



# Expand Your Knowledge

Veille - Intelligence Economique - Analyses

**Expand Your Knowledge - EYK (1)** - is a Joint Venture organization founded by PhM Conseil & MGL-Consult, to meet and exceed their Clients demand and needs. EYK founders act as consulting Company on their own business activities as :

- Transport and logistic (marine, port & airport consultancy )
- Marketing & communication (general Marketing , relational & behavioural, CRM )
- Human Resources Management
- IT Industry - Hardware & Networks

Joining their skills, knowledge and expertise, through an adequate crisscrossing, EYK offers you the widest field of competency, with the highest added value to :

- Economic watch & Intelligence
- Market environment
- IT and Computer science



EYK is a venture organization of  
MGL Agency & PhM Conseil





## The power of current awareness

EYK delivers- in real time- the product of the Economic watch to feed your Strategic decision making.

EYK Collects, Sorts, Treats & Grades information per each themes relating to :  
Your Market, your Customer,  
Your Competition, your Product,  
Its Trends & Evolutions



You optimise your decision process, keeping an anticipation over your Market



« You're searching : we got it already for You ! »

We keep watching and we convey the information flow, essential to your business follow up. EYK expertise assures you the best and pertinent expectation with flexibility and modularity.

EYK therefore generates the best product out of its watch, feeding your Information System



EYK' « Matriochkas »

Watch Level 1	Watch per theme segment and hierarchy Information Weekly report
Watch Level 2	Watch per theme segment and hierarchy Information Weekly report pilling up main stream and its alerts Real time Alert on paramount info
Watch Level 3	Watch per theme segment and hierarchy Information Weekly report pilling up main stream and its alerts Real time Alert on paramount info Analysis of sensitive information- prospect et trends History and references of the analysed info flow
Survey level 1	Sharp survey & analysis of an information flow Complementary Data collection ( historical, situations, events )
Survey level 2	Prospective survey & analysis of a Strategic process Reporting Seminar
Main Studies	Market Study - Prospective research & study - Feasibility Study - Strategic Recommendations - Control of Work



From a practical point of view...

You monitor your productivity upgrade with EYK solutions compared to an old fashioned "press review", which always come up....later !

You select your communication vector (e-mail, downloading, etc. ) and the accurate format ( XML, HTML, PDF, TXT ) to get your EYK release.

*On the D-day, you can read your tomorrow's paper !*



## I - Economic watch & Intelligence

Watch, Analysis, Prospect	EYK supplies, in real time, a permanent watch on informations dealing with, several chosen themes (competition, technology, strategy, media/press )
Diagnostic on economic intelligence	Mastership to implement Economic watch & Intelligence
Audit of Systems	Audit tools of existing Economic Intelligence systems
Strategic Management of information	Information use inside competitive environment
Data & Information collection	Spot survey: Professional events Corporate and Managers Single expertise, etc.
Communication & crisis management	Setting up of the Crisis cell inside a given structure enabling solutions for Human Resources, to cope with HR and competition concerns.
Geostrategy	Coaching of Executives & Managers in strategic decision process. Handling & support for International affairs.
Training & symposium	EYK offers a wide range of training modules and symposium themes

## II - Market environment

Executive coaching	Coaching of Executives in Market strategy.
Knowledge management - Know How	Intellectual Capital Management implementation / management of a Resources Center
strategic digital information- collection & Indexation	Audit & training
Market protection	Organization vulnerability diagnosis Internal strategic info protection
Press & Media Relations	Press & Media Relationship management Writing & Routing of Press announcement
Re-engineering	Support & Handling for Company processes refurbishment & its organization
Overseas & Foreign Markets	Logistic for exportation process, costs computing, building of overseas network
Multi-cultural relations	Supporting & Handling Companies achieving their goal on a « multi-site - multi-culture » location



### III - IT Industry Competencies

#### Using Internet

Discovering WWW, code of conduct,  
How to : « Search/find »,  
introduction to internet watch

#### Medium internet

On-line positioning  
Web site building  
design  
referrals  
watch on competition

#### Hardware & Software

Audit & Computer management  
renewal advisory  
Software licences strategy  
Technological watch

#### Security & Networks safety

Intranet/Extranet architecture, Risk  
management, intrusion tests, end-users training  
Technical & competition watch

#### DATA Bases

Structure, data collection, maintenance  
Using « Marketing » Data bases  
Updating « Resources » & « knowledge » Data  
bases  
Watch per sector