

Businesses are migrating to IT enabled business models  
Virtual value chains are joining physical value chains

## Place to Space - Managing Information

monograph

research

fall 2005

### Inside:

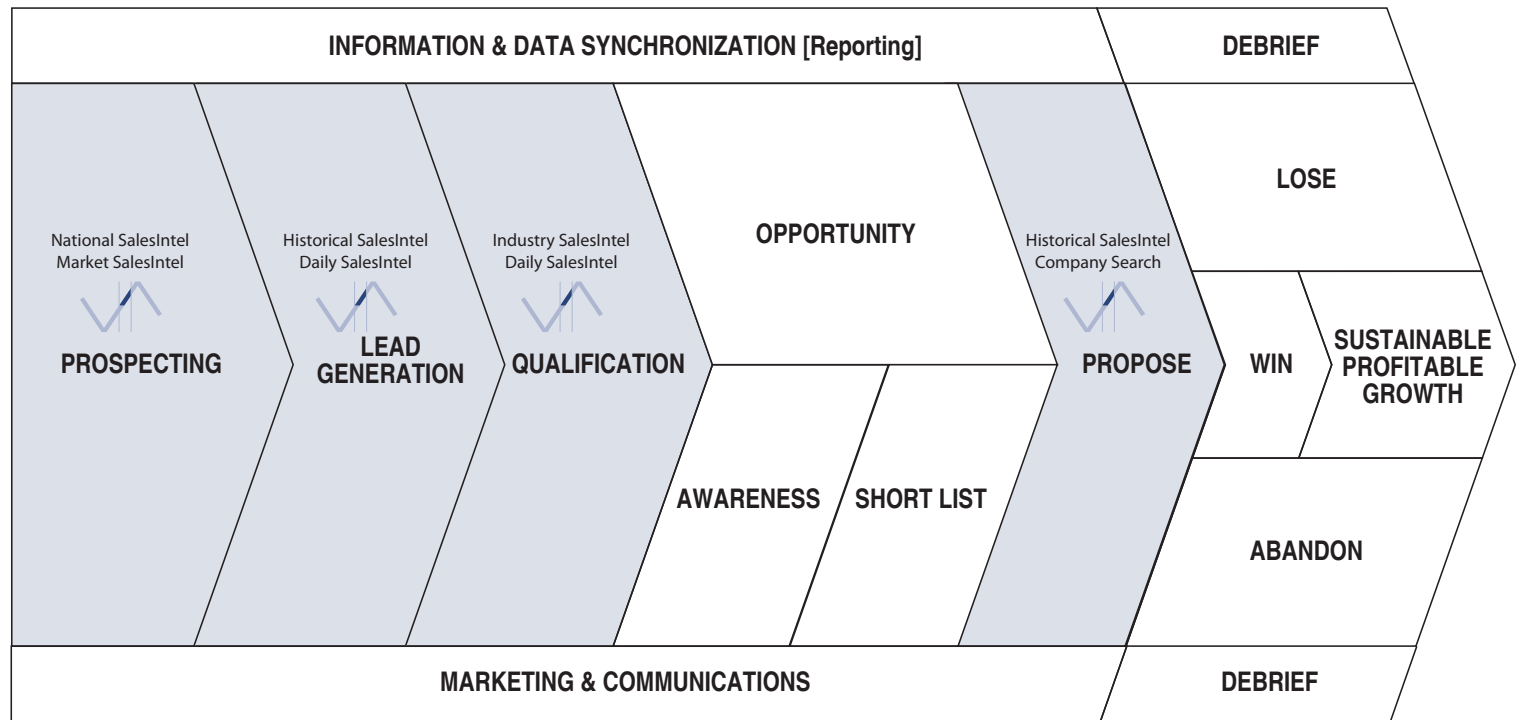
- ▶ **INFORMATION MAVEN**  
The importance of client intelligence to the sales process
- ▶ **IMPACT ON CLIENTELE**  
Infonautics can help positively impact your clients
- ▶ **VALUE CHAIN**  
Infonautics provides value net integration adding value across the entire chain
- ▶ **FEATURES**  
Sequenced news on your targets, based on high stress and high activity

Infonautics helps coordinate the "value net" (or chain) by gathering, synthesizing and distributing information that is critical to the overall sales process.

You may be familiar with value chains, especially supply chains that take raw materials all the way through to the final customer. But there is a new development on this front...

According to Bill Gates, "Companies with great information are great successes." And we're not referring to a single database on an individual's computer. This is information across the enterprise.

As evidenced below, Infonautics can play a strong role in the sales value chain. Whether ramping up on a new target or writing a major proposal, we are there to support the sales process.



**INFONAUTICS**