

Global Monitoring of Professional Information with Business Relevance

Author
Dr. Andrea Galli



Table of Contents

- 1. Main reasons for using SENTINEL3
- 2. What is SENTINEL and what can it achieve?4
- 3. The core functions of SENTINEL 4
- 4. The conceptional background of SENTINEL5
Elsag Solutions' Information Chain Management (ICM) methodology
- 5. The value proposition of SENTINEL6
- 6. Some examples7
- 7. Standardized SENTINEL application areas9
 - World Info Sentinel10
 - Competitive Intelligence Sentinel10
 - Security & Intelligence Sentinel11
 - Biotech Info Sentinel11

Your contacts

In Switzerland

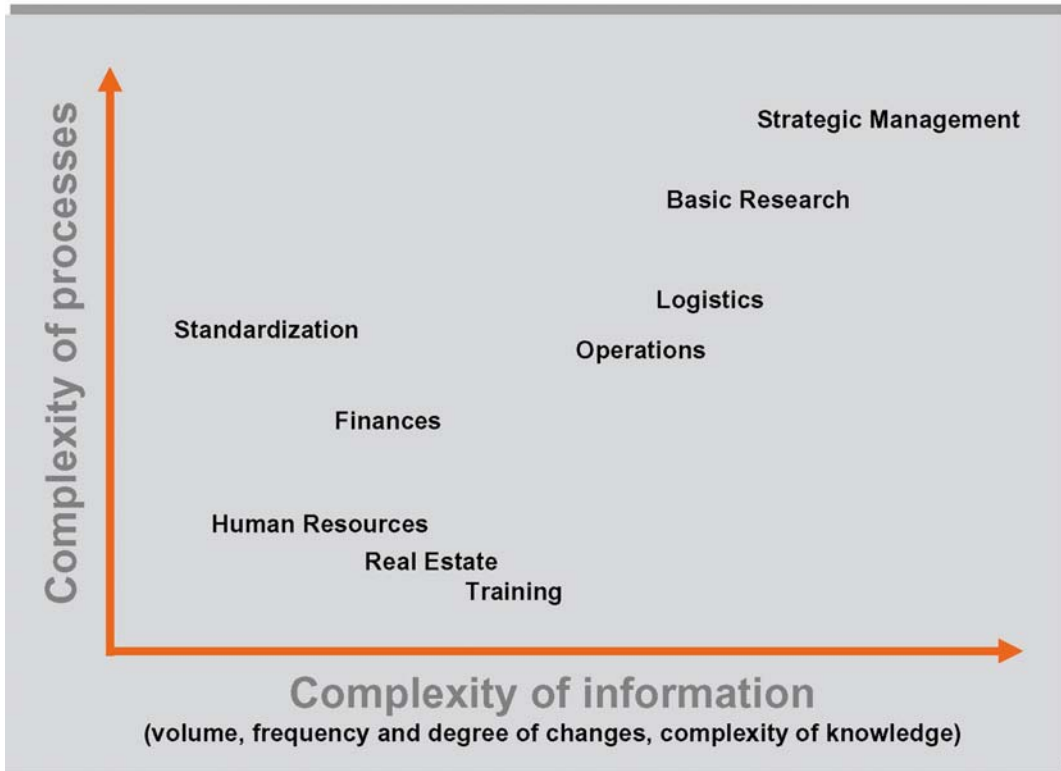
Dr. Andrea Galli
 Leading Professional
 Phone +41 (0)44 809 25 95
 Mobile +41 (0)79 456 76 32
andrea.galli@elsag-solutions.com

In Germany

Klaus Meene
 Leiter Vertrieb Deutschland
 Phone +49 (0)7721 9175 540
 Mobile +49 (0)177 6495 000
klaus.meene@elsag-solutions.com



Get view in the complex information jungle!



1. Main reasons for using SENTINEL

Information is an essential strategic resource for decision-making processes and creates corporate value. Still...

