

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: LEAD GENERATION

An economic development group seeking to enhance the effectiveness of its sales force chose Nexcerpt to assist salespeople in finding and closing new business opportunities. The company also recognized Nexcerpt's value in ongoing relationship management with existing accounts.

By leveraging the timely and relevant information returned by Nexcerpt, the sales force gains customer insight toward creative and innovative solution selling. Nexcerpt's publishing feature allows further differentiation. The sales force is able to share relevant industry data, coupled with value-added commentary, with both prospects and existing accounts. Nexcerpt also fosters teamwork and collaboration internally, as salespeople share and discuss ideas for cultivating new business.


By leveraging time-sensitive and relevant data, the company is better able to meet its revenue targets by:

- Identifying opportunities to initiate or to renew sales dialogue.
- Better preparing salespeople to offer consultative sales solutions.
- Demonstrating industry expertise to prospective accounts.
- Displaying customer focus and attentiveness to existing accounts.
- Improving sales coverage and productivity by freeing time to work with prospects and existing accounts.
- Ensuring that the sales organization is up-to-date on important news and industry developments.

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:

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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.



Nexcerpt for: Michigan Economic Development Corporation

Editor: LSmith - econdev

Published at: Fri, Sept 13, 2002 9:51 AM EDT

All, a few items worth looking at...

Source

1. Oregon Live News Flash (OR), Mon, Sept 16, 2002

[OregonLive.com: Business News](#)

[text](#)

News / Newspaper / Daily

...of five businesses and the help of tax incentives. The Michigan Economic Development corp., a quasi-public agency in Lansing, was BUSINESS NEWS Guaranty Bank plans 36 branches in Michigan 7:40am Nation's television networks cover a unique day of remembrance and...

"The hundreds of new, good-paying jobs that will be created in southeastern Michigan as a result of these expansions will have a lasting and positive impact on the region." Doug Rothwell, the agency's chief executive, told The Detroit News. "These major expansions are a tribute to the resilience of Michigan's economy."

2. Spokesman-Review (WA), Mon, Sep 16, 2002

[The Spokesman-Review.com - State of urgency](#)

[text](#)

Local News / Newspaper / Daily

...September 8, 2002 Business State of urgency The Governor's 2002 Economic Development Conference will focus on jumpstarting Washington's sluggish economy ... to occur." All space for the two-day economic development summit has been taken. for information on the event, contact...

All - great article on the two-day economic development summit. Please read and distribute to clients.

3. Detroit Free Press Business (MI), Mon, Sep 16, 2002

<http://www.freep-com/index.business.htm>

[text](#)

Business / Newspaper / Daily

...centers, meshed two warehouse computer systems and held their breath. MEDC tax credits create jobs Four Michigan high-tech businesses that ... despite economy Can you name a mature 61-year-old Michigan business where sales rose 32 percent a year ago, and, as...

Examples of Michigan-based high-tech businesses that are exceling even given this tough economy.

Thanks for all your efforts. More to come...

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FEATURES AND BENEFITS

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

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

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