very good knowledge of the opponent. "You do not do your viable strategy based only on what you know about yourself. Competitive Strategy mean, I'm competitive, that differentiate me from others." And to do this must know what do others.

Competitive intelligence is a systematic and continuous process of collecting and analyzing data and information about competitors from public sources in order to achieve a sustainable competitive advantage in a market.

Business risks and opportunities within a company are also related to competitive intelligence. Solutions and competitive intelligence programs provide a new understanding and approach to the challenge of competitiveness. Over 80% of European companies such programs run average and 53% are supported by specific software solutions. In the United States and European Union are, in addition to competitive intelligence structures mature companies and academic component for conceptual development and preparation of field professionals.

On the other hand, the majority of Romanian companies are lacking information skills, abilities and resources for gathering and processing business and competitive strategies and actions.

The concept of competitive intelligence is open to everyone who is creative thinking and good communication skills, ability to ask questions and find the right people to answer them.

A successful competitive intelligence has not only advanced the notion of competition, but three important factors to achieve competitiveness. To make effective intelligence must incorporate information about the geopolitical strategy, technology, economics and social skills among others. This will help understand the forces affecting the company. Competitive intelligence should be a major component of business strategy.

4. INTELLIGENT ENTERPRISE

Intelligence actions are not known for taking a present, talking about the modern enterprise, competitive and efficient. Such an undertaking is considered "smart" because it produces a good product or marketing that made a good quality but because they achieve high performance through intelligent management, the economic intelligence activities are operated correctly and realistic foundation and the implementation of decisions.

Position in relation to economic intelligence activities, the company today can be tight, anarchic or democratic.

Here information is identified as required, ordered or categorized, evaluated, processed, refined, brought to the coherence and relevance necessary decision, made by mining and worth, where appropriate, protected.

Form of free circulation of information hiding in fact a rigorous monitoring and slim design that promote access to information, correct interpretation of their work and the effects thereof and the importance of protecting confidential business information.

In this enterprise, employees are trained to economic intelligence in offensive and defensive end, through an organizational culture adapted and tailored to specific cultural area in which it operates.

Intelligent Enterprise resort to economic intelligence activities through its network (own personnel) or through specialized services scale according to business purpose and goals, the importance of the decision and problem-solving.

Management companies that can initiate and develop realistic and accurate intelligence activities in a series of economic as: identifying and assessing information needs of the enterprise, define the necessary configuration information, define a user-centered intelligence strategies, anticipated increase in visitors, consider the outside firm; to identify sources, searching and collecting information, treatment or processing of collected data; synthesis or reconstruction of the final information, security or protection of information, dissemination and exploitation of information obtained.

Issues concerning the introduction of a national intelligence must meet certain conditions of confidentiality, integrity and availability in relation to those inside and outside the company.

5. CONCLUSION

Intelligent data analysis has always been important as understanding generated by this analysis.

In such circumstances must admit that these technologies are at the beginning of a long journey in a world where the key lies in the ability to make better decisions in a much shorter time than the competition.

Moreover, the life of a company depends more and more of such decisions, which makes it impossible to deny the benefit of business intelligence.

In conclusion, we must take into account that only individuals, companies and countries that understand the top news rules may occupy a low position in the global competitive environment.

6. ACKNOWLEDGEMENTS

This article is the result of the project POSDRU/88/1.5./S/55287 "Doctoral Programme in Economics at the European Standards Knowledge (DOESEC). This project is co-funded by the European Social Fund Through the Sectoral Operational Human Resources Development Programme for 2007-2013, coordinated by The Bucharest Academy of Economic Studies in partnership with West University of Timisoara.

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