- ...decision-making processes are becoming ever more complex. The prevailing information flood curtails the ability to perform. Being able to ask targeted questions and filter out applicable answers from the huge amount of information is an enormous challenge.
- ...early detection and elimination of risks becomes increasingly difficult within the dense information jungle. This increasingly exposes companies and executives to threatening situations.
- ...new studies have proven that managers are outsourcing the preliminary brain work for major decision-making processes to expensive consulting companies more frequently.
- ...there is concrete proof that consulting companies spend more than 80% of their costly time on manual processing of information and only just 20% on actual 'brain work'!

Would it not be much more profitable if you only had to pay for the costs of the actual brain work?

This is possible with SENTINEL!



2. What is SENTINEL and what can it achieve?

SENTINEL is an extensive, technically perfected information monitoring application, which was originally designed for intelligence services and military information procurement.

Today **Elsag Solutions** delivers **SENTINEL** applications for civilian use providing all required components, features and contents for an efficient and cost-effective information-based management!

3. The core functions of SENTINEL

- Identification and evaluation of relevant information from a multitude of professional sources from throughout the world as well as from enterprise-wide internal knowledge bases
- Automatic aggregation and processing of information
- Automatic extraction of essential facts
- Personalized transfer and display of information

Our Services

1. **Integration of the system at the customer's**

Integration of the whole aggregation, processing and extraction processes. The customer operates the system in its own data center.

2. **Partial integration of the system**

*Integration of the processes for aggregation, processing and extraction of the customer's internal data and knowledge bases and outsourcing of these tasks for the external information sources to **Elsag Solutions**.*

3. **Exploitation of the systems via ASP**

*Outsourcing of the whole aggregation, processing and extraction processes to **Elsag Solutions**.*

*Within the scope of a partial or complete outsourcing, **Elsag Solutions** operates the system in its dedicated data center, which is permanently maintained, both technologically and functionally. Thus the customer benefits immediately from innovations and increased performance and without having to deploy large IT investments.*



4. The conceptional background of SENTINEL

The innovative **Information Chain Management (ICM)** methodology, forming the basis of **SENTINEL**, enables focused decision-making processes at all management levels (strategic, operative, tactical) and organizational echelons:

Exploration

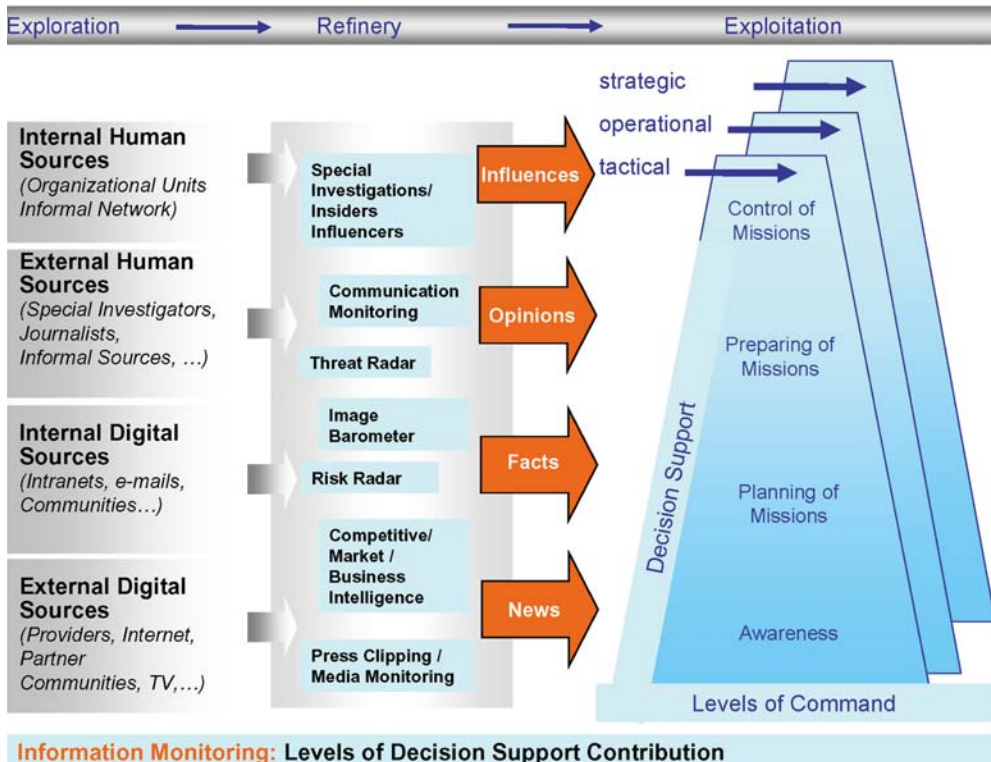
Identify, define and provide all decision-relevant facts by researching all potentially important information, news and analysis sources from the main information flood and by providing all necessary connections and copyright licenses.

