



LESS TIME HUNTING FOR INFORMATION  
MORE TIME MAKING THE RIGHT DECISIONS

30 DIGITS INFORMATION DISCOVERY SUITE  
THE TOOL FOR MARKET RESEARCH  
AND COMPETITIVE INTELLIGENCE PROFESSIONALS

## Linking People to Content at Infineon

*Distributing valuable market research information to the right people at the right time whether it is breaking news or historical analysis.*

### Context

#### *Paradigm Shift*

Over the last thirty years dramatic shifts in handling data have taken place. Data was often printed and delivered in reports. Then databases came along and brought some structure. Later Document and Content Management Solutions came into play. The amount of data and information produced digitally now is doubling every year. Over 80% of that data in companies is in unstructured repositories like File Systems and eMail servers. Handling this data in these traditional and structured approaches is no longer manageable.

### Challenge

#### *Sharing Market Research*

Valuable information acquired through in-depth research, internal investigations, insightful emails, and much more are created and purchased throughout a company of 30,000 people scattered across the globe. There is no way for the company in a typical procedural manner to provide the right information to the right person at the right time or for everyone in the company to know what everyone else is doing. A procedural approach would be effort intensive and not flexible to changes in the company structure. Information dumping would simply exacerbate the information overflow issues facing all information professionals. For Infineon, a leading chip maker for the automotive, computer, security, and many other industries, this issue was particularly challenging in their fast moving and highly competitive markets.

Yet despite Infineon's significant investments in Market Research, their users found it increasingly time-consuming to extract the information they needed from this mountain of data. Nonetheless this information, crucial for decision making, could not afford to be unavailable when needed or created multiple times simply because one department wasn't aware that another department already had the information.

## Infineon Profile

Infineon Technologies focuses on the three main areas: Energy Efficiency, Communications, and Security. Therefore it offers semiconductors and system solutions for automotive, industrial electronics, chip card and security as well as applications in communications.

Infineon's products stand out for their reliability, their quality excellence and their innovative and leading-edge technology in analog and mixed signal, RF and power as well as embedded control. A strong technology portfolio with about 22,900 patents and applications is characteristic for the company.

With a global presence, Infineon operates through its subsidiaries in the USA from Milpitas, California, in the Asia-Pacific region from Singapore and in Japan from Tokyo. In 2007 fiscal year (ending September 2007) the company achieved more than EUR 4 billion in revenues.

## Solution

*Search is the new user interface to knowledge within the company*



The past thirty years have seen a major shift in the production, storage and retrieval of content. Digital, rather than printed, content now powers a new class of products and services, with the Internet key to delivery. Driving critical activities within companies, it also provides many of their content based services to customers. Yet this exploding volume of content, typically comprising 80% of an enterprise's information, is fundamentally different from the structured data that traditional methods were created to deal with. These traditional systems handle data that has well structured processes and defined procedures. They cannot readily accommodate the unstructured content residing in vast reservoirs of Word files, lab reports, data sheets, operating manuals, messages, HTML documents, PDFs, PowerPoint slides, emails, etc.

Search, when applied correctly, addresses these issues. The 30 Digits IDS can crawl all of the varied repositories and file types extracting out the text and meta-data. This allows the users to access the information they need

"We are extremely happy with the optimization 30 Digits has made to our Market Research. On many points, our expectations were exceeded!"

Dr. Barbara Schaden, Director

Strategy - Competitive Intelligence – Infineon

by only entering a few simple words. The system goes further in making navigation very intuitive and easy with topic specific filtering, custom taxonomy trees specific to the company focus, and selection of sources and even folders on file systems.

The IDS goes further than a typical search by adding collaboration features for specialist to create virtual teams within seconds. These teams can then share their documents, notes, searches, and more to creating a synergy from their combined research investment.

Each user in the system also has their personal home page with their topics of interest appearing with new information each day. Custom alerts are also available to deliver feeds of information on topics where making the right decision on the latest information can make the competitive difference.

## Benefits

### *Absolute Return on Investment*

30 Digit's Information Discovery Suite increases productivity and aims at optimizing overall cost while enhancing Infineon's knowledge and introducing a reference source for market information.

"Our goal is clear. Provide us with access to all your market data, and we will make it easily accessible and sharable that you can spend more time on strategic decision making."

Justin Gilbreath

Co-Founder and Managing Director – 30 Digits

### Productivity increase

- Automatic processing and categorization of extremely large volumes of data
- Central access to all market information
- One reference set for all market data and common market models
- Information push and pull options

### Getting value for money

- Central sourcing concept for all information in frame agreements
- One single Infineon wide repository with enhanced content availability
- Efficient document management and distribution mechanisms

### Enhancement of Infineon knowledge base

- Improvement of expert business analysis
- Expertise groups quickly created initiating dynamic new ideas that were previously impossible

## Challenges

### *Data spread throughout the company*

With 30,000 employees and locations from Shanghai to Munich to San Francisco, the data was spread quite widely and those that needed it even more so. Also, the sources of the data varied from market reports from external market research companies purchased for Infineon, reports from investment banks as well as reports generated internally. The data was also stored everywhere from emails to file systems to intranets.

### *High costs*

The costs of purchasing and creating the reports are high, and when only used once or by a small group of people is hardly justifiable. The main cost though is the loss made due to decisions being made without the best information available, a price not affordable by anyone in a competitive market.

### *File formats of all kinds*

Reports, research, and other information are written in Word files, data sheets, messages, HTML documents, PDFs, PowerPoint slides, eMails, compressed formats, and many more. All of these are understood and normalized for quick and easy access.

## About 30 Digits

3 Founders with over 20 years of experience in Information Management. Intelligent Search Solutions that support the collective knowledge with smart access to data islands is the task of 30 Digits. The goal is direct access to content in connection with one's specific area of interest. The Munich based company delivers products, services, support, and complete solutions out of one hand: for Software Companies, IT-Service Providers, and a growing number of middle and large organizations who wish to turn the information flood into water for the plant that is Knowledge Capital. Nearly all company information is valuable. One just needs to know when and where. Allow your knowledge workers to find their optimal path to the sources of information with 30 Digits. Linking People to Content.