



# FeedWatch

Flexible, powerful, affordable news integration for InterAction®

## What is FeedWatch?

FeedWatch is an innovative news integration product for InterAction. It enables you to directly attach news updates from across the web to related contacts and projects in InterAction.

Subscribed news sources are monitored by FeedWatch, regularly and completely automatically. When new items are found, the new content is used to create an InterAction activity linked to the related contacts or projects. The information will then appear on the InterAction Watch List for any user interested in those contacts.

## What are the benefits?

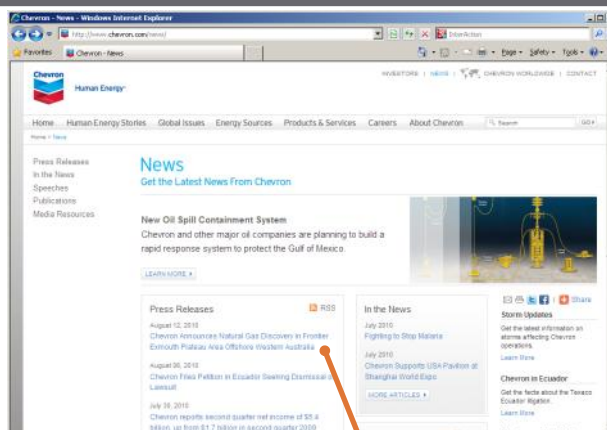
Supplementing your InterAction data with targeted, up-to-the-minute information from external sources will assist your firm in building competitive advantage, by giving your fee-earners information they can use immediately to strengthen their relationships.

It will help encourage greater fee-earner use of InterAction by helping them to be better informed, and will help them be more proactive in dealings with clients by providing regular reasons to call or conversation topics for a meeting.

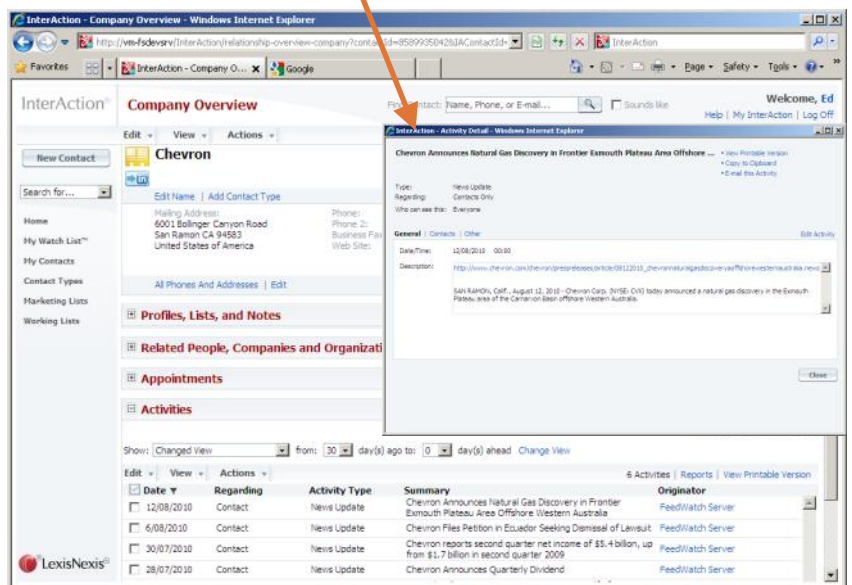
## How can I use FeedWatch?

FeedWatch is a highly flexible tool that can integrate with RSS and all other feed formats in use on the web. Here are a few examples:

- Use FeedWatch to monitor news directly from the websites of your major clients and prospects. Your fee-earners and business development professionals will then be made aware through InterAction as soon as the company posts a news item on their web site, keeping your firm fully up to date with developments.
- Use the power of Google News to create highly targeted searches tailored to specific individuals, organisations or projects. FeedWatch allows you to connect those search feeds to the relevant contacts or projects in InterAction. Whenever Google finds new content matching a search, the item will be picked up by FeedWatch and a link to it created in InterAction, making the item immediately available to your users.
- Connect qualified managed content from LexisNexis® Publisher to related contacts in InterAction.
- Monitor Twitter users, or search Twitter for comments about your organisation, your major clients and your competitors.



As an example, here FeedWatch is monitoring a feed from the Chevron web site (left) and automatically creating new activities in InterAction on the Chevron contact (below) as news releases are published.



- Most large organisations (and many prominent individuals), have articles about them in Wikipedia that can be edited by anyone. By connecting the Wikipedia article update feed for the person or company to their InterAction contact, anyone interested in that contact will be notified immediately whenever the Wikipedia article is changed.

## What is RSS?

RSS is a generic name covering a set of Web 2.0 technologies that can be used to obtain new content from a web site in a structured format known as a “feed”. This enables new information from the site to be fetched automatically, without visiting the site with a web browser.

## Who provides RSS feeds?

RSS feeds are appearing in ever increasing numbers all across the web. The technology is generic and used by many of the web’s largest and most popular sites, including Google, Twitter, Wikipedia, Yahoo!, and the BBC.

The majority of large corporates and many other organisations already provide corporate news feeds from their web sites, delivering information on the latest

developments in their organisations.

## What about organisations without feeds?

FeedWatch can generate a feed from almost any web page by analysing page content and identifying new information and links.

## Where can I find feeds?

FeedWatch includes integrated access to a centrally maintained database of organisational feeds.

FeedWatch also includes direct integration with other sources such as Google News and Twitter searches.

## Do I need additional hardware?

No. The server component of FeedWatch has modest system requirements and can be installed alongside other server-based automated processes for InterAction such as Application Collaboration or Contact Sync processes. You can even run it on a desktop machine that isn’t permanently switched on, without missing updates.

## What about implementation?

Implementation is very simple and can typically be completed in just a few

hours. No changes to your InterAction environment are required.

Once configured, business development professionals can add a new feed subscription to the system in just a few moments using the entirely wizard driven management client.

Once a feed subscription has been added to the server, no further effort is required. All you need to do is watch, as updates from all your subscribed feeds appear automatically in InterAction.

The benefits of FeedWatch will be immediately visible to all InterAction end-users, without any additional training required.

## What versions of InterAction are supported?

InterAction v5.5SP3 and later.

## How is FeedWatch licensed?

Pricing is flexible and can be based on the size of the firm or the number of feeds you want to subscribe to. Both acquisition (with annual maintenance) and annual subscription pricing models are available.



Fellsoft Limited is a LexisNexis® Solution Partner for InterAction®. For the latest information about our products or to arrange a demonstration, visit us on the web or contact Simon Ellison-Bunce:

Email: [simon@fellsoft.com](mailto:simon@fellsoft.com)  
Phone: +44 (0) 7966 241887  
Web: [www.fellsoft.com](http://www.fellsoft.com)