

Wisers Solutions

“Beyond suitable – suited.”



In today's fast-paced business environment, having the correct information at the right time is crucial for not just strategic development, but daily decisions. Wisers Solutions is a tailor-made solution for all clients wishing to maintain an edge in their business. For situations requiring a solution beyond the reach of the standard product suite, Wisers Solutions offers a service tailored for specific requirements, allowing the delivery of information not only on time, but also in the format desired.

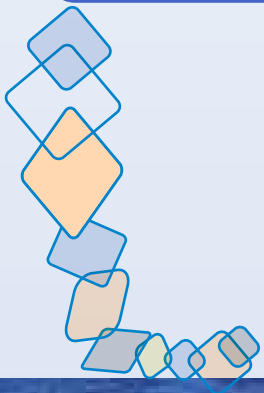
With different clients having various needs, Wisers Solutions is able to deliver a specific solution for each client - whether these needs result from media monitoring, knowledge management, market intelligence gathering, or crisis management. Whatever the requirements, scope or time, Wisers Solutions can deliver you the maximum benefits.

Customizable Feature Set:

- Customized capabilities. A customized interface and design of the system architecture, allows us to match clients' workflow, and information data requests into specific categories.
- Analytical service and support. Thorough analytical and charting tools allow media exposure measurement, and various analysis reports as required.
- Integrated platform. A combination of modules designed for the clients' specific purposes, offering a single point of access to the vast range of information collected and collated from multiple sources.
- Comprehensive depth and breath. The information resource is as deep, in terms of detail and history, and broad, in terms of information sources, as the client requires (news, web, ads and research reports).
- Digital archive. Covering 20 million in archive as of January 2004, growing by 0.5 million per month, our service is fully web-enabled to allow swift and easy access.
- Editorial toolset. Editing, summarization and synopsis features enabled, and users can download, print and forward as necessary for circulation and/or filing.
- Premium services. Email Alert functions allow integration with corporate mail systems, and Image Viewer functions allow abstraction in original formats.

Benefits:

- Customized knowledge management system. External and internal documents are integratable on a single platform, allowing for a better range of information available from which to make informed decisions, or identify opportunities and threats. Specific processes such as brand and reputation management are also streamlined.
- Facilitation of crisis management. Unexpected crisis situations require accurately filtered information, to be delivered in a timely manner and for a detailed and appropriate response. In order to formulate this type of rapid responses, solid data analysis and support is crucial.
- Full-view market intelligence. Users are able to monitor the competitive landscape from multiple angles through a single integrated platform, thereby enhancing the competitive intelligence system, by identifying opportunities and mitigating threats promptly. Industry trends can be identified practically real-time, and specific requirements such as media monitoring, or responses to marketing campaigns can also be ascertained almost immediately with consolidated reports.
- Digitalization of media monitoring. By utilizing a digital archive, paper use, administration and delivery costs are minimized yet information retrieval is still simple and rapid.
- Information flow efficiency and facilitation. Multi-location functionality is supported, allowing collaborative analysis and efficiency savings. Moreover, information flow is enhanced through the centralized platform ensuring effective communication and a coherent, congruent information base for corporations with various departments or large user bases.



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System Interface

- Client's logo can be inserted for a customized look and feel to merge with their corporate website.
- Customized categories can match clients information request / knowledge management specifications.
- Display of critical information such as media type, word count, tone analysis, article type etc.
- Comprehensive information sources from up to 1,500 verifiable sources, including newspapers, magazines, newswires, websites, etc, for full view of market intelligence.

Information Content

- Full text, summarization, or translation offered by request.
- Scanned image provided for a complete version of relevant data / information.



Editorial Features

- Enable editors / corporate librarians or public relation consultants to move, copy or delete articles among categories.
- Analytical functions for media exposure and impact assessment.
- Tools for article ranking, sorting by date, source and region, assessment of impact, media exposure, article type, translation etc.

Crystal Report

- Analytical tools to allow users to compile crystal reports, including article content, translation, media analysis, tone analysis, word count, summarization etc.



Email Alert

- Daily and timely email alert function with customized design for individual organizations.
- Email alert function covers all relevant data and information including article content, translation, and tone analysis etc.

