

#### PRODUCT DESCRIPTION

Nexcerpt is your Virtual Research and Publishing Assistant, delivering the right information to the right people at the right time. It automatically monitors, gathers, and filters information from a wide array of sources, using queries you define. Daily, on your schedule, it delivers filtered, highly relevant results to you, or to any audience you choose.

Nexcerpt's publishing function also allows you to annotate relevant content to share with your target audiences, via e-mail newsletters or publishing to a web site. You may accumulate and publish on any schedule -- daily, weekly, or as your time permits.

As a Nexcerpt user, you gain up-to-date information about clients, prospects, competitors, and industries. By publishing to internal or external audiences, or both, you demonstrate your expertise, and share valuable insights. Nexcerpt allows custom formatting and co-branding of published content, to reinforce branding and identity within each communication.

#### APPLICATION: COMPETITIVE AND INDUSTRY ANALYSIS

A major management consulting firm needing to keep abreast of time-sensitive, rapidly changing industry news and analyst information chose Nexcerpt for its proactive search technology and for the effectiveness of its annotation and publishing tools. Nexcerpt allowed this firm to enhance internal cross-team communication as well as to improve external client communications. Nexcerpt also allowed this firm to consolidate firm-wide information management processes, which led to increased productivity, reduced costs, and better overall decision-making.

By using Nexcerpt, this firm was able to reorganize its entire information services operations within a few short weeks of implementation. Before Nexcerpt, a team of dedicated researchers and analysts undertook the tedious job of manually searching, clipping, editing, formatting, distributing and archiving information relevant to the company's core business. Nexcerpt freed these resources to be applied to client initiatives, and to improved team awareness of current issues.


By making information management processes more efficient, the company is able to:

- Ensure that consulting teams are up-to-date on important news and industry developments.
- Demonstrate expertise and provide value-added information to clients and internal teams.
- Display customer focus and attentiveness to existing clients.
- Recognize savings and improved productivity through more efficient and effective processes
- Free resources and employees to be applied to higher value projects and tasks.

#### NEXCERPT'S CONTENT

Driven by user queries, Nexcerpt's sophisticated and proven search technology gathers and filters information from an array of data sources. Content ranges from commonly accessible Websites (including those that require registration) to internal data sources, such as corporate Intranets. Users choose which Nexcerpt data solution best suits their needs:

- *Basic* - Select any or all from Nexcerpt's 5500+ news and information sources (growing daily)
- *Expert* - Select from Nexcerpt sources plus additional sources specified by user (some may require authentication)
- *Custom* - Customized content for business partners using internal data sources and content (may also include Nexcerpt's sources, if desired)



"Nexcerpt solves some prevalent problems for knowledge workers and information managers. It provides continuous and up to date information, but in manageable bites. It eliminates the tedium of putting together a newsletter from diverse sources, since it is a search, editing, and publishing tool all in one. It removes the complexity of the publishing and distribution process, and it delivers useful subsets of documents."

#### IDC

#### For more information:

Nexcerpt, Inc.  
3506 Lovers Lane,  
Kalamazoo, MI 49001  
United States

+1.269.226.9550 (phone)  
+1.269.349.9076 (fax)

www.nexcerpt.com  
info@nexcerpt.com

#### DELIVERING RESULTS

Upon receiving the day's Nexcerpt, you may add your expert comments before or after any excerpt. Your commentaries become part of the issue Nexcerpt will publish. When Nexcerpt delivers your issue, it creates a connection with everyone you need to touch, and offers a simple mechanism to encourage recipients to offer you feedback.



World Leaders in Enterprise Marketing Management

Nexcerpt for: EMM Consulting  
Editor: LSmith - EMM  
Published at: Tue, Nov 26, 2002 15:36

Current articles of interest

#### Source

**1. Fox News**, Mon, Wed, Nov 20, 2002  
[FOXNews.com](http://FOXNews.com)  
News / Internet / Daily

[text](#)

...shaving gels were priced the same for both genders. But the deodorant and soap aisles were another story. Powdery and floral-scented 2.6-ounce Secret and Dove solid antiperspirants for women cost \$3.27 and \$3.39, respectively. A 2.3-ounce Lady Speed Stick solid costs \$3.49. Comparatively, 2.8-ounce Gillette and Right Guard solids -- marketed to men -- cost \$2.99. And Speed Stick (displayed with the "manly" deodorants) costs \$2.29 for 2 ounces and \$3.19 for 3. A...

This article focuses on the differences in pricing of products for men and women. As examples, it includes products manufactured by Procter & Gamble, Unilever, and Gillette.

**2. Infoworld**, Fri, Nov 22, 2002  
[Analysis: WiFi\(ght\) a fast connection?](#)  
Science and Technology / Magazine / Daily

[text](#)

...However, other companies, even with vast VPN experience, are showing more caution. Consumer goods manufacturer Unilever in London is currently testing the waters with WiFi, before taking the big dip. ... increasing security risks and adding complexity," said Nick White, global infrastructure director at Unilever. "We're still not finished implementing our global fixed-line VPN network after more than three years of...

