

# CHALLENGES IN THE IDENTIFICATION AND ACQUISITION OF STATE OF THE ART INTELLIGENCE

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*When states and organizations want to take an important decision they must obtain valuable data and information. The whole intelligence cycle must be very fast and clear for all decision makers, because time elapses and there are people waiting for their mistakes. All over the world information is flooding in great streams in all directions, and only the one who is well trained and watchful can pick up that information which is necessary to complete a process or to complete one's own data bases.*

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Any kind of human activity, from the beginning of the mankind, continuing with Metal and Bronze Ages, Middle Ages till today, has been based on the identification and implementation of all the elements necessary for human development in all its forms and for knowledge increase for the future. If initially knowledge was limited to a few items that now are taken for granted from a very early age, human society has gradually evolved and now it is characterized by complex processes, both at individual and social level in terms of social groups' development and actions as a result of using technology.

In the intelligence domain all countries have made huge efforts to maintain a high growth rate of population welfare, and in some countries even to expand it for being at the top of the economic chart.

All countries are interested in research that covers the relevant economic, political, social, and military areas and in their interactions. Only few succeed in this competition.

Even though most countries do not have the financial strength to go hand in hand with economic and military powers, some of them fail in some niche areas, mainly due to a shortage in highly trained human resource. Success is where the human resource manages to discover new areas of work, so as to ensure the supremacy of the State, mainly over neighbors and then, by extension, at regional, continental and / or global level. An example in this respect belongs to the Chinese military thinker Sun Tzu and concerns his discussion with King of Wu, Ho Lu, on training women. In those days no one counted on using women in the military structures for battle. Thus, Sun Tzu established two companies, and began their training with explanations and demonstrations. The activity was comical for court personnel until Sun Tzu ordered the execution of the two companies' commanders. Sun Tzu had nominated commanders from king's concubines. After their

execution, Sun Tzu wrote to the king that the two companies could be used for advanced training. He told king Ho Lu: "The troops are now in order. The King can come to review and inspect them. They can be used in accordance with the will of the king, they can go through fire and water." The use of women in combat as regular military structures represented an avant-garde spirit at that time, although for many skeptics they represented a total failure in battle, due to the fact that besides the fighting technique, the most important feature of the military is represented by the physical strength of men. In addition, Sun Tzu imposed a new trend concerning strategic military thinking, related to discovering those elements which can be decisive in winning the war. In fact it is hard to meet an enemy woman in the battle and behave like meeting a man. In time this theory has proved to be highly impactful because important battles were often won with such interesting moves (see in this respect the role of national heroines like Queen Boudicca, Joan of Arc, Catherine Teodoroiu and so on).

Nowadays, Research & Development have a great relevance for competitiveness and in finding niche areas. However, it was demonstrated that in many cases valuable human resource is not sufficiently developed inside particular systems. Hence, they are "imported" by being provided excellent research conditions and great income. For the past seventy years, with the emergence of the bipolar world, a number of states have become integrators of performance, primarily seeking to develop their own resources, but also to attract / recruit those specialists who live in states that would not

allow individual rights like freedom of speech or democratic choices on behalf of individuals and social groups. This battle was fierce after the end of the Second World War when the major players, the U.S. and the USSR, started "head-hunting" German specialists. Big winners of this competition were, by far, the Americans who welcomed German scientists not because of their desire to host them but because of their fear of not letting these experts reach the Russians. As a result, Americans acquired knowledge that was worth more than all their losses in Europe and the Pacific. Technological advantage would unfold over the next 60 years, when the U.S. distanced a lot from all its competitors. Furthermore, resources were acquired and processed in accordance with two goals: to help the development of their own system and for the destruction of adversary systems, represented by the USSR and communist ideology.

Gaining strategic advantage can be achieved through the development of strategic intelligence performance, which incorporates highly trained human resource, technology and almost limitless financial resources. At the beginning, Intelligence was a military specialization, with an exponential growth for the last 100 years. Its main information source were individuals. Then, in time, the methods and techniques have diversified. So, today, the role of the human being as a source of acquiring information has been surpassed by technology. Thus, in the early 2000, information obtained from human sources in military and economic states and organizations amounted to around five percent of the entire information system. In recent years

states have focused on lowering costs in all areas. However, in the intelligence community, and especially the strategic one, the expenditures have increased, so anything could be discovered by some states regardless of the methods used for this.

