

## A typical NewsRoom Scenario

A global telecoms company has to track;

- multiple competitors for latest news, financial filings, new products, web site changes, etc
  - regulatory web sites in multiple countries
  - association web sites in multiple countries
  - numerous blogs and specialist news sites
  - on-line journals and magazines
  - multiple other sites
1. The product management team is assigned to track these sources and produce alerts and newsletters for multiple audiences. The team is spread over multiple countries, and there is often duplication of the sites the team visit, meaning wasted time.
  2. The company subscribes to a paid news service, purchasing a number of access licenses and an expensive "portal license" for wider group of users. *The service is great but only covers actual news and press releases, not corporate governance changes or job openings.*
  3. The product managers make best use of RSS feeds, and have the latest news piped into their e-mail application as well as RSS readers on their desktop.
  4. RSS is great, the news comes in on schedule and in a re-useable format, *however, not all monitored sites have RSS, and even those that do most often will not include financial filings or price changes.*
  5. *Generating multiple news-letters is also an issue.* There is duplication for their internal audience and each product manager has to produce multiple newsletters for different countries and different functions (sales, R&D, Production, Management, etc). Most items are subject to copy and paste into either a word processing or presentation application.
  6. *Storage is an issue,* each product manager has separate dedicated folders that store archived newsletter.

## NewsRoom can solve these problems;

- all news funnels into a central, searchable database – search by source, keyword, date, source or category
- Because all RSS feeds are stored in NewsRoom, they are categorised automatically, published automatically and duplication is cut to a minimum
- All sources can be monitored using virtual RSS, which means the product managers no longer have to visit sites manually, saving time individually and collectively

- E-mails to product managers are reduced dramatically – everything now comes through NewsRoom
- Newsletter formats are standardised: even better - newsletters include a summary, commentary and links to the original item – mostly done automatically
- Newsletters are produced and sent automatically, saving on duplication and time
- All Newsletters are archived centrally by NewsRoom, making them easily searchable by the team
- Newsletters can be traced for delivery, opening, bouncing and click through. Now the team can see what is important for their audience and prove useage? (better phrase needed)
- Cost is reduced – NewsRoom is licensed by company or business unit, is a one off fee. NO more user licenses or renewals.
- Users can visit the NewsRoom portal to search for themselves
- Users can also suggest new sources by using built in forms
- In company RSS can be easily generated from NewsRoom, just a couple of clicks and news is piped to those users who subscribe