**TECHNOLOGIES**

## Media Monitoring Tools

**Be instantly aware of what others are saying about your organization**

### Introduction…

With the continuous development of the information and communication technologies, the information outreach and dissemination among companies and individuals have exceeded anyone's expectations. Accordingly, the influence of various media channels is becoming more and more important. Enterprises' reputation –and accordingly its own business or its competitors'- can be very much affected with any positive or negative buzz that may occur in formal or social media channels.

Info Arab's Fetch© Technologies is providing very powerful tools to enable any individual or enterprise to monitor any mentioning to their topics of interest in any sort of media. All what you need to do is to define your topics of interest and the media sources you want to watch, and then leave the rest to our robust and well tested technologies.

### Main Features…

- Gathers, Parses and Indexes Arabic and English sources.
- Uses Info Arab©'s robust linguistics technologies (searching, morphing, common spelling mistakes …etc.) to monitor data sources with extreme accuracy.
- Immediately informs the users with any mentioning of their defined sophisticated criteria.
- Keeps track of different occurrences and provide easy and comprehensive reports.

### Tools in brief…

- Fetch© monitoring tools are covering the following media types…
  - Web sites of news papers, news agencies …etc.
  - Any specialized portals within the users' domain of business.
  - Users' preferred blogs.
  - Social networks including face book, twitter, LinkedIn and others.
- Fetch© monitoring tools keeps an eye on the selected media sources and monitors the occurrence of the following parameters…
  - Enterprise related information –e.g. name, initials, brands …etc.
  - Enterprise products and services represented in their names and keywords.
  - Enterprise key personnel and their job titles.
  - Enterprise main competitors as per the above information.

- The user defines unlimited combined algorithms of monitored items. Each item consists of one or more of the above data elements with all possible logical operators of ANDing, ORing, XORing …etc. And gives each item a score that determines when to issue an alert, who to tell and by which method.
- Once the above is defined, Fetch© monitoring technologies will continuously watch the required sources' new feeds and immediately identifies the occurrence of any pre-set condition.
- When the pre-defined score threshold is reached, Fetch© monitoring tools alerts the associated person/department in the enterprise with such occurrence via one or more of the following alerting methods…
  - An email alert.
  - An SMS alert.
  - RSS feeds to be viewed by any RSS reader.
  - A dedicated web application that enables the user to view, sort, comment and distribute such occurrence to other colleagues.

### Why using Fetch© Media Monitoring tools…

- No limit for the number of media sources to watch.
- No limit for the number of monitored items.
- No chance to miss any mentioning.
- No lag time between the occurrence of the monitored instance and the alert.

### Licensing models…

Fetch© is available under diversified licensing models that include…

- SaaS (Software as a Service) schemes that allows various methods of licensing (e.g. timely licensing per month, quarter or annual, per usage volume licensing related to data size, number of searches or number of documents …etc). Through this type of service the installation of our technologies is on our robust cloud hosting providers' infrastructure enabling the users to enjoy the versatile and stable performance and getting rid of periodic and regular maintenance headache.
- Traditional licensing schemes that allows the installation of the required components on the enterprise's servers (quite affordable requirements of an adequate internet connectivity, a Windows 2008 server stuffed with IIS, ASP.NET and an MS-SQL 2008 server).

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