

# Building Trust As You Build On Our Services

Best Practices Stages	1 Get to Know Us	2 Dig Deeper: Beyond News and Data	3 Expand throughout the Organization	4 Integrate with Existing Infrastructure	5 Connect with Customers
Audience/ Users	CEO, CFO, Senior Management	CEO, CFO, Senior Management	VPs, Division Managers, Sales	Knowledge-based employees	Customers, Vendors, Suppliers
Business Value	<ul style="list-style-type: none"> <li>integrates easily within corporate infrastructure</li> <li>aligns decision-making with real time actionable intelligence</li> <li>access to information is standardized simultaneously</li> <li>build foundation for growth</li> </ul> <p><i>Solution: informPlatform</i></p>	<ul style="list-style-type: none"> <li>gain a wider view of the economic and industry landscape</li> <li>understand the insight and analysis that can turn vulnerabilities into strengths, threats into opportunities</li> <li>track the competition; stay ahead with swift strategic moves</li> </ul> <p><i>Solution: [executive] Navigator</i></p>	<ul style="list-style-type: none"> <li>align tactics with market trends and competitors' pulse</li> <li>share information with colleagues using built-in collaboration tools</li> <li>minimized time, effort and resources spent on keeping informed</li> <li>manage exposure to copyright violations</li> </ul> <p><i>Solution: Corporate-wide service</i></p>	<ul style="list-style-type: none"> <li>empower workforce through corporate Intranet</li> <li>align business knowledge throughout all levels of the company</li> <li>gain a better understanding of a company's market focus</li> <li>build trust</li> </ul> <p><i>Solution: iiFeed</i></p>	<ul style="list-style-type: none"> <li>control and personalize messages to customers</li> <li>reinforce corporate brand identity</li> </ul> <p><i>Solution: iiPublisher</i></p>

A few strategic partners who applied our information management model across their business enterprise.

