

You've heard the term "social media monitoring" tossed around - heady mechanisms and extensive dashboards that allow power users and administrators to listen and monitor your entire social web. Although the resident social media gurus will always need the most powerful analytical tools, the agile organization will empower every employee to do it, and will make it simple.

Deliver timely information where your employees need it - within their communities of practice, on their mobile devices, and through their email clients. The Social Sites 2010 News Stream solution package provides your workforce with highly targeted information in order to reduce search time and speed decision making.

The End User Perspective

Whether you are monitoring your competition, following your favorite blogger, or wanting to stay up-to-date with the latest sales transactions of your company, the News Stream allows you to consume and share information where and when you need it.

Import data streams from these sources:

Business Applications - Extract salient information from line of business applications (e.g., CRM) and funnel it into the larger enterprise. Workers can stay focused without losing out on important departmental level activity.

Personal Subscriptions - Incorporate personal RSS and ATOM newsfeeds, including Twitter and LinkedIn updates, into your activity stream. This tool allows you to supplement the news feeds selected by your organization, tailoring your inbound information to your unique needs.



You have 1 new articles matching your interests, including Why Modern Applications Demand Modern Tools ([link](#))
about 17 hours ago | [Expand](#) | [Follow-up](#)

News Interests - Establish your own 'exact match' search terms, preview potential results, and view all your news the way you want to - either through a configurable email digest or directly inside your activity stream...or both.

News Search - Create custom search strings across the entire feed repository, including the option to include SharePoint content for which you have permissions.

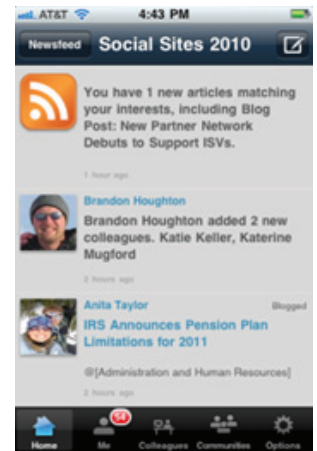
News Query

[Can Enterprise 2.0 save the disconnected knowledge worker? - FierceContentManagement](#)
enterprise 2.0 - Google News - about 10 hours ago
Can Enterprise 2.0 save the disconnected knowledge worker?FierceContentManagementThis is where Enterprise 2.0 tools could help. I've noticed from personal experience that when I start a...
[Tag it](#) [Share it](#)

[Calpont Corporation Launches InfiniDB 2.0 - TMCnet](#)
enterprise 2.0 - Google News - a day ago
Calpont Corporation Launches InfiniDB 2.0TMCnetWith InfiniDB Enterprise 2.0, increased capabilities and performance make the product more attractive, which will help to accelerate customer adoption....
[Tag it](#) [Share it](#)

News Query - Access admin-generated queries that leverage pre-existing search terms that are targeted at a subset of feeds or sources.

Interacting with your information is easy. Add your comments, share feeds with a specific colleague or community, and receive notifications when conversations continue to flourish.



The Administrator Perspective

Administrators establish and manage a central universe of useful content. RSS and Atom feeds can be added to establish a public content repository for your enterprise including sources like Google news, industry publications, media networks, pundit blogs, twitter searches, wikis, enterprise applications, and SharePoint content.

Title	Last Retrieved	Last Queued	Last Content Update	Last Status	
Andrew McAfee's Blog	11/7/2010 7:00:45 PM	11/7/2010 7:00:41 PM	11/5/2010 5:59:05 PM	304	Ping Details
CMSWire.com - All News	11/7/2010 7:00:45 PM	11/7/2010 7:00:41 PM	11/7/2010 6:16:48 AM	304	Ping Details
Enterprise Web 2.0 Blog RSS ZDNet	11/7/2010 7:00:45 PM	11/7/2010 7:00:41 PM	11/5/2010 5:59:07 PM	200	Ping Details
Scott Gavin	11/7/2010 7:00:44 PM	11/7/2010 7:00:41 PM	11/5/2010 5:59:10 PM	304	Ping Details
The FASTForward Blog	11/7/2010 7:00:44 PM	11/7/2010 7:00:41 PM	11/5/2010 5:59:11 PM	304	Ping Details
Transparent Office	11/7/2010 7:00:44 PM	11/7/2010 7:00:41 PM	11/5/2010 5:59:12 PM	304	Ping Details
BBC News - Home	11/7/2010 7:00:44 PM	11/7/2010 7:00:41 PM	11/7/2010 7:00:44 PM	200	Ping Details
CNN.com	11/7/2010 7:00:43 PM	11/7/2010 7:00:41 PM	11/7/2010 7:00:43 PM	200	Ping Details
Events/Miscellaneous	11/7/2010 7:00:43 PM	11/7/2010 7:00:41 PM	11/5/2010 5:59:15 PM	304	Ping Details
Front Row Washington	11/7/2010 7:00:43 PM	11/7/2010 7:00:41 PM	11/7/2010 7:00:43 PM	200	Ping Details

1 - 10 of 77 ▶

Add Feed

Administrators can designate queries that pair search terms with specific feeds or sources, enabling highly-focused streams of content for their users.

Monitor feeds on a regular basis to ensure that your environment is up-to-date and providing fresh content.

Show: Feeds with errors ▼
All Feeds
Feeds not recently updated
Feeds with errors

Add Cancel

Query Name: Enterprise 2.0

Search Keywords: Search Content Search Tags
Keywords can be combined with AND and OR. Example: NewsGator AND SharePoint
"enterprise 2.0" or "e2.0" or "Enterprise"

Search Source Feeds

Filter: tech Apply

TechCrunch
Techdirt
Techmeme
TechSpot

Add Cancel

News Stream for Social Sites 2010 builds on NewsGator's unequalled insight into RSS, the powerful protocol for content distribution online. As the premier enterprise RSS provider since 2005, NewsGator offers the most sophisticated content syndication solution and has served more users than any other company. Enterprise RSS is one of the easiest and most productive ways to enrich an organization with actionable knowledge without inundating employees with unnecessary information. NewsGator continues to pioneer the use of RSS to streamline and structure enterprise communications. It was a natural evolution to connect people with people, as well as connect people with the content or expertise they need to succeed.

Learn More

For pricing and to learn how NewsGator can enable your organization with social collaboration, learning, and knowledge management tools, contact us at 800-608-4597 or +31 (20) 561-7038 (for outside the US and Canada) or visit us online at www.newsgator.com/contactus.

About NewsGator Technologies

As a Microsoft Gold Certified and Depth Managed Partner, NewsGator is helping nearly three million paid users in industries across the globe propel the future of productivity. NewsGator Social Sites delivers robust social technology to the enterprise with proven scalability and security to flagship clients like Accenture, Adidas, Deloitte, Ericsson, General Mills, JPMorgan Chase & Co., Kraft Foods, Merck & Co., Unisys Corporation, and the US Army. No other social software vendor can rival our deep integration with the entire Microsoft stack - reducing your total cost of ownership while increasing adoption, collaboration, and innovation. And for all that, Microsoft honored us as its 2011 US Partner of the Year. We're making SharePoint and Office365 social. Follow us on Twitter @newsgator! www.newsgator.com