

**Business Solution** Competitive Intelligence

**Product** AMI Enterprise Intelligence

## Context

FAURECIA, one of the world leaders in automotive parts manufacture and part of the PSA, Peugeot Citroen group operates in an extremely competitive industry. Every team member across the group has an interest in market trends and the things that affect Faurecia be that with regard to manufacturers, consumers, regulation, etc. A while back the Customer Development team created a newsletter with the aim of informing managers, via the Intranet, of the five essential news items each day.

Building on the success of this newsletter, Faurecia wanted, initially, to automate the collection and the sorting of information and secondly to develop the ways in which they could capitalise on the value of this information over the longer term. The two stages of the project were carried out over a period of one year making it possible to validate the operational efficiency of this approach.

The solution has been operational for 18 months with regard to the first phase and a six months for the second. From a usability point of view the installed solution has been very quickly and widely adopted.

## Automation of Data Collection

### Needs Identification

The selection and collection of the five daily articles for the newsletter was a task which could take up to two and a half hours each day.

Indeed, every day, one of Faurecia's Business Analysts would visit all of the industry specific and professional information sources. The task consisted of searching each site for all relevant news related to Faurecia, their competitors and their customers.

As a result the process of individually checking each source, which would sometimes yield no information of interest at all, was long and tiresome.

Faurecia had two primary requirements:

- To automate the selection and collection of relevant documents.
- To extend the reach of their information collection by incorporating new sources.

## Solution delivered

AMI Enterprise Intelligence, and in particular AMI Collect, gave Faurecia the solution they needed by providing:

*Complete automation of the source monitoring and data selection processes*

- An automated process which, every day, selects, de-duplicates and provides precise information according to defined search scenarios.
- Systematic analysis of the information sources.
- A time saving that allows the Business Analyst to fully focus on the analysis of the received information.
- An absence of “no news” due to very precise parameter settings which were validated by a series of comparative tests between manual selection and automatic selection proving that no information was missed or lost.

*An increase in the breadth of data collection coverage: Because of the time saved as a result of process automation, it was possible to;*

- Develop new sets of themes applied to the existing information sources,
- Start monitoring new sources of information in addition.

## Delivering the Knowledge Capitalisation process

### Needs Identification

The high level of relevance of the information collected by AMI Collect, and the interest this generated amongst Managers, led Faurecia to want to further capitalise on this information and to make it available to group Executives. The requirement was:

- To provide their Business Analysts with the means by which to further develop the collected information by being able to add their own information and comments to it.
- To put in place a managed distribution process for published documents.
- To implement an easy to use Portal giving Executives ready access to these documents.

### Solution delivered

In addition to AMI Collect Faurecia also chose to use AMI Publish and AMI Share. Without having to modify anything relating to the collection process these two additional applications made it immediately possible to deliver the required functionality. AMI Publish allows Faurecia to build their own document classification plan organised according to user expectations. The headings of this plan are fed by the results of the automatic collection and give the Business Analyst the ability to validate and enrich collected documents prior to publishing.

Via the AMI Share portal, each department within Faurecia can readily access the respective content within each heading on the classification plan and consult the information knowing that it has been through a thorough validation process. AMI’s powerful search engine allows each person to find the information they need whatever the documents position is in the classification plan.

Essential information relating to Faurecia’s day-to-day activities is now accessed and used on a daily basis by 1500 people across the Organisation.