

planet trends

"There's a way to do it better - find it."

Thomas Edison

Planet Trends

A Sectoral Knowledge Management Partner

The emerging Knowledge Management discipline comprises a range of practices used to identify, create, represent, distribute and enable adoption of information, insights and experiences. Planet Trends, a newly - established Knowledge Management business, is founded on the premise that data and knowledge are not managed effectively in certain high potential primary production sectors of strategic importance for global sustainable development. Expert Knowledge Management is an essential component in the race to optimise commercial transactions between businesses (B2B) as well as business-to-consumer services and business-to-government relationships.

By managing data and understanding sectors, Planet Trends is well situated to effectively map and communicate trends of value to our clients – to analyse past trends, illustrate current trends and predict future trends. In addition the increased visibility and transparency of our portals will benefit the industry overall as well as other stakeholders in the sectors in which we operate.

Markets Served

Planet Trends aspires to become the leader in high quality business intelligence for key sectors that contribute to the sustainable development of the planet.



wind power data

Our initial sector is Wind Energy with its portal www.windpowerdata.com launching at All-Energy, Aberdeen, in May 2009.



aquaculture data

www.aquaculturedata.com will launch in August '09 and plans are in the offing to expand to other sectors related to clean technologies and sustainable food production.

Enterprise Solutions

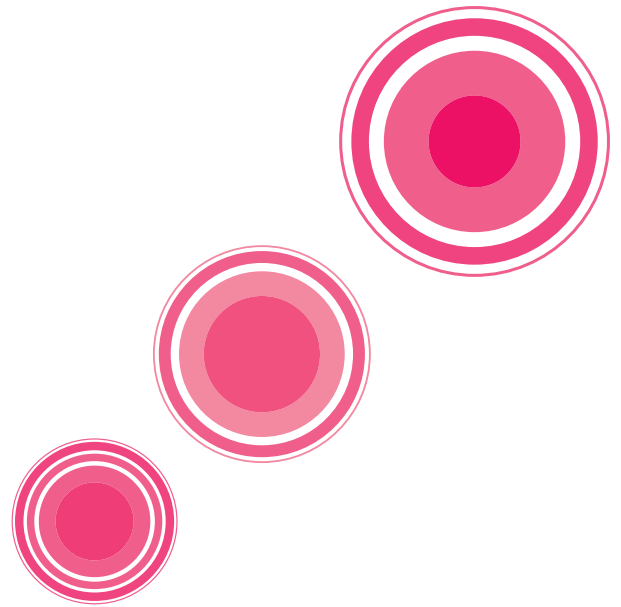
Planet Trends provides companies, agencies and other organisations with innovative enterprise solutions to manage data and knowledge. We have a responsive in-house customer service team that combines data management, project management and technology experts ensuring we are a cost-effective one-stop shop. Working attentively with each client, we customise solutions to needs and budget whilst managing clients' business intelligence in the strictest confidence.

Service Areas

- Research and data collection
- Data analysis and interpretation
- Data storage and distribution
- Branding and profiling services
- Visualisation and mapping

Enterprise Solution Examples

- Brand and product promotion through sponsorship and advertising packages on sector portals
- A dynamic map of a client's customer base to host on their company intranet
- Internal systems for sales teams to plan and monitor market share
- Resources for organisations to promote regional clusters
- Data portals for associations as a resource to members or customers with the possibility to earn income via selling advertising space
- Analysis and reporting on potential new markets for client products or services
- Custom illustrations of data sets; e.g. a print map of a client's customer base; print map of a set of data points; custom static and dynamic graphics
- Monitoring sector trends over a defined period to assist investors wanting to monitor changes, e.g., acquisitions



Planet Trends - The Company

Planet Trends is a limited private company registered in Ireland. Our aim is to be the first in the sector for data and knowledge management, towards which we are committed to delivering global solutions that produce results for our clients.

Please contact one of our team to discuss your Knowledge Management needs in the strictest confidence.

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