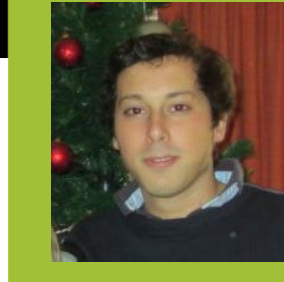


UNIDEMI – Departamento de Engenharia Mecânica e Industrial

SEMANTIK – Semantic CI

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Objectives

Our research objective is to create a centralized information system with data collected from the web to support decision making.

All data is then used to feed Competitive Intelligence models to different business. All data is normalized and contextualized using top level ontologies.

The use of NLP and user contextualization will provide new semantic search capabilities to aid companies to detect weak and strong signal in real time.

Methodology

The research is based on a previous work (WeCIM methodology)

Interviews to management professionals are conducted to determine which information has real value.

Service architecture, web sources connectors and a user interface is design to fulfil the competitive intelligence objectives.

An ontology is design to contextualize the user activities within the service.

Expected Results

We expect to create a functional web service that provides Competitive Intelligence services based on data collected from the web.

A web platform will provide Competitive Intelligence service based on SaaS business model to clients of different business.

The modular architecture allows sources to be deleted/added independently thus extending the service to broader and broader markets.

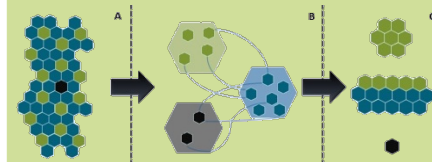


Figure 1 - WeCIM software elements

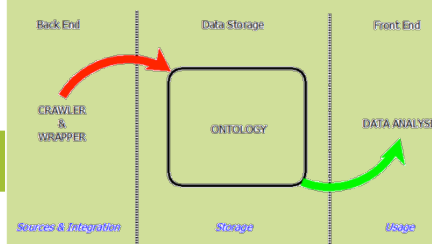


Figure 2 – Data collection, storages , analysis

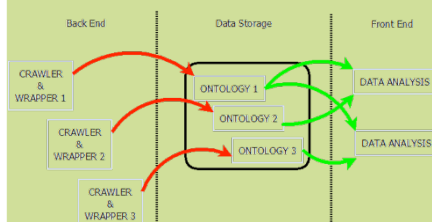


Figure 3 – Modular architecture

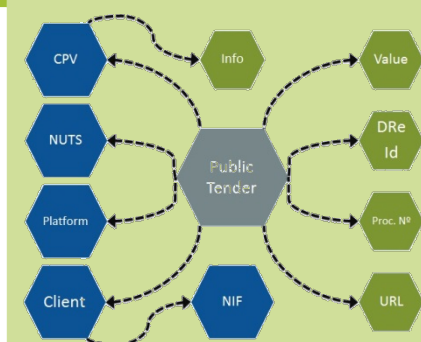


Figure 4 – Ontology example for public tenders (Diário da República Electrónico)

Funding: