



Business Activity Monitoring



KnowledgeSync's purpose is to automatically monitor business information for critical, time-sensitive conditions of data across an organization and to respond to those conditions in a timely and intelligent manner.

What "Activity" Can KnowledgeSync Monitor?

KnowledgeSync monitors and responds to critical, time-sensitive business activity that can cost your organization lost revenue and lost productivity. As "one source for all alerts," KnowledgeSync monitors:

- Ø Application Data (e.g., service, sales, finance, & manufacturing)
- Ø Incoming E-Mail Messages
- Ø Information in Web Forms
- Ø Reports Due for Distribution
- Ø Operating System Data

How Does KnowledgeSync Respond to this Activity?

When KnowledgeSync detects the presence of business information that needs to be acted upon, KnowledgeSync can respond by:

- Ø Sending Alert Messages (via e-mail, fax, pager, PDA, cellular phone, and web browser)
- Ø Moving Data from one Application to another
- Ø Creating Actionable Records in an Application Database
- Ø Generating and Delivering Relevant Reports
- Ø Executing Organization-Specific Response Actions

What Kind of Analysis Can KnowledgeSync Perform?

Using sophisticated data mining to analyze precise conditions of business data, KnowledgeSync enables you create the most intelligent responses possible. This analysis includes the ability to:

- Ø Detect individual records meeting certain criteria
- Ø Check for aggregate thresholds
- Ø Analyze data across multiple applications
- Ø Spot when a record "changes"
- Ø Perform mathematical functions

How Does KnowledgeSync Process Incoming E-Mail?

Managing incoming e-mail is a full-time job in itself. You have to watch for incoming mail that meets certain criteria; respond if appropriate; notify the corresponding staff; update the underlying applications; and schedule follow-up activities.

KnowledgeSync automates all of these processes. Integrating with all e-mail systems, KnowledgeSync acts as your invisible sentry to monitor, process, and respond to any volume of incoming e-mail. This includes the ability to cross-reference incoming e-mails with records in an underlying application, and to add or update the appropriate records where necessary.

Identify & Respond to:

Stock approaching re-order level

Special offers, quotes, or discounts about to expire

Time-sensitive financial data

Products shipped later than requested

Support questions received via e-mail

Salesreps who haven't sync'd in over 'x' days

Activities overdue for completion

POs not received by promised date

Managers requiring up-to-date reports

Unapproved order discounts

Prospects who haven't been contacted in 'x' days

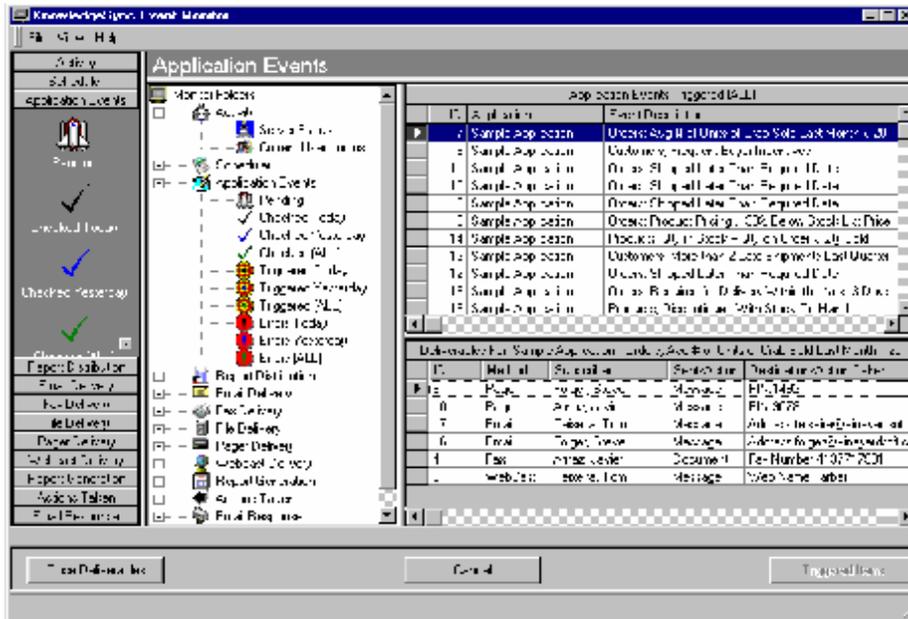
E-mail sent to "info@" or "sales@" mailboxes

Stock surpluses

Pending sales for clients on credit hold

Manufacturing delays





KnowledgeSync Clients Include:

- Administrastaff
- American Express
- Aramark
- Austrian Red Cross
- BankBoston
- Berlitz
- Charles River Labs
- Compaq Financial Svcs
- Con Edison of New York
- e-centives
- Jordan's Furniture
- Komatsu America
- KPMG
- Lockheed
- MapQuest
- Mack Trucks
- Midwest Dairy
- Open Learning Institute
- Qualcomm
- The Seattle Times
- The Gallup Organization
- Tradebonds
- Wells Fargo
- WorldCatch

How Does KnowledgeSync Deliver Crystal Reports?

There is nothing quite so helpful as having the right report at the right time. KnowledgeSync automatically generates and delivers Crystal Reports on either a pre-defined schedule, or when business conditions warrant that a report is needed.

Generating the reports in any format you require (including PDF and HTML), KnowledgeSync can automatically distribute the reports to staff, clients, and partners via e-mail, fax, FTP, and web browser.

What Kind of Devices Can Data Be Delivered to?

KnowledgeSync sends business activity data to any device via any means, including e-mail, fax, pager, screen pop, dashboard, PDA, cellular phone, and FTP. And, pioneered by KnowledgeSync, a unique "webcast" delivery method leverages the latest in web browser technology.

All of these methods are included in KnowledgeSync at no extra cost. And KnowledgeSync includes an award-winning, wizard-driven Event Manager that lets each organization tailor their messages to contain the precise data they require.

How Does KnowledgeSync Update Your Applications?

Complementing its ability to monitor business activity and send timely alerts, KnowledgeSync also includes the ability to update your applications with the details of what happened – and even more importantly – *what has to happen*. This includes:

- Ø Creating accounts, contacts, opportunities, orders, et cetera
- Ø Updating existing records with current activities
- Ø Scheduling follow-up activities
- Ø Synchronizing data that has changed

What are People Saying?

"KnowledgeSync is our invisible worker . . . we were able to implement it easily and get our return on investment almost immediately."

Lori Haynes, Administrastaff

"KnowledgeSync is the best kept secret in the industry."

Matthew Bather, Exact Macola

"KnowledgeSync enables us to deliver unique insight into business critical issues to our SalesLogix customers."

Pat Sullivan, CEO Interact Commerce

