

CACHET INTERNATIONAL

THE DIFFERENCE BETWEEN INFORMATION AND INTELLIGENCE

Let's distinguish between "information" and "intelligence," and "data" versus "knowledge."

Data are just raw pieces of knowledge – such as that derived from databases and media scans.

Information contains data that has not been confirmed or analyzed; thus, it is not always correct.

Intelligence contains information that has been confirmed, analyzed, evaluated and, if necessary, interpreted for you.

You need intelligence that you can count on. Backed by over 40 years of CIA experience and 16 years of corporate intelligence collection, intelligence is Cachet International's specialty.