

ESMERK

Topics:

Tendencies in the Beverage Sector

Denmark:

Coffee the most popular beverage in Denmark

Berlingske Tidende, 15 Jan 2002, p.online:-

Coffee was the most popular beverage in Denmark in 2000 with the annual per capita consumption amounting to 198 litres. Beer ranked second at 102 litres followed by soft drinks and mineral water (100 l), milk (98 l), tea (43 l), fruit-syrups (15 l) and juice (15 l).

/ESMERK/DANISH/EW.RKX

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Russia:

Internet-users prefer to drink wine and beer

Kommersant-Vlast, 05 Feb 2002, p.57:-

According to an opinion poll carried out on the Internet site of the firm Rosbusinessconsulting in January 2002 (4,986 visitors interviewed), the majority of Russian Internet users prefer to have drinks with lower alcohol content, rather than spirits.

Answers to the question "What kind of alcoholic drinks do you prefer?" were given as follows: Wine - 28% of respondents; Beer 26%; Strong alcoholic drinks - 18%; It varies - 13%; I do not drink alcohol - 8%; Of any kind - 3%; Liqueur - 2%; Other - 2%.

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Mexico:

Coca-Cola subsidiary to maintain prices

Milenio Diario de Monterrey (Mexico), 22 Jan 2002, Online:-

The subsidiary of Coca-Cola in Mexico, Femsa, has revealed that its beverage prices will not be increased, even though the Government has implemented a 20% additional tax on soft drinks made with high fructose. Femsa controls about 24% market of Coca-Cola in Argentina and Mexico, with 8,000 Oxxo convenience local stores across the nation.

/ESMERK/SPANISH/US.MJ

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Finland

Current Awareness

**Group Managing Director
Derek Cox of Esmerk,
how would you define
Current Awareness?**

Current awareness is a very simple concept really. It's the information you need every day to keep abreast of key developments affecting your role, the business and the wider marketplace. I always say it's what, at this stage, you know you will need to know next week or next month. Clearly between now and then you will have other information requirements but they will probably be one-off and largely reactive and that's where you use database searches, cruise the web or call on your in-house librarians or information professionals. And, of course, over time your current awareness needs will develop as your role, your business and your environment change - that's when you call us.

The term has been around for quite some time in the English speaking markets and has become more widespread in the information world in the last five or six years. Current awareness services were first started by libraries in universities and other academic or research institutes. The services developed out of the need for information users to remain up-to-date with relevant information, as well as with developments and trends in their fields of specialisation. Initially libraries photocopied tables of contents from specialist and academic

Photo:
David Hatfull
- What you know you will need to know next week or next month, Derek Cox points out.



journals and circulated these to their users, who previously would have given a list of the specific journals or subject areas of interest. Users were then able to request copies of specific journals or articles. This type of service still exists, of course, although nowadays delivery is a lot more sophisticated.

Current Awareness is what Esmerk exists for

Although the term was not around then, Esmerk was established as a current awareness service provider 26 years ago. Unlike many other information providers which seek to meet very different needs and end user requirements, our aim is very simple - to provide the best current awareness solution on the market. Everything we do and how we do it seeks to meet our client's current awareness needs.

There is and never will be a panacea for all information requirements - the form, the frequency, the delivery mechanism all depend on the purpose. If you're a busy executive who needs to keep abreast with what's happening in your business environ-

ment the abstract form is ideal, you want it all in a language you're familiar with and, above all, its got to be relevant.

Now, with the support of SanomaWSOY we're investing in the product, the coverage, the quality, the timeliness - every part of our service. The base concept won't change - a tailored flow of relevant information in an easily digestible format.

Since we put the growth plan in motion in October 2001 we've significantly increased our coverage of Europe (both East and West), Latin America and the USA. We will shortly be turning our attention to Asia/Pacific, where we already have operations, the Middle East and Africa. We're now monitoring sources in 22 languages and that's set to increase to 30 by early 2003. By 2003 we would like to say to our clients that nothing of importance will happen in any of their markets worldwide tomorrow which won't appear in their Esmerk report.

SANNA TERMONEN

Keeping an eye on the change at all times

The term “Current awareness” has no direct translation into Russian, nevertheless, the concept has long been in practice in Russia as well as worldwide. Sergey Kuznetsov, a new Marketing & Sales Manager at Esmerk Moscow, experienced it himself having worked for many years in Russia’s diplomatic corps and later on in the Information Technology business. Kuznetsov shares his understanding of Current Awareness with Esmerk Quarter.

How do you define “Current Awareness”?