Similarly to military organizations, private firms have been struggling to obtain strategic intelligence in order to gain and maintain the markets in which they operate. This meant boosting their research and development field, increasing the specialization of staff, and obtaining information about processes and standards development in organizations from the same field of activity, inside the State or in those countries with technologies and similar performance.

Increasing specialization of personnel inside the organization is the key to success. Moreover, creativity is the privilege of the human and less of technology. In this respect, research carried out by the Carnegie Institute of Technology shows that 85% of financial success is due to skills in human engineering, personality and ability to communicate, negotiate, and lead. Shockingly, only 15% is due to technical knowledge. Moreover Keld Jensen, an American specialist claims that instead of exclusively focusing on your conventional intelligence quotient, you should make an investment in strengthening your EQ (Emotional Intelligence), MQ (Moral Intelligence), and BQ (Body Intelligence), to maximize the benefits. Thus, although many complex activities are accomplished with highly advanced technologies, ultimately, the decision of what is right, good and responsible is only for the human resolution.

For the last 20 years technology has exceeded most visionary minds of 100 years ago. At the same time human thinking has gone beyond many barriers, which years ago were unknown and new discoveries occur daily around the world. Economic, social and military phenomena are conducted, unveiled and reconsidered continuously, sometimes with expected results, but in some cases with unforeseeable outcomes. Just as those who thought that the U.S. housing market would not reach the turning point of 2007-2008, when Wall Street was disturbed and global losses were huge. The 2007-2010 period has demonstrated once again that some issues are completely predictable based on mathematical calculations, and man is always a linkage able to disturb political, economic and social systems.

The acquisition of advanced intelligence used to mean, on behalf of interested states, the planning of strategic areas. Development of strategic interest for performing intelligence acquisition was, according to some experts, states' and private organizations' concern. The private side is particularly found and developed in highly industrialized states, which have left segments of strategic interest to private companies, many of them multinational but the majority of stakeholders are indigenes. At the same time, many specialists, recruited by private companies, are former state employees, retired or attracted by higher salaries offered by these companies.

Another aspect of the problem is how to make strategic intelligence. For this reason there are Rating Agencies and Analysis Magazines (political, economic and military) designated

to create trends and directions, in most cases for the benefit of those countries that sponsor them. Although some expert's opinions really have a relatively high level, many results are made in order to manipulate. Such "achievements" were investigated even by the U.S. Senate committee (one of the "subprime" credits crisis, which led to the U.S. government's intervention in Wall Street to avoid the general collapse of the American and global economic system.

In the intelligence strategic game of "subprime" credits, major economic players represented by Banks managed to negotiate huge profits, which the year before had been unimaginable. Furthermore, their highly risky game created huge information resources to maximize all future opportunities to win with private players or the State.

State of the art intelligence acquisition has led to the phenomenon of resource "sharing" between all partners, organizations or countries. Although this happens very often, the research and development area is not under "sharing" conditions. Many states maintain their strong industrialized economies and military and technologies development within small groups, especially those who finance projects called "next generation", such as: "F35 multirole aircraft", "Mistral" ships, nuclear submarines, intercontinental missile and space programs. On the other hand, other states provide new military structures, like the Shanghai Cooperation Organization, as a counterweight to NATO. China, the second economy in the world, with huge growth potential, where labor is the cheapest in the world, following the policy pursued by the Chinese

state, and with the largest population in the world joined this organization, both at economic and military level. The advantages of cheap labor and of a large population can be currently countered only by India. This state remains outside any military organizations, even though their assets are 80% of Russian make.

Gathering strategic intelligence often led states and organizations to obtaining competitive advantage, creating the prerequisites for a rapid and sustainable development, especially where the state or the (multinational) organization, could support such an effort. Based on the first step in identifying areas, identities and resources, highly skilled individuals directly or covertly led the game for obtaining competitive information. The intelligence cycle run by humans has created important databases for each area of concern and their sub-branches to increase, primarily research and development and to ensure sustainable development elements of any state. Moreover, possession of strategic intelligence at higher levels has enabled disparity between countries participating in the negotiations, or between those in conflict. Obtaining data and strategic information has been a continuous activity for at least 2500 years, and its relevance has contributed to the identity and the existence of the modern state.

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