

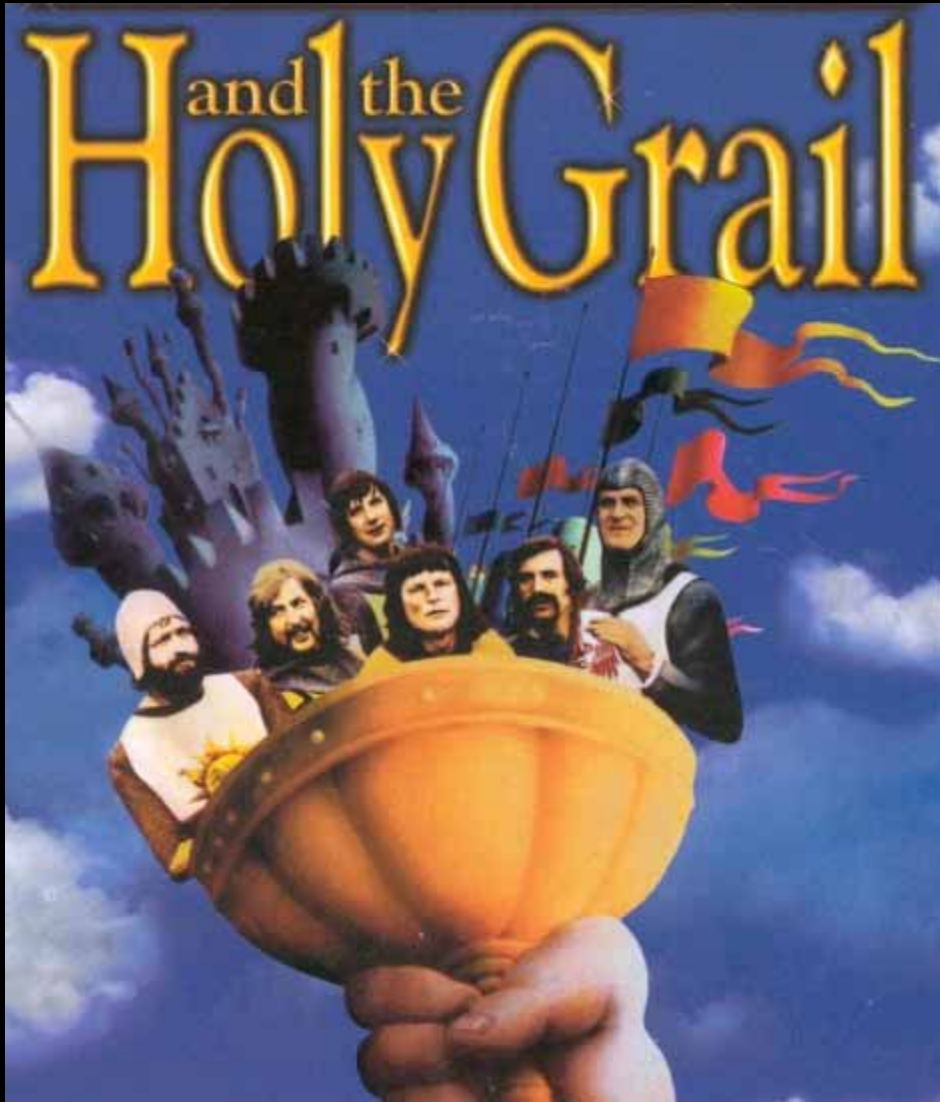


putting web feeds to work



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and the Holy Grail



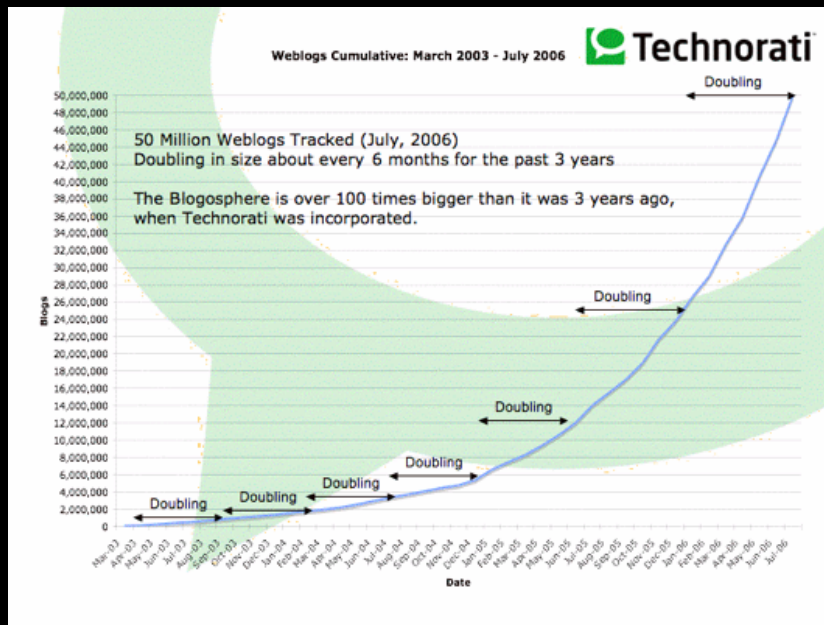
the *right* information
the *right* people
the *right* time



consistently &
instantly informed

[without being swamped with information]

Blogs kicked things off



- Blogs are everywhere
- 50,000,000 blogs today and increasing at 140,000 per day
- Blogs resurrected RSS

