

WiseEnterprise Solution Offerings

Our solution offers a wide range of excellent features, flexible functional modules and content packages to meet different business requirements. Our solution features :

- ✓ Categorized News
- ✓ Retrieval and Distribution Functions
- ✓ Media Publications' Circulation Data and Word Count
- ✓ Customized User Interface
- ✓ Edit and Analysis Tool
- ✓ Express 830 (daily news delivery at 8:30am)
- ✓ Dashboard (with customized chart, and supporting data)
- ✓ Quick and Advanced Folder Search
- ✓ *Multimedia Content
- ✓ *Web News Content
- ✓ *Social Media Content
- ✓ *Article Image / Snapshot / Advertising Value

* Value-added functions and features available upon subscription

Reputable Clients

Wisers has built an unrivalled reputation for delivering quality solutions. Our clients include local blue chips, Fortune 500 companies, international banks and financial institutions, as well as the governments. Some of them are:

Ageas Insurance Company (Asia) Limited
 Alibaba.com Limited
 Cable TV
 Café de Coral Holdings Limited
 Cathay Pacific Airways Limited
 China Mobile Hong Kong Company Limited
 GlaxoSmithKline Limited
 Hong Kong Film Archive
 Hong Kong Tourism Board
 Hysan Development Company Limited

Kerry Logistics Network Limited
 Ngong Ping 360 Limited
 Samsung Electronics Hong Kong Company Limited
 Sheraton Hong Kong Hotel & Towers
 Societe Generale
 Sony Corporation of Hong Kong Limited
 Standard Chartered Bank (Hong Kong) Limited
 The Hong Kong Polytechnic University
 The Hongkong and Shanghai Hotels, Limited
 and more.....



Banking, Finance & Insurance



Hotel & Tourism



IT & Telecommunications



Luxury Brand & FMCG



Property Development & Management



Public Utility & Transportation

Wisers 慧科
 Advantage through Intelligence

To learn more about the complete suite of **WiseEnterprise Solution**, contact us today.

Solution Enquiry | T: (852) 2948 3880 | E: productenquiry@wisers.com

Hong Kong 香港 • Macao 澳門 • Beijing 北京 • Nanjing 南京 • Shanghai 上海 • Shenzhen 深圳 • Taipei 台北

Wisers 慧科
 Advantage through Intelligence

WiseEnterprise

ProActive media and market intelligence solution

Increase Media and Market Intelligence

With the world's largest collection of Greater China content sources, **WiseEnterprise** is the best window to your market. This integrated solution delivers **relevant, timely, and comprehensive** news and market information that lets you keep pace with the world in a manageable manner. It keeps you updated of threats, opportunities and market trends so you stay ahead in today's increasingly competitive markets.



Unparalleled Benefits

Most comprehensive Greater China news & information...

aggregating over thousands of key content sources, covering newspapers, magazines, broadcasts, websites, social media, advertisements and industry-focused information. Wisers' top tier content providers offer authorized information, ensuring legitimate usage in your company.

Proactive and timely competitive monitoring...

raises your market awareness by not only automatically monitoring but also proactively analyzing a wide range of relevant media and market data, and transform them into valuable information.

Customized knowledge management solution...

with flexible functional modules and professional consulting services that can be tailored to address different user requirements, ensuring high efficiency and satisfaction.

