
Competitive Intelligence Firm Cipher Systems' Knowledge.Works Named One of KMWorld's Trend Setting Products

Cipher Systems' enterprise competitive intelligence software Knowledge.Works has been named as one of *KMWorld Magazine's* Trend Setting Products of 2006.

"Assembling the list of Trend Setting Products of 2006 is a year-long collaborative effort with editorial colleagues and analysts and, especially, users," says Hugh McKellar, *KMWorld* editor in chief. Roughly 1,500 products from some 300 vendors were considered, and the ones listed demonstrate exquisite execution designed for, and with input from, the most important constituency of them all—their customers. "

Knowledge.Works is Cipher's software solution geared towards the competitive intelligence departments in Fortune 500 companies. Knowledge.Works is designed to support the production of tactical and strategic corporate intelligence. It helps information workers eliminate production inefficiencies and increase responsiveness. Unlike other solutions on the market, Knowledge.Works is an integrated competitive intelligence (CI) toolkit. It supports all steps of the CI cycle – problem definition (Key Intelligence Topics), problem analysis (Key Intelligence Questions), data collection, data analysis, intelligence creation (Auto Summarization and Auto Reporting), collaboration and communication.

This isn't the first time Knowledge.Works has won an award since its inception. *Strategic Planning Magazine* named it as a Top 25 Strategy Planning Tool, it's been recognized by IBM with a Cross Industry Service Award, and Competia named it *Best-In-Class* software.

Cipher CEO Peter McKenney states, "We're delighted to have Knowledge.Works continue to receive such recognition. We know it's a great product that has helped many companies around the world make better and faster decisions, but it's a wonderful thing to be recognized in our industry as well."

For more information on Knowledge.Works or Cipher Systems, please visit www.cipher-sys.com or call Tanya Sewell at 410.451.6889 x 214.

KMWorld's Trend Setting Products of 2006 premieres in its September 2006 issue.

About Cipher

Cipher is a full service competitive intelligence firm serving clients around the world. Cipher consultants are experienced in delivering strategic research and analysis services across industries. Cipher also delivers customizable decision support technology solutions including Cipher's award-winning competitive intelligence software, **Knowledge.Works™**, and new individual research support software, **IntelAssist™**.

About KMWorld

The leading information provider serving the knowledge management system market, KMWorld covers the latest in Content, Document and Knowledge Management and informs more than 51,000 subscribers about the components and processes - and subsequent success stories - that together offer solutions for improving business performance.

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