Web 2.0 consumer applications moving into business

Stages of RSS in Business

1. blog posts, news headlines
2. business intelligence alerts
3. internal blogs, wikis
4. RSS-enabled enterprise apps

competitive
intelligence

reputation | brand
monitoring

indispensable
research tool

tracking the buzz
markets | trends
&
people

early warning
system

persistence
&
subscription

track
team projects

indispensable
collaboration tool

build
shared vision

deliver
insights

training
podcasts
audio & video

sales leads
forecasts
&
opportunities

indispensable
delivery tool

supply chain
alerts

technical
bulletins



cutting through information overload

reading & answering email: 14 hours

creating documents: 11 hours

analyzing information: 10 hours

searching for information: 9 hours

editing & reviewing information: 9 hours

25% - 30% of our time is spent searching for information

Problem: Info Overload



- RSS delivering productivity
- causing new levels of info overload
- and will dwarf email based problems

Solution: Attention

[a simple summary of what we do]

1. Observe behavior (RSS)
2. Automatically prioritize
3. Recommend content
4. Leverage network
5. Mitigate info overload

Attensa for Outlook 2.0

The screenshot shows the Attensa for Outlook 2.0 interface. The main content area displays a news view with several articles. The sidebar on the right shows a list of ranked subscriptions, which is circled in red. The subscriptions are divided into 'Manual Order to Top' and 'Automatic Ranking' sections.

Manual Order to Top	
Ars Technica	96
Extremetech Reviews	23
InfoWorld Tech Watch	73

Automatic Ranking	
LiveScience.com	100
Science: This Week's News	97
SPACE.com	96
iTunes Top 10 Songs	82
RollingStone.com Music News	73
ABC News: Top Stories	72
BBC News Business UK Editi...	55
NYT > Business	54
NYT > Pogue's Posts	23
Ryan's Look at Outlook Progra...	21
Signal vs. Noise	18
TechCrunch	14

Manual Order to Bottom	
ESPN.com - NBA	0
ESPN.com - NHL	54
FOXSports.com News	0
Yahoo! News: Sports News	0

“river of news”
displays items
based on user
behavior

*“Attensa’s use of attention data in
Attensa for Outlook is impressive.”
TechCrunch*

Enterprise Feed Server

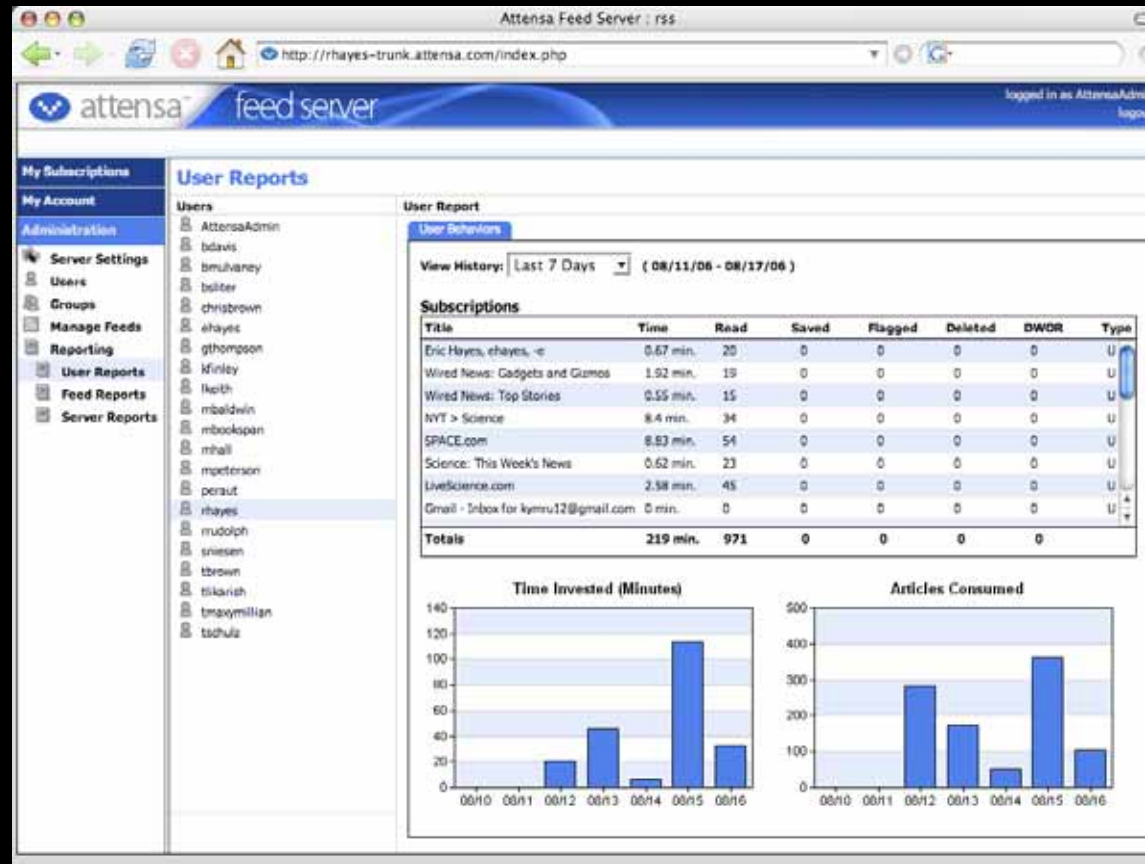


Manage feeds for users and groups

Enterprise RSS: what to look for

1. easy to install & deploy
2. access anywhere | offline, web & mobile
3. sync, sync, sync
4. LDAP integration & Exchange support
5. strategy for connecting legacy apps
6. RSS analytics & metrics
7. bonus for attention metrics

attention metrics



effective
channels

information
conduits

attention
analytics & metrics

identify
expertise

who didn't
read
the CEO's blog



putting web feeds to work



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