



Moreover Technologies gets relevant business intelligence and delivers it to you.

Google makes you go get it—"it" being chiefly consumer information.

Moreover Technologies Newsdesk finds focused, customizable business information—news, blogs, and Social Media posts—and delivers real-time relevant results to you. Plus, you can provide a fully-tailored news service directly from your intranet. Because Google is free, there is no performance accountability. Because Google is do-it-yourself, where is the actual "service?" Moreover Newsdesk gives you coverage, accountability and service.

Quality and quantity of sources.

Google provides as-is feeds with no editorial control, little filtering, and minimal source transparency—and limits you to Boolean search. Moreover Newsdesk provides reliable, refined content meeting your criteria and shows you exactly what sources and industries we index. We offer myriad search options to help zero in on exactly the right content and filter out the noise, and refine feeds based on such qualifiers as country, rank, industry, language and special individual sources.

Unified news and Social Media results.

Google separates blog, social and other media searches, with hit-or-miss relevance. Moreover Newsdesk delivers the most widely read and relevant business-focused news and social media through a single portal. Go to www.moreover.com to get the latest source and result tallies in our rapidly expanding Metabase.

Enterprise-wide information sharing.

Google users must leave their intranet to get news and views, and there's no editorial control over exported feeds. Moreover Newsdesk enables you to share business information across your enterprise—while maintaining total editorial control of what articles to publish.

Robust email alerts and newsletters.

Google offers only simple, non-custom email alerts that don't broadcast the latest news. Moreover Newsdesk provides professional email alerts with current news updates and robust, customizable HTML newsletters—and scheduled sending.

Vertical depth and breadth.

Google search lacks vertical depth and filtering that businesses need. Moreover Newsdesk is multi-dimensional, **offering vertical and horizontal options** tied to 800+ searchable industry categories, 100+ countries and 50+ languages. Select what fits you and eliminate irrelevant content.

Fully-managed enterprise service.

Google essentially is do-it-yourself, and lacks phone/email support or ability to add new sources on request. Moreover Newsdesk offers professional phone and email support through its experienced customer service team (including a dedicated account representative), product/service updates, and ability to add new sources on request.

Google is free. Moreover isn't. You get what you pay for.

Google gives you a haystack when you're looking for a needle. Moreover Newsdesk gets you right to the point.

Moreover Newsdesk delivers near real-time content refined, filtered and distilled down to a fine point. Need proof? Just ask our clients.

"I have been comparing the results from Newsdesk with the Google alerts I receive and Moreover catches everything from the competitor and more."
—Delila Jellie, Kingfisher

"Usage of Moreover's Newsdesk and its content has been quite phenomenal... excellent content, easy-to-use interface and full integration with our intranet were key to acceptance with minimal effort required for change management and end-user training."
—Rossen Roussev, Head of External Intelligence at Royal Dutch Shell

Features	Moreover	Google
Email alerts	✓	✓
Customizable HTML newsletters	✓	
Centrally-managed mailing lists	✓	
Focused industries and verticals	✓	
RSS feed support	✓	✓
Full editorial control of RSS feed support	✓	
Social Media search	✓	✓
Social Media and news feeds combined	✓	
Customer phone and email support	✓	
Figure it out for yourself on the Web		✓
Provide a business intelligence service	✓	

Further information

For further information, and to request a product demonstration or access to a live trial, please contact us through salesinfo@moreover.com or visit www.moreover.com.

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