I understand current awareness (CA) as being informed or having competence in something. To be able to get the right information on time means to make the right decisions. This is true for both commercial and non-profit organizations of all sizes. In Russia, with the rise of democracy and development of market economy, demand for information grows alongside the number of potential users.

As part of Russia’s diplomatic mission in Scandinavia, your responsibilities included gathering information from the press. Who asked for it?

Various organizations submitted their requests for subject research through the Ministry of External Affairs. Already at the beginning of the 1990s, when I worked for the Russian Embassy in Denmark, I realized how much effort it required to prepare a timely comprehensive reply to an official request. I had to process lots of periodicals, statistics, official statements and reports by prominent politicians and businessmen. I had to create my own archive of the extracted information to later use it in my

work. It was extremely time-consuming, especially given the highly divergent areas I had to deal with.

How did you encounter with CA when you worked in the IT sector?

I had been dealing with system integration for over 6 years and I’d say that the main tasks were in fact similar to Esmerk’s, that is to collect, analyze and deliver information, only with a closer focus on system engineering and data transmission. Precise and coherent implementation of the system is important. The success of client’s operations depends on it, as well as on the speed managers react to changes on the market. The only difference was that the objective of those systems was to sort the customer’s internal information. Delivery and organization of external flows, such as industry trends, competitors’ activities and investments, is a prerogative of such companies as Esmerk.

What kind of benefit do you think CA gives to a company?

The current onrush in business and tough competition press managers to value their time even more, while they have to stay ahead of what is happening around them.

In this respect, what Esmerk does, namely supplies tailored information flows and integrates them into the customer’s internal environment, becomes very important and has an edge.

What is CA for you?

Until now, it meant satisfying my own information needs, whether for personal or business matters. I have accumulated a great experience doing this job. Since I came to Esmerk, I have focused more on the business aspect of this notion. Now I view CA as an up-to-date solution that will help clients to effectively solve their information problems. Our clients will be able to gain maximum competitive advantage with minimum spending of their own resources.

ALEXANDRA RAZOVA

- To be able to get the right information on time means to make the right decisions, says Sergey Kuznetsov.



Photo: Alexey Bankov

Esmerk supplies leading international companies with intelligently tailored essential information of their business environments. We now have tens of thousands end users throughout the world, being serviced by a network of offices around the world.

esmerk

Sweden

The art of using information

Today, companies seldom suffer from shortage of information. On the contrary, the problems are often about identifying the correct data and being able to do something about the information available. Carina Koch is employed at Swedish broadcasting company Teracom's unit for Business Intelligence. Below, she explains how the company deals with the information flow in making use of tendencies.



Carina Koch is retrieving and processing information that is used for strategic purposes at Teracom.

Photo: Björn Bergman, Photo2be

Teracom is a state-owned broadcasting company that supplies the necessary infrastructure for operations mainly focused on the radio and television sector. Unfortunately, the company has been suffering from financial problems lately, which, however, has further stressed the importance of having an effective business intelligence operation available. Teracom's business intelligence operations chiefly focus on finding ways to cooperate in the European market. The company currently participates in some fifteen interest organizations mainly in the broadcasting and telecom sectors. Teracom thus aims to monitor its own market and see how the other players are performing. It all boils down to getting new ideas for improving one's own operations and developing co-operation with other companies.

News of strategic importance

Teracom has a special unit called Future Business that deals with strategic issues. Three staff members are directly involved in business intelligence tasks in retrieving and processing information that the

management uses for strategic purposes. To help them with this, they are using a business intelligence tool to which Esmerk abstracts are downloaded. The software is used to index data and process it by, for example, creating chronological analyses and matrix models. Koch says the analysis tool and the Esmerk abstracts are the groundwork for Teracom's business intelligence operations and thus constitute an important basis for the decision-making process as well. - Many employees at the company feel that they cannot see the forest for the trees, and that is where our work comes in. Like so many others, even Teracom is suffering from information overload and it can be difficult to know which parts of the information flow that can be eliminated. The abstracts provided by Esmerk are therefore a neat way of getting an overview of what is happening.

Survey of trends and tendencies

- With the help of the analysis tool we can make effective use of all the news we receive daily, Koch says and adds that the information can be structured with the help of pre-defined values and periods, which makes it possible to identify developments over specific periods. She also mentions the important function of seeing a connection between specific events and identifying the fact that many of these actually take place in the course of the same period. It is also highly valuable to see the development over time.

Much of the work is devoted to processing data and accessing what is essential in it. The work is under continuous development and the company is currently trying to find an easy way of using the analysis for producing regular reports and summaries for the management. Then it is up to the reader and decision-maker to act on the basis of the information.

MARIA ANDERSSON

TRANSLATED BY RIITTA KAJLINGER