

## FEEDWATCH™ FOR INTERACTION® : GET CLOSER TO YOUR CLIENTS

### New Business Intelligence tool connects the web to InterAction

**London, February 16th 2010:** Fellsoft is pleased to announce the immediate availability of FeedWatch™, an innovative new product that brings news and updates from across the web directly to related contacts and projects in LexisNexis® InterAction®.

FeedWatch adds a whole new dimension to InterAction by enabling the connection of any number of RSS feeds to related InterAction contacts or projects. It can monitor news announcements from corporate web sites, Google News searches, blogs, Twitter, Wikipedia, and more. Whenever a new item is delivered on a subscribed feed it is automatically and immediately added to InterAction as an activity. Then - via InterAction's Watch List™ - the item will come to the attention of any user interested in the relevant contacts, without requiring users to change their behaviour at all.

Fellsoft founder Simon Ellison-Bunce commented: "InterAction is a tremendously powerful tool, and now FeedWatch can help InterAction users get even closer to their clients and prospects by leveraging it to deliver precisely targeted business intelligence in an unobtrusive way. When a professional user sees a news item about a key contact appear on their Watch List, not only can they read the item itself, but they have immediate access to all of the other information available about that contact. They are empowered to follow up on the item in the most appropriate way to further strengthen that relationship. By providing the complete context for a potential call, it's the perfect complement to a traditional business development process and will also encourage greater use of InterAction by professional users".

- FeedWatch works with any source of RSS information.
- FeedWatch does not require any changes to InterAction and can be implemented in just a few hours. The benefits will be immediately visible to end-users, without any need for additional training.
- FeedWatch is extremely simple to use. The wizard-driven management tool allows a new feed subscription to be added in moments, and once a feed subscription is added no further action is required as new items will appear in InterAction completely automatically.
- FeedWatch allows complete customisation of the activities created for each feed.
- FeedWatch includes an extensive database of corporate feeds from public companies, professional services firms and government agencies.

#### About Fellsoft

Fellsoft Limited was founded by Simon Ellison-Bunce in October 2009 and is focused on providing add-ons and integration products for LexisNexis® InterAction®, the leading CRM software solution for relationship-based organisations and professional services firms.

Simon started his career in legal IT and CRM when he joined Tikit in 1997. He led the early UK implementations of InterAction, and became the first InterAction Certified Professional outside the USA. Later, he was responsible for the design and development of the E-Merge and ReAction Server products, Tikit's widely successful deeply integrated eMarketing solution for InterAction which has over 200 customers across the world.

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