

# TrendWiki

Create your own future!



# Experiences from M-real between 2001-2005

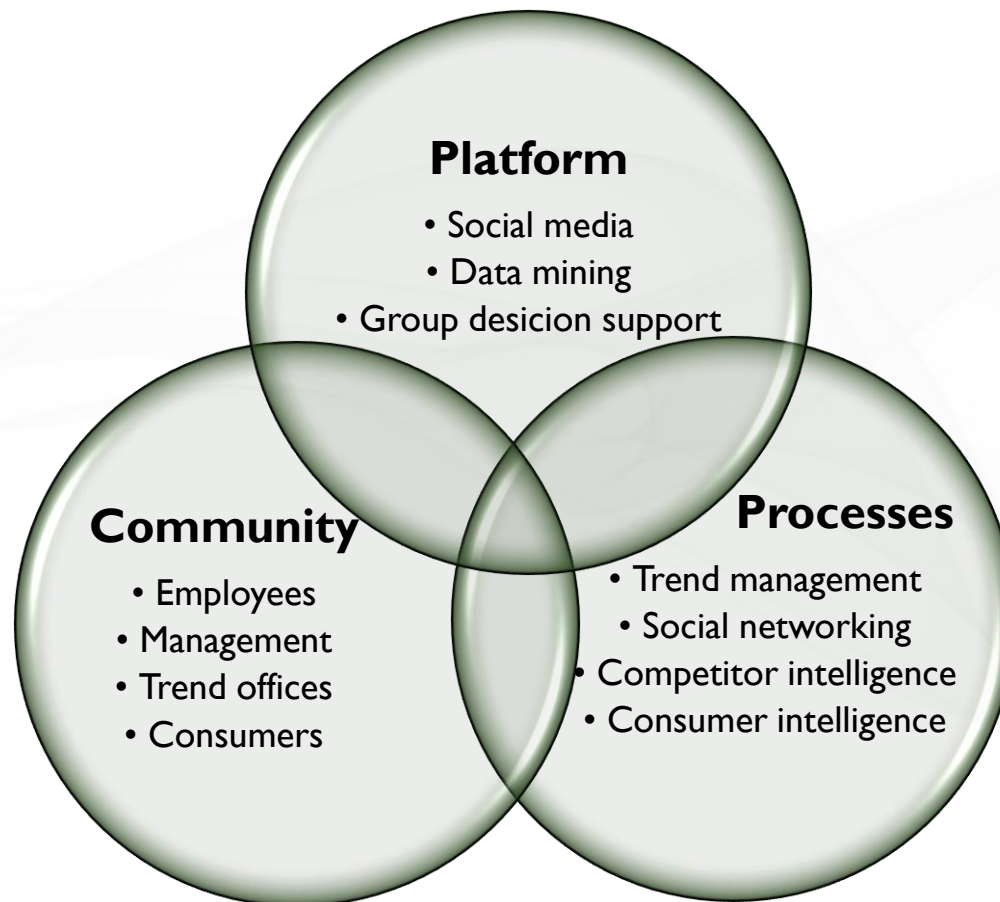
- **Pulp and paper company approximately 10 th biggest in the world**
- **Foresight methods were used in research department to support strategy process**
- **PESTE framework used for classification**
- **Agent software used for collecting and filtering signals**

# What would we do differently?

M-real in 2002	TrendWiki principles
Small group of researchers	Large groups from all the walks of life
Only few sources of information, predetermined filtering parameters	Bundling database of information sources, assisted data mining as means to bring up new things
Limited time frame for collection and reflection	Continuously receptive for noticing weak signals, time for reflection
Patch process once a year, no real analysis	Continuous process and analysis
No learning or looking back	Analysis about how trends evolve in time.

# TrendWiki

**Common platform to execute trend identification and follow-up process from a single market signal to overall management report.**



