

## ***Using STN® Analysis and Visualization Techniques to Improve Competitive Intelligence Information***

Competitive intelligence is the process of gathering information, converting it into intelligence, and then utilizing it to make better business decisions. Learn about the commands, software tools, and analysis and visualization techniques available to better refine and understand STN search results.

Topics will include:

- Analyzing competitive trends
- Discovering new areas for technology development
- Finding potential licensing opportunities
- Utilizing the online company thesaurus to effectively derive information on mergers/acquisitions, joint ventures, and subsidiaries
- Using software tools to provide cleaner data, visualizations, enhanced search results, and better search reports

### ***John Zabilski*** ***Senior Application Specialist***

#### **Current Responsibilities**

- Customer training in online searching on STN, with a focus on substances and patents.
- Registered U.S. Patent Agent

#### **Educational Background**

- BA in Chemistry from Cornell University
- MBA from Ohio State University

#### **Professional Experience**

- 1 year as Instructor at Texas A&M University
- 1 year as Instructor at Ohio State University
- 2 years at CAS in Editorial Division Physical/Inorganic Department
- 4 years at CAS in Registry Services
- 19 years at CAS in Marketing including Workshop Instruction, User Documentation, Search Service, and Help Desk