Powerful Features

1 Customized news categorization...

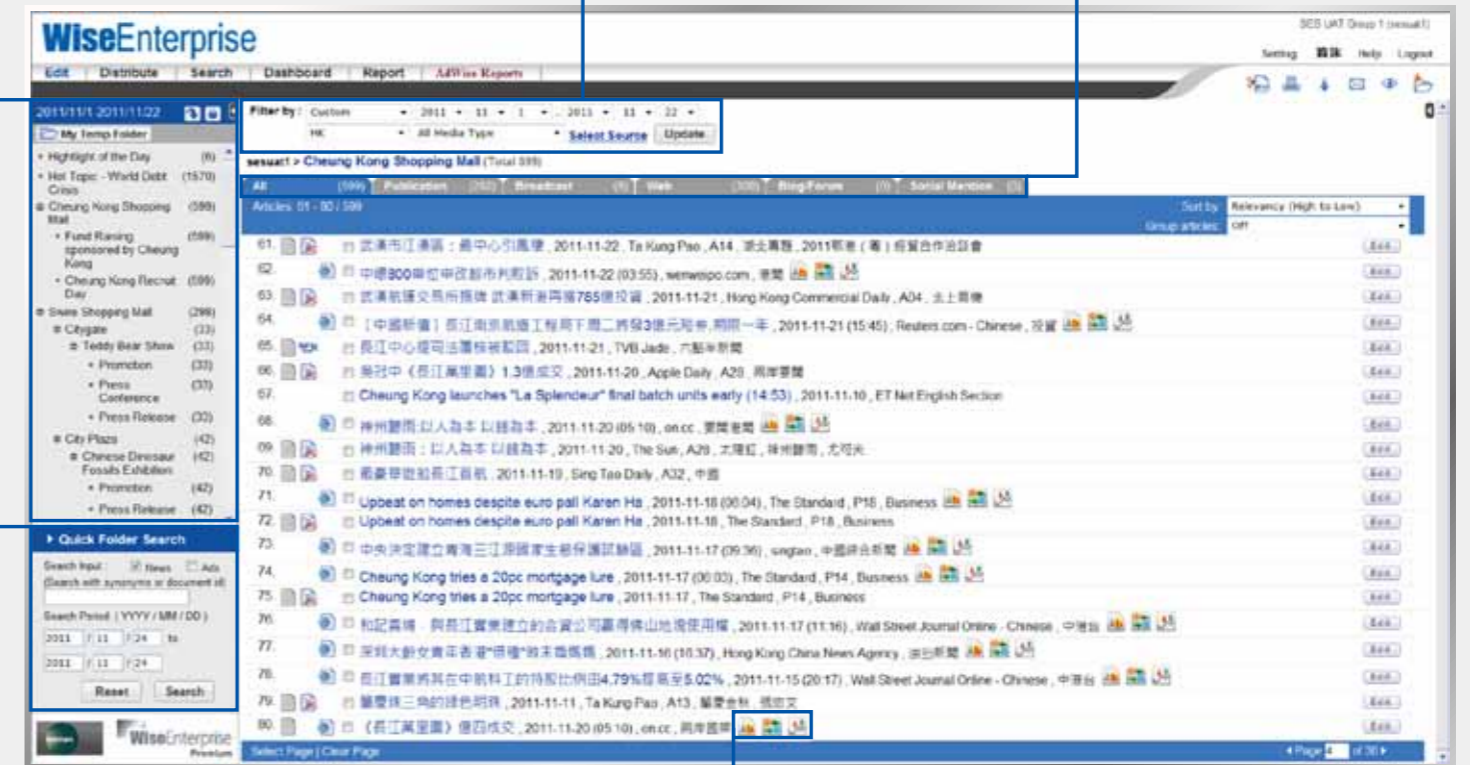
via automatic folder filing based on predefined keywords, for easier searching and filtering.

2 Dynamic search options...

filter by date, region, media types and even specific content sources.

3 Multiple content sources...

cover publication, broadcast, web, as well as advertisements and social media.



4 Quick folder search...

specify the keyword and dates to narrow down the search results retrieved from independent folders.

5 Useful online media tools...

include keyword highlight, web translation and website ranking tool.

Empowering Everyone

Management and Key Decision Makers...

keep abreast of important news and market movements anytime, anywhere to better support crucial business decision-making.

Corporate Communications Professionals...

gain early warning and crisis alerts to protect corporate image. Devise more effective PR strategies for faster response and better crisis management.

Marketers and Brand Managers...

easily keep track of marketing campaigns, brand reputation, and competition, to plan effective marketing and brand strategies.

PR and Media Consultants...

keep track of the news and market trends of their clients and be well informed to devise more effective media communication strategies.

Financial and Business Analysts...

receive timely Greater China business news and stock market updates as early as 8:30am (HKT).



6 Detailed information & article image...

with headlines, detailed content, image sizes, PR values, keyword highlight and meta data.

7 Article management and editing tools...

can copy, move or delete articles in the folder, and add translation, summary, keyword and tone label, etc to the article.