

INTELLIGENCE AND MONITORING

AGR Briefing

The right information at the right time

We live in an uncertain world...

For the past 25 years, the world has experienced important changes from the collapse of the USSR and the adoption of economic capitalism in China to the explosion of both physical and electronic communications. In other words, the globalization is accelerating with consequences on the opening of borders, the abundance of (free) information and the emergence of new super economic powers. More recently we have seen a lot of new threats or at least new parameters that are shaking the world stability and understanding: the economic crisis started in 2008, the Arab revolutions, the nuclear disaster in Fukushima, etc...

The new parameters of Intelligence

For years, and maybe forever, intelligence gathering has been a condition for the economic or political survival of corporations, governments and even individuals. The economic intelligence as we know it is made of an essential raw material: information. Thus we can define the 3 core objectives of economic intelligence as: 1-**Monitoring and analysis** of an operable environment, 2-**Protection** of sensitive information and 3-**Transformation of information into knowledge** for configuration, improvement and influence of a given environment.

In this regards, methods have to be adapted to the capacity of new technologies and take into consideration geoeconomics and geopolitics mutations. Those new parameters make the process of collecting and analyzing more and more complex. The interlocking of communication and social networks as well as blogs on a worldwide scale is at the same time a positive and powerful new condition of our world (just look at the incidence of internet on the Arab Spring) and a dangerous and difficult tool to master.

Nobody is immune to reputation risk

Companies, brands and even individuals are now substantially and equally victims of the information flow. Anyone can easily and quickly impact their reputations. It is therefore necessary to be aware of the stakeholders, the areas of influence, the content of the publications and the opinion leaders. Intelligence and monitoring allow to keep watch on and analyse these parameters in order to anticipate potential crisis.

Pwc crime survey 2011

- 60% Respondents said their organisation doesn't keep an eye on social media sites.
- 40% Respondents see reputational damage as the biggest fear
- +50% Respondents do not have, or are not aware of having, a cyber crisis response plan in place

What AGR recommends:

- o Always drive and monitor your reputation;
- o Manage your environment and know your stakeholders;
- o Implement efficient monitoring processes
- o Communicate when the slightest signal of dissatisfaction, rumor or denigration is perceived.
- o Prevention: do not wait for the emergence of a crisis.