

The analysis of the networks shows how it is possible to detect the influence connexions which are involved in the networks so as to possibly modify them in its favour: that can be made by instituting a different organization if the network depends directly on the company or by exerting an action aiming at making evolve some actors in their presenting more or less convincing arguments or while acting indirectly on the opinion.

The problem lies in the fact that within the framework of the implementation of a strategy, one is generally not in the presence of one single network one entirely controls but of several types of networks:

- networks perfectly controlled by the company functioning in particular on an infrastructure belonging to it with various enablings depending only on itself
- networks independent of the company which does nothing but takes part in it where it can nevertheless make hear its voice and tie alliances
- completely extraneous networks with regard to the company but members of which can have an influence on its freedom of action.

Thus, it is to the interest of the company to model the whole of these networks thanks to the techniques of SNA so as to act on it by various means. This model will be fed at the same time automatically in the case of the networks of the first type and by techniques of the KM type in the case of the others; that could be done by starting from a specific data base resting on an ontology corresponding to the strategy the company carries on..