

Reach constituents
with critical information
wherever they are

Enterprise Alert Manager

Your integrated RSS management solution



When to use it>>

- Automatically manage and deliver relevant content to decision makers
- Share information enterprise-wide from sources like *Dialog*, the Internet, even your company's intranet
- Identify potential business partners
- Customize feeds with editorial reviews
- Deliver content via email, portals, intranets, desktop applications and mobile devices

Who uses it>>

- Information specialists
- Marketing professionals
- Sales executives
- Competitive and market intelligence analysts
- Business development professionals
- Mergers & Acquisition specialists
- R&D leaders
- Licensing professionals
- Corporate communication managers
- Chief information officers

Facilitate Collaboration



Enterprise Alert Manager allows for easy review, annotation and sharing of content from multiple sources.

Easy to use, easy to manage

If you manage information across an enterprise or just parts of it, *Enterprise Alert Manager* can improve your service and simplify information distribution. It is easy to use, easy to manage, completely scalable and truly integrated. *Enterprise Alert Manager* allows you to:

- > Centralize content management, including credentialing
- > Manage access to feeds
- > Customize information feeds for specific constituencies
- > Enhance content with editorial reviews
- > Reach your users where they are with mobile delivery of content

- > Customize alert output to reflect your organization's brand
- > Create a collaborative work environment
- > Access reporting on group feeds, users and subscriptions

There is no software to install for individual users with this server-based solution that includes robust administration and collaboration tools based on corporate directories. IT professionals will be pleased with the easy, clientless deployment to potentially thousands of users. *Enterprise Alert Manager* solves the RSS deployment quandary while at the same time reducing email load and network strain.

Smart Feeds



The smart feeds feature enables users to be alerted to articles of interest that show up in internal feeds, feeds subscribed to by others in the organization or public feeds.

Support timely decision-making

Non-traditional sources of information are becoming just as essential as traditional sources in today's expanding information market. You need to manage critical information and discourse from conventional news sources, as well as from blogs, the Internet and other content feeds to give your users a complete competitive picture. And you need to push that information to the tools they prefer.

Enterprise Alert Manager has it all. This federated alerts and collaboration solution enables you to access and distribute internal and external content feeds across the enterprise. Provide users

access to content feeds via RSS through a variety of delivery mechanisms like these:

- > Email: Microsoft Outlook® and POP3
- > Web browsers: Internet Explorer® and Mozilla Firefox®
- > Mobile devices: BlackBerry®, Palm®Treo™ and SmartPhonesSM
- > Portals: IBM WebSphere, Microsoft SharePoint® and Plumtree®
- > Company intranet
- > And more!

Customize Taxonomies



Taxonomies can be created at the group and user level that cater to the information needs specific constituencies.

Enhance value with customization

With integrated customization tools, you can easily review, annotate and share content from multiple sources. Allow users to rate and forward articles via email, or "clip" articles and provide comments. Or group "clipped" articles with users' comments and annotations to create a separate feed subscription, much like a newsletter.

You also can create taxonomies at the group and user level to cater to information needs of constituencies, and use "Smart Feeds" to alert users about articles of interest in internal feeds, feeds subscribed to by others in the organization or public feeds.

Gain the Enterprise Alert Manager advantage today

The information marketplace is continuously expanding. *Enterprise Alert Manager* lets you keep pace with the growing number of content feeds to ensure your users have all of the pieces of the information puzzle for a complete picture and the competitive edge.

Enterprise Alert Manager is available through subscription as a stand-alone service or in addition to a *Dialog* subscription. For more information about Enterprise Alert Manager, please visit scientific.thomson.com/products/eam.

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