



Udo Hohlfeld

Competitive Intelligence Specialist

Competitive Intelligence Consulting

Industry:

Competitive Intelligence Consulting

Location:

Germany

Challenge:

Research and analyze competitor intelligence for clients, while reducing information overflow and keeping a focus on the needs of clients.

Toolkit:



Solution:

Classification, structuring and the development of customer-friendly visual representation of all competitive intelligence and information using ConceptDraw PROJECT, ConceptDraw PRO and ConceptDraw MINDMAP as a seamlessly integrated tool set.

Benefits:

The integration of the three single products ConceptDraw MINDMAP, ConceptDraw PROJECT, and ConceptDraw PRO in ConceptDraw Office creates a complete and manageable tool set that supports all aspects of a competitive intelligence specialist's work, and facilitates all internal and external work processes for consistent efficiency.

INFOplusDATEN GmbH & Co. KG is a leading competitive intelligence specialist consulting firm located in Wöllstein, Germany.

Competitive Intelligence is a structured approach to monitoring and analyzing publicly available competitor information to secure competitive advantages and to improve the strategic management process. Knowing about the strengths and weaknesses, the strategies as well as the motivation and intentions of competitors, makes it easier for companies to succeed in their market. INFOplusDATEN supports and enables their customers to outperform competitors.

“Since the deployment of the ConceptDraw Office Suite, all work processes run smoother, more efficiently and everyone benefits from such a seamlessly integrated tool set.”

- Udo Hohlfeld

The owner of INFOplusDATEN

Today's rapidly changing environment requires that businesses constantly monitor their competition. INFOplusDATEN develops competitor monitoring programs and provides customers with the insights and analysis to keep ahead of the competition.

The most important challenge at INFOplusDATEN is staying focused on the intelligence needs of their customer. There are unlimited distractions while identifying the pieces of valuable information, turning all these pieces into action items that answer the key intelligence questions of customers. Reducing the information overflow to what is exactly needed is core for the success of this business.

Without a good software planning tool, breaking down all of the tasks into sub-topics, asking the right questions, identifying appropriate information resources and outlining all steps of the task, is a huge task and the constant review process of all steps still does not guarantee success.

“Since the release of ConceptDraw Office, the integration of the three single products of ConceptDraw MINDMAP, ConceptDraw PROJECT, and ConceptDraw PRO, has made us more efficient. This significantly benefits all business work processes,” states Udo Hohlfeld, the owner of INFOplusDATEN.

Recently after implementing ConceptDraw Office, INFOplusDATEN completed a Competitive Intelligence project in the Pharma Industry. It proved to be a complex task, but was tackled from the first briefing step all the way through the final presentation step with the help of ConceptDraw Office.

During the customer briefing all project information was mapped using ConceptDraw MINDMAP. From that mind map, a project plan was created in ConceptDraw PROJECT, and sent back to the customer for review. The final presentation was prepared with the help of both ConceptDraw MindMap and ConceptDraw PRO. The strong visualization of text heavy content was greatly appreciated by their customers and made it easier to facilitate valuable discussion of the project results.

All project related information was handled with ConceptDraw Office:

- Planning
- Execution
- Resources (e.g. partners in South America or fee databases used for secondary research, etc.)
- Results

“ConceptDraw Project is an easy and intuitive to learn and use software which enables easy project planning. Its tight integration with ConceptDraw PRO and ConceptDraw MINDMAP creates a complete and manageable tool set that supports all aspects of a competitive intelligence specialist’s work,” Mr. Hohlfeld continues, “In earlier times, a mix of disintegrated solutions had to be used for various tasks, which complicated our work. Since the deployment of the ConceptDraw Office Suite, all work processes run smoother, more efficiently and everyone benefits from such a seamlessly integrated tool set.” ■



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