Unilever in London is using Wi-Fi (Wireless Fidelity) technology on a trial basis. "We're definitely interested in the technology and how it can increase productivity but, at the same time, we're concerned about increasing security risks and adding complexity," said Nick White, global infrastructure director at Unilever."

**3. Infoworld**, Fri, Nov 22, 2002  
[UN: worldwide use of Internet, e-commerce still growing](#)  
Science and Technology / Magazine / Daily

[text](#)

...issued Monday by the U.N. Conference on Trade and Development (UNCTAD). Additionally, the value of goods and services bought and sold over the Internet, e-commerce, could reach as high ... messaging or making purchases in the U.S. than in any other country. Japan, China and Germany followed as the countries with the highest rate of Internet access for its citizens,...

According to the UN's annual "E-Commerce and Development Report", e-commerce is growing steadily along with the global rise in the use of the internet. The number of internet users globally is expected to reach 655 million by the end of 2002, a 30% increase over this time last year.

#### For more information:

Nexcerpt, Inc.  
3506 Lovers Lane,  
Kalamazoo, MI 49001  
United States

+1.269.226.9550 (phone)  
+1.269.349.9076 (fax)

[www.nexcerpt.com](http://www.nexcerpt.com)  
[info@nexcerpt.com](mailto:info@nexcerpt.com)

#### FEATURES AND BENEFITS

Features	Benefits
<i>Simplicity and Efficiency</i>	<ul style="list-style-type: none"><li>• Makes powerful tools easy to use and understand</li><li>• Offers quick user configuration and content audit</li><li>• Works intuitively and uniformly within a single interface</li><li>• Coordinates selection, annotation, and delivery of data fully</li></ul>
<i>Flexibility</i>	<ul style="list-style-type: none"><li>• Permits quick adding, editing, and updating of user profiles</li><li>• Annotates and disseminates any amount of information easily</li><li>• Delivers by e-mail, either as HTML or plain text</li><li>• Publishes to web sites, either public or private</li></ul>
<i>Automation</i>	<ul style="list-style-type: none"><li>• Saves time by replacing manual search routines</li><li>• Assures thorough, unattended news monitoring and retrieval</li></ul>
<i>Relevance</i>	<ul style="list-style-type: none"><li>• Filters, scores and prioritizes all new information daily</li><li>• Focuses your time on the freshest, most relevant content</li></ul>
<i>Completeness</i>	<ul style="list-style-type: none"><li>• Ensures data currency through perpetual monitoring</li><li>• Instills confidence through awareness of industry news</li><li>• Accesses thousands of sources, including user-selected sites</li></ul>
<i>Co-Branding</i>	<ul style="list-style-type: none"><li>• Reinforces branding and identity with co-branded emails</li><li>• Creates new branding through web newsletter publishing</li></ul>
<i>Availability</i>	<ul style="list-style-type: none"><li>• Provides access from any web browser, anytime, anywhere</li><li>• Navigates many tasks using one flexible web interface</li><li>• Communicates using standard, universal web protocols</li></ul>
<i>Cost-Effectiveness</i>	<ul style="list-style-type: none"><li>• Cuts data and news production time and expenses</li><li>• Eliminates costly research and data mining</li><li>• Lowers administration costs</li><li>• Reduces implementation costs</li><li>• Increases effectiveness without increasing budget</li></ul>

#### TECHNICAL REQUIREMENTS


Nexcerpt leverages standard Web-based technology and is easily deployed without issues of integration. It is easily used by a range of users, from novice to expert, for small to enterprise-scale projects. Nexcerpt's simplicity saves organizations from costly software maintenance expenditures and platform interoperability challenges.

#### CUSTOMERS

Organizations currently using Nexcerpt include Fortune 500 corporations, medium and small-sized companies, consulting firms, not-for-profit organizations, medical facilities, and more.

#### ABOUT NEXCERPT

Nexcerpt provides proactive information monitoring, gathering, filtering and dissemination solutions for a variety of different industries and applications. Companies that use Nexcerpt enhance their market leadership by cost-effectively strengthening relationships with customers, prospects, colleagues, and teams. With Nexcerpt, businesses can easily retrieve, annotate, administer, and publish business-critical information, creating innovative communication opportunities that connect organizations with their constituents.



"Nexcerpt relieves the burden for employees spending vast amounts of time finding information from the Internet as a whole, so they can instead focus on sharing knowledge with others. Those that will benefit from the solution are companies of all sizes, including smaller organisations with fewer resources, as they can retrieve and distribute far more information."

#### The Butler Group

#### For more information:

Nexcerpt, Inc.  
3506 Lovers Lane,  
Kalamazoo, MI 49001  
United States

+1.269.226.9550 (phone)  
+1.269.349.9076 (fax)

www.nexcerpt.com  
info@nexcerpt.com