

2010

Updatum Business Briefing



Updatum Business Briefing for Market research and intelligence

...as Internet has become the single most important source of information

‘While it used to be only the large corporations that could afford systematic market research – it’s now about having employees sufficiently conscious and skilled – to utilize the new, efficient and low cost tools. We train and secure our clients to become more competitive – spotting key changes across all relevant markets.’



Instantly search and monitor through specific industry niches, expert blogs, forums and online media in 140 countries. Or drill down to search for key updates from deep web, behind password or from a few selected sources – where key market updates are revealed as early signals.

Updatum Business Briefing enables you to structure all facets of the market your personnel needs to stay updated with – and presents overviews and latest updates in our portal, through newsletter reports and through feeds into your corporate web site.

We make both generic industry intelligence as well as customized monitoring for your specific niche – covering the latest M&As, global/local market leaders, changes in partner structures, new product launches, latest research and innovations.

Historical search available for all end users – making it easy verify rumors and drill down for separating facts from rumors.

Explore the research-opportunities you didn’t know existed or thought you couldn’t afford – or just use our consultants and “editors for hire”.

You will learn how we combine the best from high end and costly human research consultants with the best from 1st generation web-monitoring agencies. You will see why more than 10,000 companies rely on us to monitor the web.

No other vendor can provide such a sophisticated monitoring of Internet at such a low cost. In fact we offer a best price guarantee towards similar service.

CyberWatcher and **Updatum** are Scandinavian companies with offices and partners in the United Kingdom, Germany, Austria, USA, Denmark, Finland, Poland, Slovenia, Serbia, Croatia and UAE. We have 10 years of experience within web

The screenshot displays the Updatum website interface. At the top, there's a navigation bar with 'iPad' and 'updatum' logos. Below the navigation, there are several news articles with headlines such as 'Biz Break: Apple's iPad: 'At that price, they'll sell millions'', 'Apple launch new tablet', 'Roberts: Fears Of Comcast Migrating NBC To Cable Net Should Be 'Off the Table'', 'Apple unveils new iPad tablet - Ireland.com', and 'Apple unveils new iPad'. To the right of the articles, there is a 'Statistics' section showing a line graph for 'Apple Tablet' with data points for various dates. Below the statistics is a 'Contact Us' section with an 'email us' button.

monitoring.

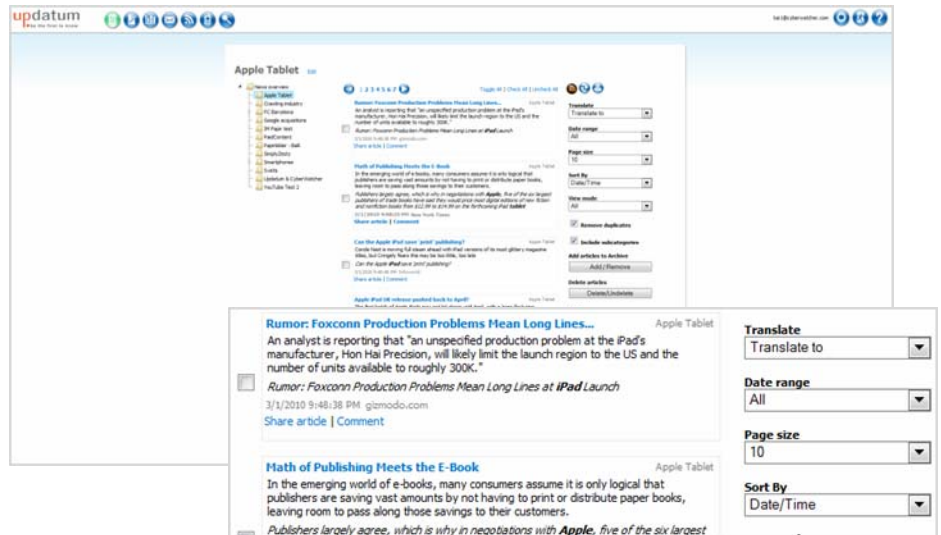
The products and services of Updatum

Automatic translation integrated

The primary product of Updatum is the web monitoring portal which is used by hundreds of enterprises in various countries. It has easy-to-use functionality and supports several languages. It includes the most extensive editor module for sorting, presenting and publishing the findings in the market.

