

News You Can Use



Professional Services firms need to have access to news, current topical information and developments affecting industries, practice areas, and clients in as near-time as possible to remain competitive, increase the firm's collective expertise, and improve communications with clients. Reducing the amount of research and subsequent time reduces costs in terms of billable hours and helps the firm maintain and strengthen its market position.

Access to the latest information and insight supported by real-time discussion and collaboration between staff working in different practice areas, industries and geographic locations improves the firm's collective expertise and performance.

SyseroCA

SyseroCA (Current Awareness) is a leading edge self service media tracking and monitoring application that tailors knowledge resources to individuals, teams, and firms.

Organizations can now combine RSS feeds to create news portals that provide instant access to news and information about clients, prospects, competitors, changes in the regulatory and legal landscape, and global or regional news.

Developed on the Microsoft SharePoint platform the application is easily deployed and can be rapidly customized to meet firm or end user requirements. All administration is done natively through SharePoint and eliminates the complex control panels found in traditional applications.

Views can be created within SharePoint to accommodate the need for shared views as well as personal views that are easily configurable by the end user.

Automatic Translation of Content

Articles in different languages are translated simply by hovering the mouse over the text.

Ease of Use

End users do not require IT expertise to build custom views and add news feeds and items to their own personalized pages. Through a simple click, an item can be added to their personal pages.

Eliminating Information Overload

One of the inherent problems in news feeds is the ability to separate the relevant information from the irrelevant information. Concept Searching's conceptClassifier for SharePoint product delivers semantic metadata generation, automated classification, and taxonomy tools within SyseroCA. Utilizing conceptClassifier for SharePoint's unique compound term processing technology, semantic metadata is generated from the RSS news feeds and automatically classified to the SyseroCA taxonomy. The taxonomy is easily managed and terms specific to the firm can be added, modified, and changed to reflect new topics of interest.

Based on the concepts contained in the content articles and news associated with the firm's SyseroCA taxonomy articles and news of greater interest are ranked higher.

Integration with Subscription Feeds

In addition to RSS feeds, subscription based feeds can also be utilized by SyseroCA to provide a single interface with content aggregated from diverse information sources.

Collaboration, Ratings, & Comments

With the substantial rise of RSS feeds, typically delivered via email, information is read and processed on an individual basis. With the massive amounts of information available, staff may miss critical information or spend significant time sorting through and eliminating irrelevant news.

SyseroCA delivers more than news and information. Robust collaboration capabilities have been included offering users the ability to bookmark, rate, and comment on news items and articles. They can circulate articles and information among their peers and share their ratings and comments with other users, creating a real-time discussion thread within the firm.

Authorized users can also highlight relevant news and discuss them with their peers, including those in different practice areas and geographic locations.

News Groupings

A key advantage in SyseroCA is the ability to fully customize the application to the firm's requirements and the user requirements by grouping live news stories by country, topic, practice area, or any unique firm requirements.



Customized Portal Pages

Authorized users, such as knowledge managers, professional staff, marketing, and business development professionals can create client, practice, or industry based portal pages which can include not only news content but also web links and other relevant information.

Personalized Pages

Users can create their own personalized news page by selecting from the firm's feed and tailor it to their information requirements, which may change depending on the work they are undertaking at that particular time.

Personal e-mail alerts can also be created for notification of news and events as they happen or through a twice daily news summary as well as team, group, and firm newsletters.

Private News Archives

Stories of interest, along with end user comments and discussions are saved, indexed and searchable providing a private news archive for future reference.

Newsletter Automation

SyseroCA delivers newsletter automation capabilities through easy-to-use templates. The newsletters can be used for external client communications, industry updates, teams, firm, or for any other topic.

The format of the newsletters can be customized for weekly or daily news. This easy-to-use feature is provided via a pop-up where the authorized user can select the pre-defined template and add relevant news and article to the newsletter.

SyseroCA will automatically populate the template with the designated news articles.

Private News Monitors

Private new monitors can also be created to track key clients, competitors, or any defined topic.