Refinement

Filter out and model the selected information and make it available in the desired presentation form, transparency and structure.

Exploitation

Determine information according to the users' personal requirements and make it accessible to all other authorized employees.





Elsag Solutions' ICM methodology was developed to

- support the decision-making processes with an optimum amount of information.
- enable the handling of complex questions and the exploitation of all available information and data sources.
- make available to every organization a tailored, specific information potential.
- define knowledge goals and knowledge requirements.
- define one's own knowledge.
- identify nonexistent knowledge.
- supply components to develop new capabilities.
- distribute information and knowledge in a user-specific way.
- improve exploitation of information and knowledge.
- preserve information, knowledge and experience.

Elsag Solutions' Information Chain Management methodology improves the efficiency of a total system (company, organization, institution) through access to information that is valid on the long run, and through current complement of the

5. The value proposition of SENTINEL

SENTINEL offers the following, extremely diversified spectrum of uses which extends over industries and areas:

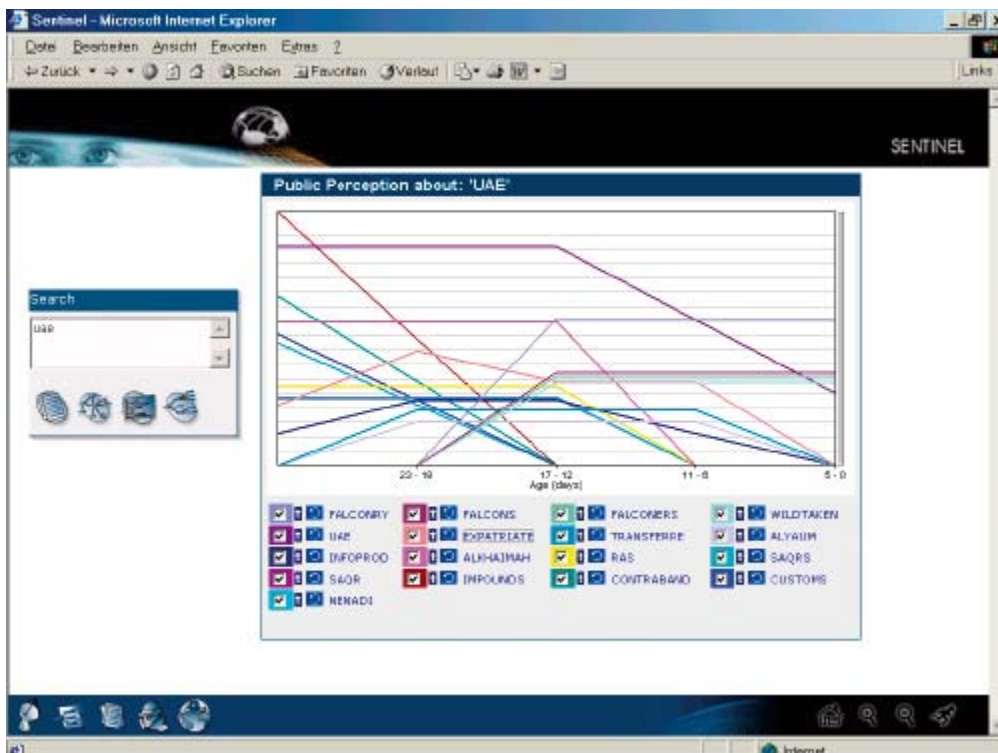
- enables faster and better strategic decision-making processes
- performs real-time analyses of company images
- monitors reputation of top management
- enables pro-active risk management
- monitors market development
- monitors product developments
- monitors competition
- monitors political exposed persons
- identifies investment opportunities
- identifies new competitors
- accelerates market research
- accelerates archive searches





6. Some examples

- An early detection of trends and risks is becoming increasingly difficult in the dense information jungle. This exposes countries, organizations and management to increasing threats. **SENTINEL** enables relevant subjects from more than 9,000 worldwide media to be proactively and automatically identified.