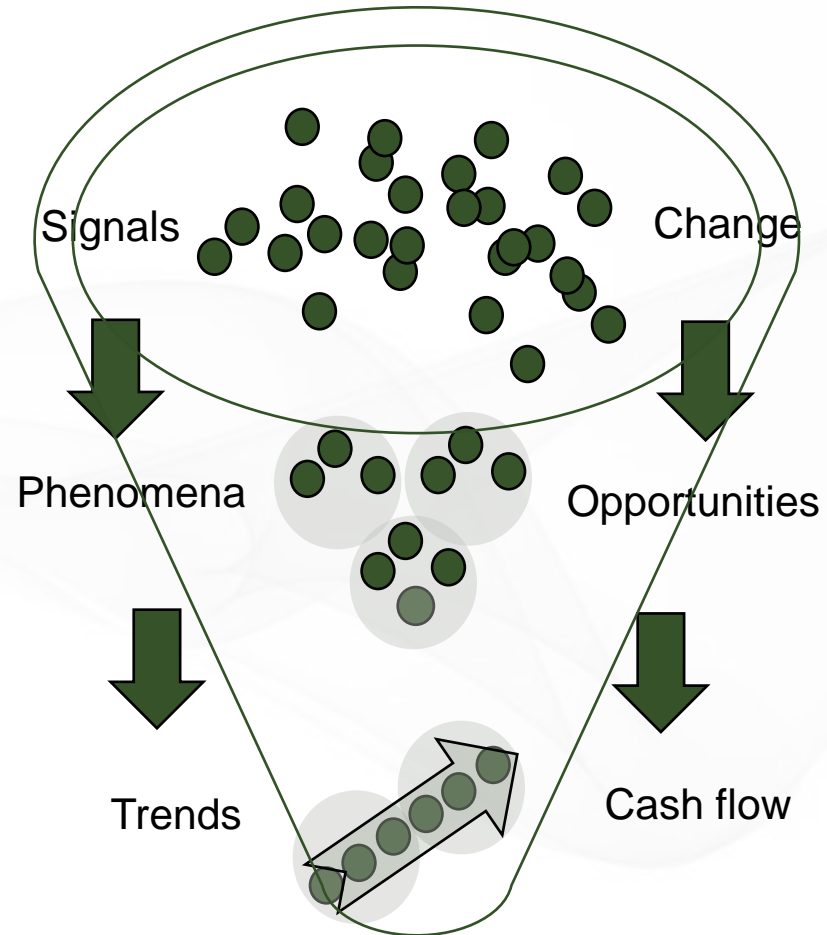
# TrendWiki: a platform for trend management

- ❑ TrendWiki is a virtual information management platform that enables all the participants to contribute, share and browse information
- ❑ Most commonly business intelligence function is the owner of the solution
- ❑ It has superior analysis capabilities that enable trend-based learning and knowledge accumulation faster
- ❑ It can also be used as a reporting tool for top management so that they always have the latest information available



# Process from weak signals to emerging trends

- Network of people and organisations collect weak signals
- Communities inside organisation refines the signals to describe emerging phenomena
- Business intelligence department analyses phenomena, spot rising opportunities and report them to decision makers.



# Basic TrendWiki process

Add weak signals to database

Web page

Signal

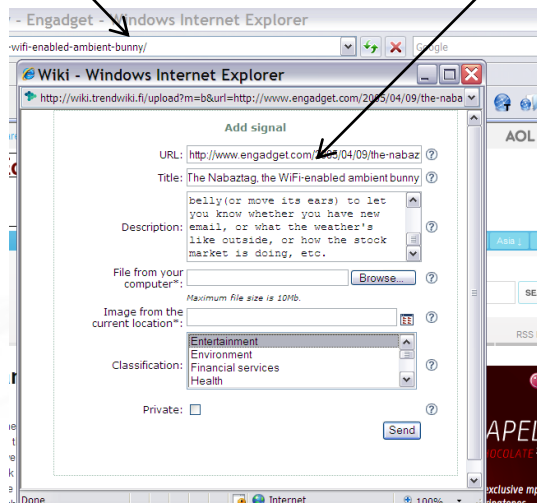
Analyse weak signals and attach meaning

Analysis

Trend

Analyse and combine signals to arising trends and report online

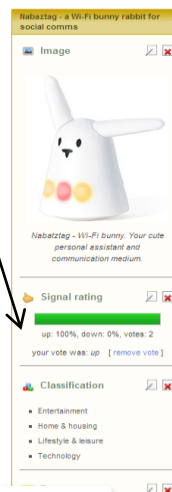
Report



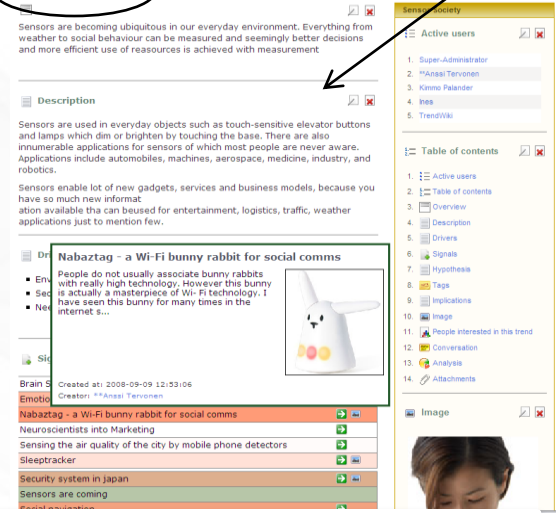
Nabaztag - a Wi-Fi bunny rabbit for social comms

People do not usually associate bunny rabbits with really high technology. However this bunny is actually a masterpiece of Wi-Fi technology. I have seen this bunny for many times in the internet store but I never paid attention to that because it looks like a toy. When I read what it is I was amazed by its possibilities and bought it as soon as I could.

