

PRESS RELEASE

Of interest to editors and journalists covering:
Computing/Software, Technology, IT/Networks, Business Intelligence

Aurora WDC Announces 2004 Competitive Intelligence Software Review

MADISON, WI - May 4, 2004 /Send2Press Newswire/ - Aurora WDC (www.AuroraWDC.com), the Competitive Intelligence (CI) support and advisory bureau to market leading companies worldwide, today announced availability of its 2004 Competitive Intelligence Software Review.

"The 2004 Competitive Intelligence Software Review represents Aurora's advice on CI technology issues distilled from more than 10 years of consulting experience helping customers build world-class intelligence systems to better anticipate risks and opportunities from the external marketplace," according to Arik Johnson, author of the report and a Senior Fellow at Aurora's Competitive Intelligence Best Practices Institute.

"With the impact of Sarbanes-Oxley Section 409 for U.S. companies, Basel II in Europe and other ethical and regulatory reporting requirements, we're seeing CI software infrastructure join customer relationship management (CRM), enterprise resource planning (ERP), business intelligence (BI), knowledge management (KM), and supply chain management (SCM) as a top priority in every CEO's ongoing business strategy."

Alongside an in-depth comparison of the top six "portal"-style software products for competitive intelligence, the 69-page report also features user-interface screen shots and advice on factors affecting selection of CI software infrastructure to successfully integrate such tools into a firm's enterprise intelligence framework.

A complimentary copy of the report is available for download at:
<http://www.AuroraWDC.com/software>

The report also includes preliminary results from Aurora's CI Software User Survey (<http://www.AuroraWDC.com/surveys>) describing market share for the software providers studied, which include:

- * Cipher Systems, LLC: Knowledge.Works(TM)
- * Comintell AB: Knowledge XChanger(TM) 2.2
- * Novintel: Viva Intelligence Portal(TM) 3.2
- * Strategy Software, Inc.: STRATEGY!(TM) Enterprise 3.5
- * Traction Software, Inc.: TeamPage(TM) 3.0
- * Wincite Systems, LLC: Wincite(TM) 8.2

About Aurora WDC

Since 1995, Aurora WDC (www.AuroraWDC.com) has provided best-in-class monitoring and commissioned competitive analysis, market research and market intelligence services supporting strategic planning, competitive strategy, merger and acquisition, product development, intellectual property, sales effectiveness and business development activities to clients worldwide. Aurora's customers number among the most respected firms in industries including aerospace and defense, telecom, semiconductors, computer software and hardware, retail and wholesale trade, household and consumer products, financial services, banking and insurance, healthcare, biotechnology and pharmaceuticals, entertainment and publishing, energy and mining, airline, automotive and transportation.

Aurora also provides tactical conference and trade show intelligence support, as well as counterintelligence consulting and training to prevent industrial espionage and competitor intelligence activities conducted against its clients.

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