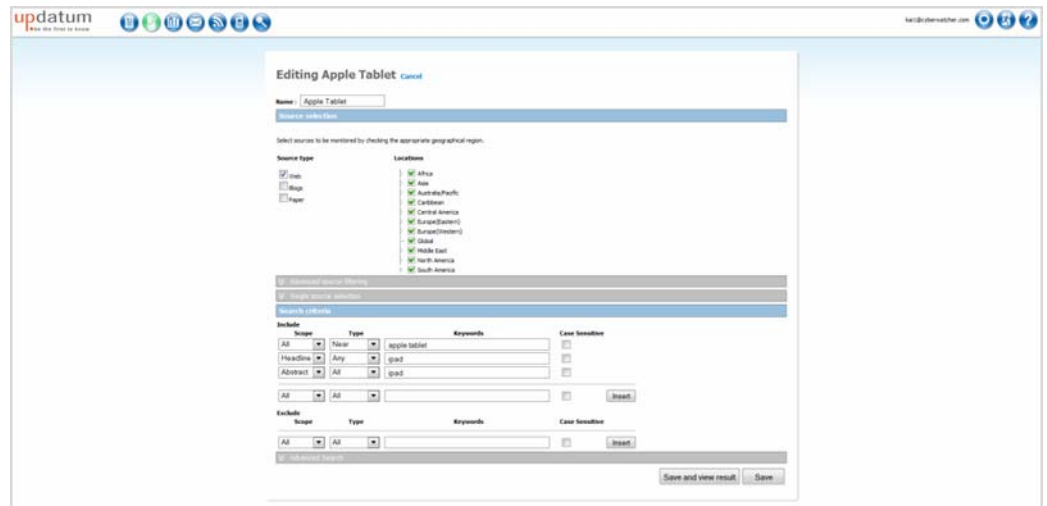
News

You are presented with the tree of all monitoring categories and the abstracts of the latest news next to them. The search results are listed chronologically with the article headline and abstract. The original source is shown and time and date for when the article was found. At your fingertips you have tools for translating, printing, adding comments, sharing, rating, tagging, RSS, etc.



Profile setup

You can configure all the monitoring and search options, including advanced mode for source selections, single sources, and flexible keyword settings with advanced relevance filtering.



Dedicated editors looking after the quality of production whenever necessary

Statistics tool

Tool for quantitative analysis of search results includes

- All common graph types
- Possibility to save graph
- Preset graph settings for most common analyses
- Export data
- 3D graphs
- Graph feed



Test our FREE Cost Cut Calculator for monitoring services

RSS feeds

You can do advanced filtering and distribute your findings as RSS to your webpage, intranet or any RSS reader. From fully automatic feeds to manual selection of articles to be distributed.



Publishing

Distribution of your findings within the organization.

- Automatic newsletter distributed at any given time and frequency based on settings defined by you.
- PDF or HTML
- Layout and colors can be customized for client using style sheets.
- Filter on headline allows filtering out duplicates
- Client logo can be added to the Newsletter heading
- Online archive of newsletters. Your newsletter has a link to an online version including previous newsletters.
- Newsletters include statistics such as number of reports since latest issue, latest month, and graphs showing the coverage of your categories.
- Newsletter include a new translate feature that lets you translate the articles into English



Research centre

You have the possibility to make an instant research on any topics from any customized sources you need, including other aggregators of news, blogs, etc.

Additional services

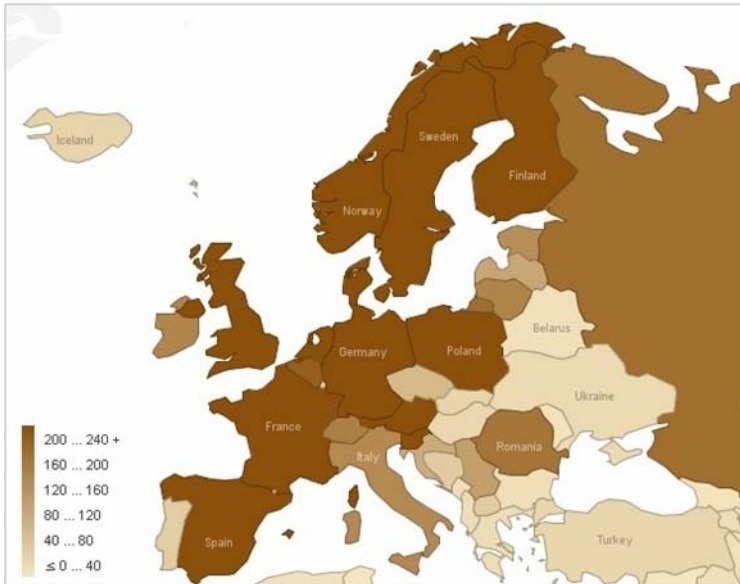
Together with CyberWatcher, Updatum is offering a number of more sophisticated products and services to its clients and partners:

- Automatic news feed delivery through webservice in XML format, with the additional data on sources (country, section, publish date etc) and simple division by the country, industry or topic covered.
- Performing client-specific assignments: delivering customized feeds based on requests (for example, all articles published in a specific country which write about a specific company)
- International monitoring of blogs.
- Integrated intelligent news search engine for rating, archiving, searching, source tagging and categorizing.

The screenshot displays the NANO NEWSSEARCH interface. At the top, there's a search bar with 'Raiffeisen' entered. Below it, search filters like 'All', 'Exact', 'Relevance', 'GoogleStyle', 'Boolean', 'Case Sensitive', and 'Show Images' are visible. The search results are categorized by location and topic. A sidebar on the left lists locations such as Poland (1514), Romania (599), Hungary (284), and others. Below the sidebar is a bar chart showing article counts over 12 weeks. The main content area shows several news snippets, including 'Inflacija u veljači 4,2 posto na godišnjoj razini 4%', 'Raiffeisen Cash 11%', and 'Bankomat zjeda zlotovku 4%'. Each snippet includes a date, time, and a 'Related' link.

In addition to all of these services, we offer to our partners and clients on-going support and training on how to maximize the usefulness of our solutions. We deliver emails, phone-calls, video-conferences and physical visits to our clients whenever it is necessary.

Our coverage of online sources



Our broad monitoring covers the biggest national online media in all European countries.

For most of the Western Europe the coverage includes up to 1000 media sources – with a total of 15,000 European sources from 39 countries, including press releases, blogs, organizations and governmental websites, and discussion forums from certain countries. We are able to include all possible online sources from any specific country upon the request of clients.

Around the world, we monitor approximately 40 000 sources in 150 countries in 40 languages.

Possibility to create and save different types of graphs and charts