The Nabaztag bunny rabbit uses Wi-Fi technology to get the information from the internet and show it to you in various ways. Do not be confused by its look it is a very high tech machine that can tell you almost everything you want to know. It is a very reliable way to know something without even getting online. This gadget bunny rabbit can give you various information like time, wake up, read the news, check the stock market, read you messages from friends if you also tell you what the weather will be tomorrow. Amazingly this gadget can actually communicate with fellow bunnies and they can make friends and even marry each other.



Sensor Society



- Add signals from web:
- 1) Click TrendWiki button in your browser
  - 2) Click send in a pop-up to route content to TrendWiki

- Add meaning to signals:
- 1) Community rates, tags, classifies and communicates about the signal

- Form and report trends:
- 1) Combine signals to trends
  - 2) Describe trends and its implications to business
  - 3) Report online to decision makers

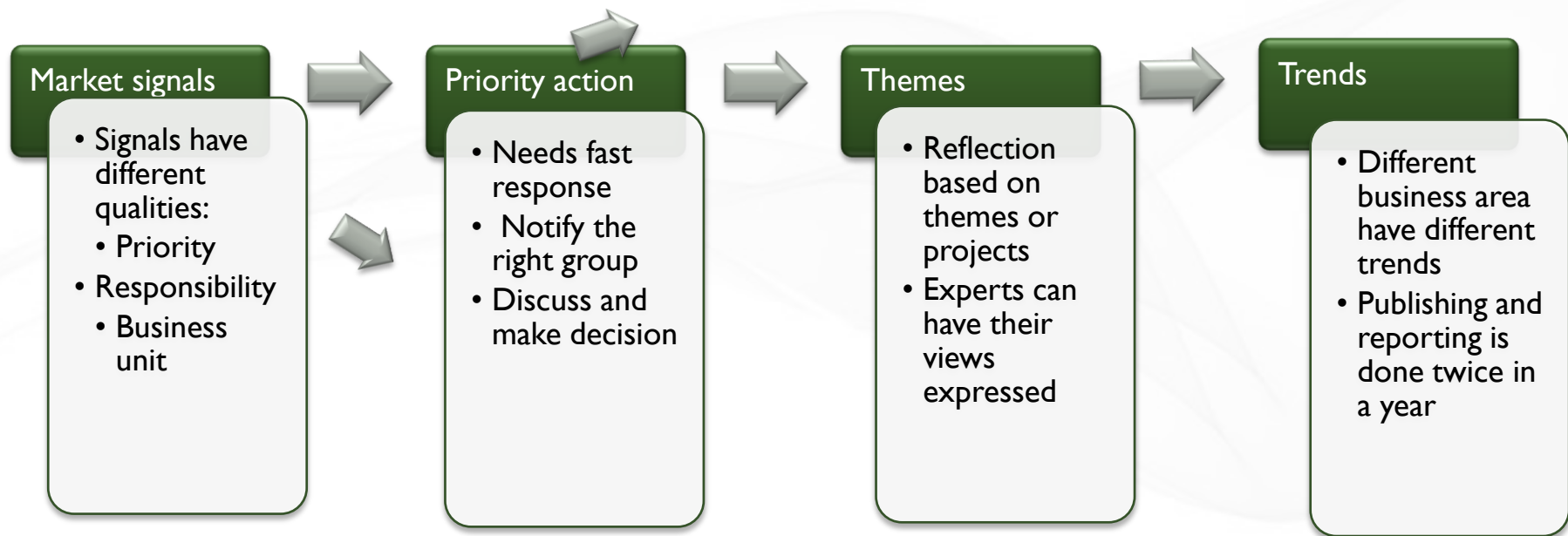
# Expanding the scope from weak signals to market signals

What's the difference?	Weak signals	Market signals
Theme	Weird new observations	Important market and competitor moves
Time frame	Long	Short to medium
Business function	Future studies, BI	Market intelligence, operations
Responsibility	Business intelligence, marketing	Marketing, operative management
Impact on bottom line	Considerable, vague	Relatively small, Clear and present
Based on	Qualitative extrapolations	Factual information
Interpretation	Ambiguous	Self explanatory