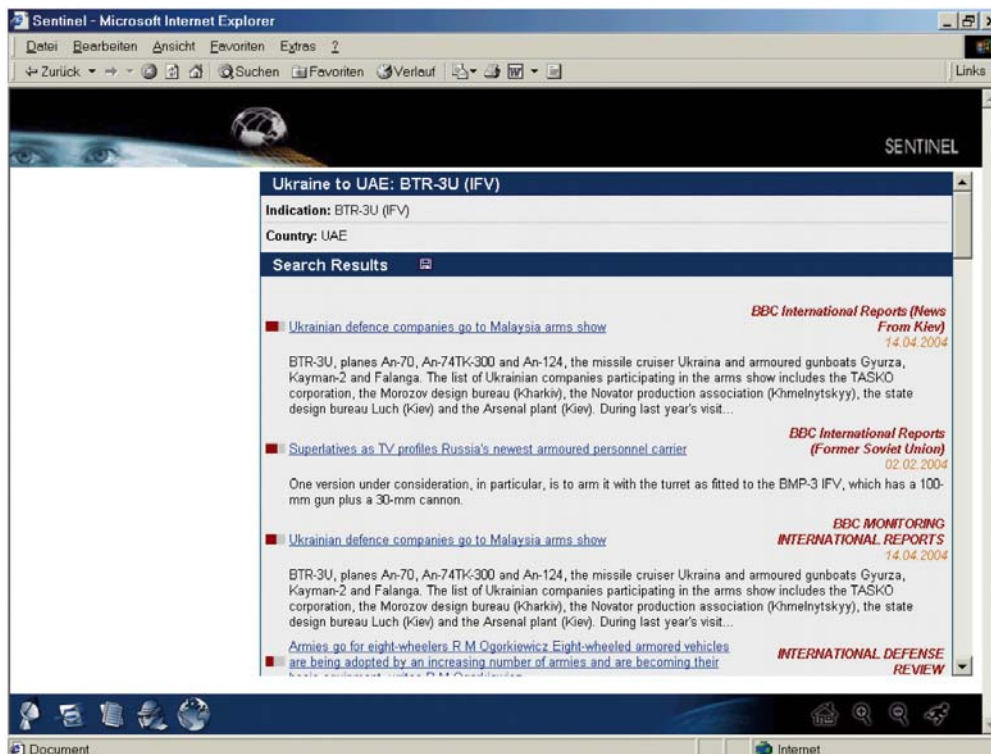
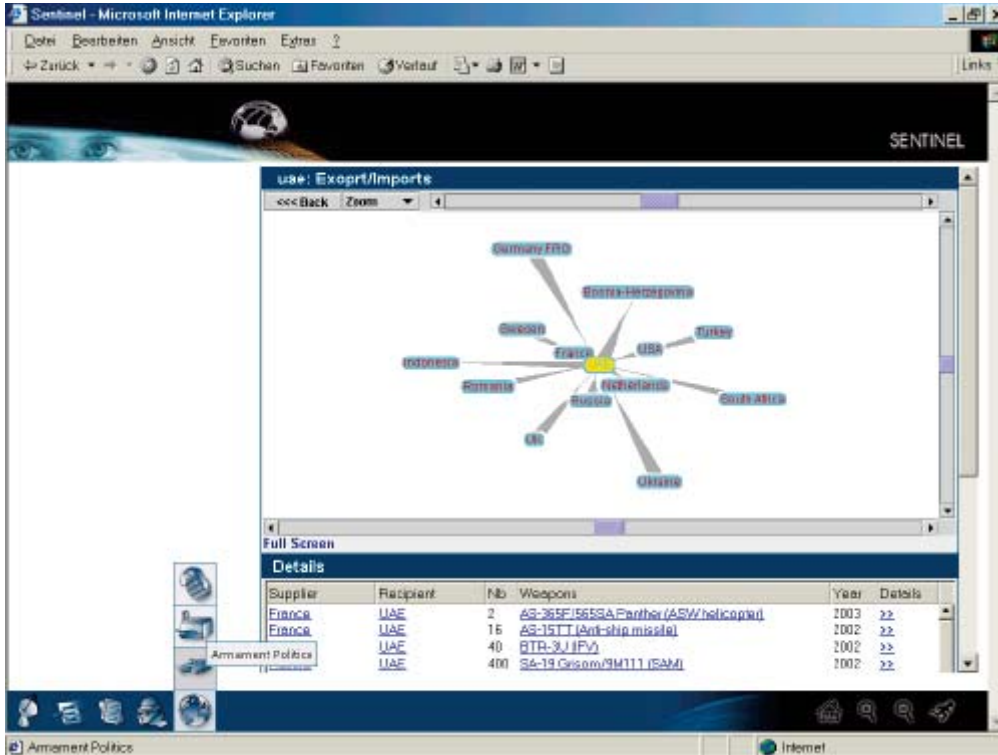


