

# SMARTNEWS



SmartNews competitive intelligence provides you with only the freshest, most relevant news and information, to help you keep track of local and global events that impact on your business or organisation. Giving you timely, relevant news in an easy-to-digest format and the power to identify and react to opportunities and threats as they happen.

## WHAT IS SMARTNEWS

SmartNews is a personalised news service that empowers decision makers in companies and organisations, through the delivery of timely and relevant news and information.

SmartNews tracks Internet news sources worldwide, according to customer defined search expressions and delivers a summary of relevant articles via a news portal, daily newsletter and/or raw format XML or RSS feed. This groundbreaking technology also tracks reader behaviour and uses this feedback to prioritise and refine the content displayed. This in turn provides an increasingly relevant view of the news.

CEO's, MD's, managers and knowledge workers, who use SmartNews find it a valuable, timesaving tool. One that helps them stay up to date with what's happening in an ever-changing business environment.

## WHY SMARTNEWS

- Empower decision makers with relevant, timely news content
- Boost morale by keeping employees informed and up to date on company and industry developments
- Keep up to speed with competitive events, industry trends and relevant changes to legislation
- Monitor positive and negative coverage of your company or organisation
- Track mentions of key spokespeople, products, services, or clients



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## SMARTNEWS FEATURES

- News content may be delivered via portal, email, XML and/or RSS
- Additional information such as weather, foreign exchange and stock market data may be presented in the SmartNews portal.
- SmartNews is a learning system which continuously refines its search parameters
- Automated relevance rating
- Search on historical news items
- Adaptable to diverse markets

## SMARTNEWS BENEFITS

- High levels of accuracy and relevance of content due to intelligent search filters and personalisation features
- Experienced SmartNews consultants are available to advise on optimal search expressions
- Ability to make ongoing adjustments to search expressions, edit distribution lists directly to the system and make changes to the look and feel of your news portal.
- Logical categorisation of articles for ease of use
- Save time and expense when conducting research or market monitoring
- The system offers numerous pricing and delivery options



**McGregor BFA**

Power through knowledge

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