

# iSeer™ ResearchCommunity

Delivering Tomorrow's Market Intelligence, Today.



Market research organizations are constantly facing downward pressure from cost-cutting tactics while demand continuously rises. Coupled with a shift towards more complex customer solutions and away from commoditized products creates a time consuming need that market researchers must meet.

Enter the iSeer™ ResearchCommunity, a web-based portal that presents all of your market research, industry news, and competitive intelligence in one location. With it's ease of use, company resources are freed up to be devoted to more complex, strategic research projects.

Our full featured solution can provide:

## POWERFUL SEARCH CAPABILITIES

- Bypass multiple logins and simultaneously search all sources from a single market research portal.
- Find the exact market research report that you're seeking using keywords, complex expressions, natural language or any combination.
- Integrate with existing search engine standards such as enterprise versions of Verity, Google or Northern Light.

## INTEGRATED INTERNAL RESEARCH

- Authors can post internally owned research content in one easy step.
- Internal content is automatically and consistently organized according to a company-wide taxonomy.
- Search for internal research along with industry news, syndicated research and financial reports from one site and get one results list.

The screenshot displays the iSeer ResearchCommunity interface. At the top, there is a search bar containing the text 'calls' and a 'GO' button. Below the search bar are links for 'Advanced' and 'Help'. On the left side, there is a vertical navigation menu with items: 'Competitive Intelligence', 'Content Folders', 'Editor's Desk', 'Communities', 'My Profile', 'Calendar', and 'Admin Toolbox'. The main content area is titled 'Search Results' and shows '1-10 of 15 Results'. There are options to 'Save as Search' and 'Save as Email Alert'. The search results are sorted by date, and the current page is 1 of 2. The first result is 'Putting Your Calls Into Context' with a 1-star rating. A tooltip is visible over the second result, showing 'my options' and 'admin options' buttons.

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## COMMUNITIES

- Connect users to relevant documents and "experts" fast and unobtrusively.
- Review a community's most popular searches and company-relevant research.
- Prevent "reinventing the wheel" by duplicating research requests.
- Easy to use collaboration that facilitates the sharing of tactic knowledge throughout the company

**Ask The Experts**

- + Applications/Solutions Marketing
- + Branding/Image Tracking
- + Buyer Behavior/Preferences
- + Customer Satisfaction & Loyalty
- + Pharmaceuticals

[more >](#)

## PERSONALIZED CONTENT

- The Content Folders module allows users to organize their content according to their viewpoint.
- Setup filters according to your interests so only the most relevant news and market research are displayed.
- Customize your home page to include recent research, email alerts, community resources, events, or company announcements.

The screenshot shows the iSeer Research Community interface. At the top, there is a search bar with a 'GO' button and a navigation menu with 'Advanced' and 'Help' options. On the left, there is a vertical sidebar with navigation items: 'Competitive Intelligence', 'Content Folders', 'Editor's Desk', 'Communities', 'My Profile', 'Calendar', and 'Admin Toolbox'. The main content area is titled 'Manage My Folders' and has four tabs: 'Folders', 'Categories', 'Manage My Folders', and 'Manage Shared Folders'. The 'Manage My Folders' tab is active, showing a table with columns for 'Title', 'Edit', and 'Delete'. The table contains three rows: 'Aquisitions', 'Call Statistics', and 'Surveys'. Each row has an 'add record' button to its left and 'Edit' and 'Delete' icons to its right. The 'Delete' icon is a circle with an 'X' inside.

## TOPIC EXPERTS

- Easy-to-use collaboration features facilitate the sharing of tacit knowledge within the company.

Inter-company topic experts can be easily consulted on any subject to make research more efficient and achieve better results.

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## TIERED USER SECURITY

- Control which employees have access to licensed content to reduce potential liability.
- Manage content access by available seats, organization type, geography, or document level.
- Integrate with a corporate employee directory to bypass multiple logins and handle account maintenance automatically.

## ADVANCED REPORTING

- Save money when renegotiating content contracts with vendors by viewing usage reports that tell exactly who is using what content when.
- Support self-service requirements by identifying the type of content your company needs through research request aggregation, search keywords, and community comments.

Report	Description	Run
Usage by Function	Document views summarized by Function	[Run]
Usage by Organization	Document views summarized by Organization	[Run]
Usage by Region	Document views summarized	
Usage by Vendor	Document views summarized	
Logons by Region, Organization	User Logons filtered by Region	
Registered User Emails	Email addresses belonging to	

Enter the requested search criteria below and select "run".

Name: Usage By Function  
From: Jun 9, 2003 To: Jun 9, 2004  
Function: All Functions, Account Management, Alliances & Partnerships, e-Business/Internet Marketing

## RATINGS & REVIEWS

- User reviews of research documents help you quickly determine which materials are most useful.
- Star ratings by your colleagues identify the most useful documents for your project.

Add Rating



To assist other users, please add comments to indicate whether you found this document to be useful, accurate, etc.



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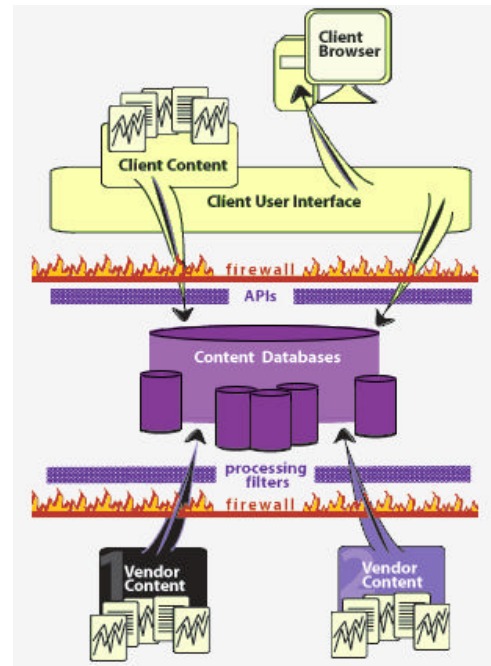
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## OUR TECHNOLOGY

The iSeer™ ResearchCommunity is built to enhance and improve your company's research, but it is also designed to integrate seamlessly with your current web site. Application highlights include:

- A solution powered by n-tiered application architecture for maximum performance and scalability
- XML enabled for seamless interoperability
- Integrate with existing search engine standards such as enterprise versions of Verity, Google, or Northern Light.



## About iSeer

In 1996, iSeer was formed to address the growing need for specialized market intelligence applications. Today, we offer innovative market research solutions for Fortune 500 companies. Leadership, reliability, and responsiveness are our trademarks.

Located in downtown Seattle, our team members divide their time between creating dynamic website designs and enhancing Market Research solutions.

**WANT TO SEE MORE?** For additional information about the iSeer™ ResearchCommunity or other product offerings, contact Andrew Toyota at (206) 388-3178 or [info@iseer.com](mailto:info@iseer.com).