Public Perception presented as a simple to interpret, graphical view. In this example, the system identified the most important subjects related to the United Arab Emirates (UAE), that had been discussed over the last 30 days in the worldwide media.

- Decision-making processes are becoming increasingly complex. In the prevailing abundance of information, asking targeted questions and filtering out appropriate answers out of the millions of pieces of information containing relevant content, is an enormous challenge. **SENTINEL** extracts the essential facts from the huge amount of professional information, which is aggregated by the leading content providers (Reuters, Thomson Corporation etc) and important security organizations (CIA, EIU, JANES, SIPRI, IISS...).



Global Monitoring of Professional Information with Business Relevance



An example of a graphical overview of armaments' imports and exports with a detailed itemization of the news about the weapons' suppliers involved. The system monitors the worldwide arms' transfers.



7. Standardized SENTINEL application areas

For the time being **Elsag Solutions** provides the following **SENTINEL** applications:

- World Info Sentinel (WI – Sentinel)
- Competitive Intelligence Sentinel (CI – Sentinel)
- Security & Intelligence Sentinel (SI – Sentinel)
- Biotech Info Sentinel (BT – Sentinel)
- On demand Sentinel Applications



Our Services

*On pages 10 and 11 you find brief descriptions of the **SENTINEL** applications ready-to-use at present.*



Global Monitoring of Professional Information with Business Relevance



World Info SENTINEL

Focus

Fast, uniform access to professional information from all over the world.

Relevant business information at its best: Monitor the content of more than 7,500 major newspapers, business gazettes and specialist newsletters from all over the world as well as from all relevant global press agencies.

Major benefits

- Enables timely supply of accurate information at the right place
- Extracts relevant facts for competent decisions
- Leaves more time for actual brain work and relevant core tasks
- Reduces costs for procurement and processing of information

Source of information (extract)

The New York Times, Handelsblatt, Le Monde, Neue Zürcher Zeitung (NZZ), Business Week, Asiaweek, Euromoney, Forbes, Economist, Accounting Today, Chemical Marketing Reporter, Computers & Electronics, Reuters, AP, Agence France Presse.



Competitive Intelligence SENTINEL

Focus

Collect information for targeted monitoring of the market and the competitors.

Develop access to representative market studies, sales figures, news about competitors and their current market situation. Study company listings and financial news of more than 14 million US and international companies.

Major benefits

- Improves sales planning
- Identifies new market and investment opportunities
- Accelerates market research
- Secures an information edge for an improved market agility and competitiveness

Sources of information (extract)

Dun & Bradstreet, Standard & Poor's, Frost & Sullivan, FIND®/SVP, and SEC-Reports.



Security & Intelligence SENTINEL

Focus

Security-relevant facts from professional sources from all over the world for security-policy, police, military and privates sector security organizations.

