

Information Monitoring

In August 2001, the CEO of US energy giant "Enron" announced that its company was "*probably in the strongest and best shape that it has ever been*".

On December 2, 2001, Enron declared bankruptcy...

Until then, only a few people had foreseen this USD 40 billion fraud.

At that time Square Strategy had set up, at the request of a French multinational, a discrete data monitoring on Enron so as to not remain "*blind and deaf*" in the face of behemoth which seemed to be able and ready to swallow any business...

In May 2001 we were among the first to raise a flag and inform our client of our suspicions, and that "*something*" (which we did not yet understand at the time) was wrong with Enron...



« Monitoring » involves a systematic observation, watching something or a situation carefully for a period of time in order to discover something about it.

Monitoring consists in collecting and analyzing strategic information in order to forecast on trends, developments and innovations in a market or an industry.

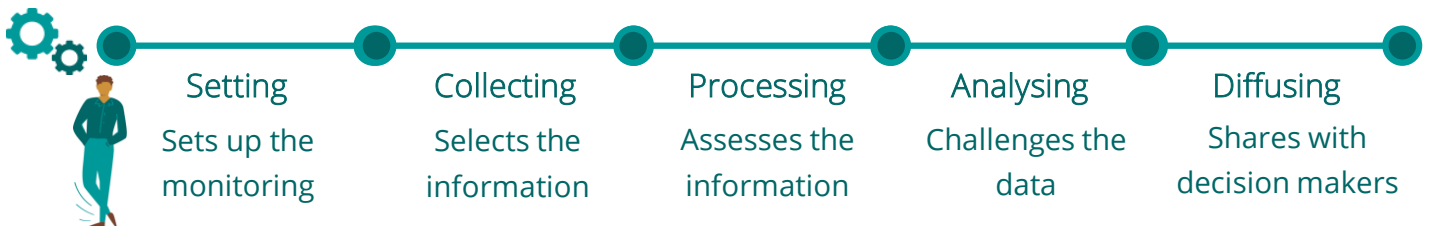
To develop a business, monitoring remains essential. It ensures threats anticipation and reinforces decision making. It is a proactive procedure that helps prevent environmental, social or economic risks...



Nowadays the monitoring process has changed as a result of:

- the emergence of search engines in the 1990s
- the global digitization which has revolutionized the 21st century
- The increasing flow of information in real time

Automation has become fundamental



But an analyst remains mandatory

To go further, we invite you to visit our website:
<https://square-strategy.com/veille-informationnelle/>