



Intranet Corner

Article from:
www.competia.com
Issue 2 - November 1, 1999

The five-step process to implement Intranet to Manage your Strategic Information

[Last month](#), we described why an Intranet is used by many organizations to share intelligence. This article outlines the steps necessary for building an Intranet to share your marketing and strategic information. Typically, five steps are needed to structure the system:

- Step 1: Define your needs
- Step 2: Choose your tool
- Step 3: Prepare the pilot
- Step 4: Rollout
- Step 5: Follow up

Step 1 - Define your needs

Before even starting to choose the tool you want to use, there are a few crucial steps you want to undertake. Never underestimate the time spent on designing your Intranet pricing intelligence tool. A lot of the failures in implementing such a system are due to lack of preparation.

This is the basic checklist you should use when defining your needs:

Who are the users?

Organizations I have worked with generally make competitive information available to a reduced audience. Departments or individuals in departments such as finance, pricing, accounting, marketing, etc., usually have some access.

As a project manager, you will have to balance who should have access to the information and to what level of detail. In principle, the information is there to be shared and the larger the volume of users, the richer the information. But you will have to weigh the risks of this information falling into the hands of your competitors. My recommendation would be to leave open any information that is coming from published sources, but protect any "semiformal" and informal information.

Copyright agreements you have signed with the providers of the information will also define who can view it: typically you have a license for a certain number of users only. Passwords can help you protect and limit access. Include the executive group as this will give credibility to your system.

Also consider in broad terms what other processes in the company need to use the information. For example, your [R&D department](#) needs to know the basic pricing of competitors' existing and upcoming products before developing a new design. Many companies go a long way into development before they realize their product is priced out of the market. Your Marketing department needs information to estimate what market share it can get and to build sales projections. Your [Strategic Planning](#) department needs to analyze if your company is lagging behind in terms of price and cost. Your [Human Resources](#) department needs to find where to recruit the best candidates.

What content will be shared ?

Determine what content you want to include in the Knowledge base— is it really only the prices of your competitors' products? Do you want to include other information about competitors; for example, their cost structures, their organization charts (refer to introduction), comments from your customers about your pricing relative to that of your competitors, extracts from market-research reports?

