

# Enterprise Solutions

“Consolidated media monitoring saves \$5 million in one year.”

—Royal Dutch Shell Case Study featuring Rossen Roussev,  
Head of External Intelligence

Discover how to get the best combined news and social media intelligence, and the best ways to use and share it.

Collect, analyze and disseminate real-time relevant information that supports strategic, tactical and operational decision-making.

- ✓ Develop proactive monitoring and an early warning system
- ✓ Identify emerging opportunities & threats
- ✓ Compare insights across regions, countries and competitors
- ✓ Correlate analysis, sentiments and opinions to outcomes
- ✓ Refine messaging to better support business and communications objectives
- ✓ Equip internal communications and content publishers with powerful distribution channels
- ✓ Reach target audiences confidently via email, newsletters, RSS, mobile messaging
- ✓ Achieve simple, yet robust and secure IT integration

**More Insights • Better Intelligence • Informed Decision-making**

Fast, fresh and focused™

## Leverage Efforts and Build Relationships



## More Shell Case Study comments:

### **Excellent, easily integrated content:**

“The combination of 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.”

### **Relevance reigns supreme:**

Get only what's relevant. “Having access to so much content at your fingertips requires a careful consideration of the topics and issues...confidence can be easily lost if...your tailored feed has captured an irrelevant article.”

### **Consolidate and save:**

“...we've been able to stop and consolidate a number of contracts with external agencies providing media monitoring for us. \$4m saved and another \$1m avoided in a single year—do I need to say more?!”

Source: Rossen Roussev

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