# Customized foresight+ process (mobile operator)

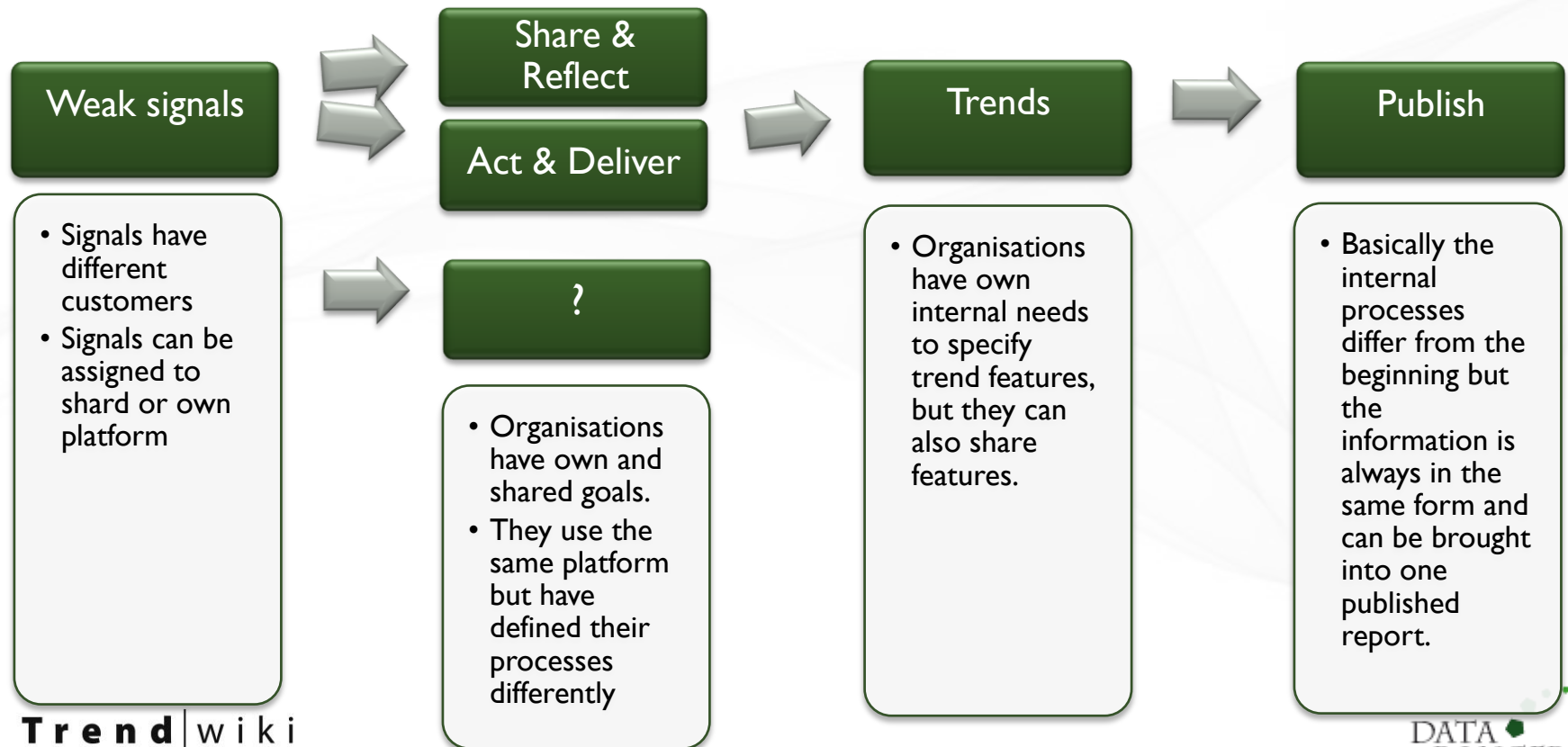
Company has a challenge to activate the field operators to share their market observations. Observations can be related to:

1. technology (long time frame)
2. competitor information (short time frame)
3. consumer behavior (medium time frame)



# Shared foresight process (three organisations)

Community of three different organisations have both own and shared interest on foresight. They are planning processes separately, but they have the obligation to report their findings as one body.



# Benefits to corporate functions

## ▪ Strategic management and planning

- One place to find all the information related to future markets and business environment
- Always timely information in reach
- Vast information source for strategic planning
- Wider and more intuned sense of future markets

## ▪ Business intelligence

- Effective way to streamline market information acquiring that is outside of business area time frame
- Ability to plan better and respond faster to unexpected changes in business environment
- Seamless management reporting platform where the reports are always presenting the newest information available
- Saves time and money in:
  - Creating and updating reports
  - Combining information from several sources
  - Purchasing trend information from trend offices

For more benefits check out the Gartner research:

[“Enterprises Must Anticipate How Societal Trends Will Impact Their Business and Customers”](#)

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- + fast to setup
- + easy to use
- + cheap to buy

# Contact

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- **Visit <http://demo.trendwiki.fi/> and sign in up.**
- **Do remember that our Wiki-platform is flexible to be used to support other type of information management processes including**
  - Scenario monitoring
  - Competitor Intelligence
  - Project management with multiple parties
  - Diverse information collection and reporting