Access to significant information and intelligence, e.g. more than 8.000 journals, 6 mill. defense intelligence websites, news and facts about issues, such as defense doctrine, armament policy, armament industry, country specific risk analyses, terrorism, conflicts, etc.

Major benefits

- Enables efficient strategic, operational and tactical command and control
- Allows targeted monitoring of image, market and major trends
- Delivers well-founded risk and threat analyses
- Provides effectiveness analyses of political activities

Sources of information (extract)

NewsRoom, CIA Fact Book, Janes, SIPRI, PERISCOPE, Global Reporter, Genios, EIU: Country Analyses, EIU: Country & Risk Forecasts, FI Defense Intelligence Reports, World Security Index



Biotech Info SENTINEL

Focus

Up-to-date information about worldwide developments in pharmaceuticals and new products on the market.

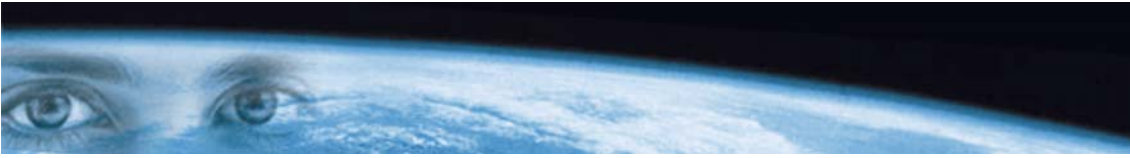
Follow the 'pharmaceuticals pipeline' and profit from the latest studies and reference reports. Secure access to the latest news, market notes, reports on approvals and licenses for new pharmaceuticals. Get meaningful information on clinical trials.

Major benefits

- Provides global overview of the latest research results and development trends
- Supports understanding of the legal basics within the pharmaceutical market
- Facilitates introduction and marketing of new products
- Enables market monitoring to support establishment in new segments

Sources of information (extract)

Newsletter, such as SCRIP, InPharma, Clinica, and Bio World Today, BioSpace as well as exclusive online News edited by Adis International, JR Prous, etc.



About Elsag Solutions AG



Elsag Solutions AG, headquartered in Switzerland, maintains branch offices in Villingen-Schwenningen and Glattbrugg. Our company offers consulting, turn-key solutions and professional services for an efficient management of information, knowledge and business processes throughout the enterprise. Our products and solutions speed up processing of business relevant information, facilitate content administration, assure timely availability of the right information at the right place, and allow to link it to any business cases. This empowers our customers to make better decisions faster, act market-oriented and secure a sustainable competitive edge.

Our Portfolio focuses on comprehensive, highly automated information logistics covering the entire information lifecycle: capture, processing, distribution, archiving and intelligent retrieval.

Performant process components facilitate automated information processing. Intelligent recognition methods secure high data quality. Latest knowledge management technology makes relevant facts timely available at the right place. Modular, low-maintenance solution architectures seamlessly adaptable to our customers' needs open up a flexible, highly efficient information and process management.

Our portfolio includes high-speed scanning for mid to large amount of documents, automated Information Capturing, Enterprise Content Management (ECM) and Business Process Management (BPM) solutions based on FileNet's leading P8 ECM platform, knowledge-based applications for global Information Monitoring as well as electronic Document Archiving with fast, web-based retrieval functions.

Banks and financial service providers benefit from our state-of-the-art overall-solution EBES®-ZV that allows single institutions just as much as bank factories to automate processing of national and international payment transactions with multi-client capability and high-end performance.

Our references include renowned organizations and institutions from various industrial sectors, such as banking and financial services, insurance, transportation and logistics, pharma, biotech, private and public service providers.

More information: www.elsag-solutions.com

In Switzerland

Elsag Solutions AG
Feldeggstrasse 5
CH-8152 Glattbrugg
Phone +41 (0)44 809 25 00
Fax +41 (0)44 809 25 03
Email info@elsag-solutions.ch

In Germany

Elsag Solutions AG
Roggenbachstrasse 1
D-78050 VS-Villingen
Phone +49 (0)7721 9175-0
Fax +49 (0)7721 9175-800
Email info@elsag-solutions.com