NEC Develops Software to Give Companies Competitive Edge

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NEC has developed a software that will aid companies in essential decision making for releasing new products. In addition, the software will monitor and analyze a company´s competitors products and services to keep up with quick changes in the market.

NEC recognizing the importance of companies to stay on top of market trends, their brand recognition, and competitors presence has developed a unique technology software. NEC announced this latest development aimed at assisting companies in making product planning decisions and tracking new product trends on its corporate web site.

How it Works:

NEC name for the first leg of the process, Industry Structural Analysis. In practice the NEC software will scour the Internet for relationships between seller and buyer of raw materials and finished products. The NEC software uses algorithms that integrate information from different formats and evaluates the information taking into consideration the targetted companies previous activities.

Generally, current corporate information is scatterd across the NET and in RSS feeds in a random fashion that requires time consuming compilation and analysis. The new technology will allow companies to determine their market position as it relates to their competitors products and services. NEC´s innovation frees up corporate decision makers from the routine analysis performed by the software.

The next step in the process is the Comparative Product Analysis. This feature takes into account that each company is unique in the way its product may appear on the Web and RSS feeds. Thus, the NEC software assigns a specific classification for the different types of display presentations a particular product may appear on the Web.

NEC applies an algorithm to identify product pages by scanning for keywords, like "outline," and "features" and determines inter-relationships between web pages. Additionally, another algorithm is employed that refines the search to attributes like, "high resolution," or "thinnest." By utilizing this targeted search companies are able to assess their status as compared to their competitors like products and services. This function in practice filters out irrelevant or redundant material.

The NEC technology will be on display at iEXPO 2007 in Tokyo, Japan from December 5-7. The technology was created in joint participation with NEC Laboratories China. The new software product has been given the pre-release name, virtualization technology. There is no release date mentioned in the corporate release of information. The exact product name and order number has not been released.

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