



What to Look for in Business Class RSS Readers

RSS Readers for Business: The 'Must' List

- Access feeds anywhere – in Outlook, online and on mobile devices
- Safe, secure subscriptions to internal and external RSS feeds
- Easy to use and easy to read
- Publish to blogs and forward articles as easily as sending an email
- Easy to configure
- Powerful automated search tools
- Create, import and export custom reading Lists
- Update and delete articles on a defined schedule
- Keep feeds and articles organized with tagging and categories
- Easy to support

RSS and collaborative publishing tools like blogs and wikis are driving fundamental changes in how businesses communicate internally and externally.

The right publishing and reading tools can create strategic advantages, accelerate project execution and make the most of fleeting market opportunities by getting the right information to the right people at the right time.

RSS is a communication technology that allows people to automatically receive information as soon as it is published. Users subscribe to the information they need, (or in the enterprise context, the RSS feeds they are allowed or required to subscribe to). Users are automatically notified the instant new content is published...getting the right information to the right people fast.

Putting RSS readers to work

Not all RSS readers are created equal. Most are online browser based readers designed to help consumers keep up with blog posts covering news, sports and entertainment.

Attensa RSS readers are designed for business and provide knowledge workers with easy to use, secure tools that help them track and monitor constantly changing business information without having to search or request it.

The Must List for Business Class RSS Readers

Access feeds anywhere – in Outlook, online and on mobile devices

With Attensa RSS readers you can access your RSS feeds anywhere—in Outlook, on the Web and on mobile devices. Attensa AttentionStream synchronization monitors every action from updating feeds, reading and deleting articles, subscribing to new feeds and adding tags. All are instantly synchronized in Outlook, Online and on your mobile phone or PDA.

Safe, secure subscriptions to internal and external RSS feeds

As more businesses are looking at RSS as a communication vehicle that can handle sensitive financial, development and supply chain information, the need for a safe secure transmission of information is paramount. Attensa RSS readers handle secure feeds with authentication credentials to insure critical information is only being read by the people authorized to receive it.

Easy to use and easy to read

Clean UI design with resizable panes and multiple views let you create an RSS workspace that works the way you and users want it to. Eye pleasing layout and article format makes reading articles easy. Create custom style sheets that match corporate brand standards.



Publish to blogs and forward articles as easily as sending an email

Keep co-workers, managers and partners in the know by forwarding articles that catch your attention and can impact your business. Users can effortlessly forward articles and post content from RSS news articles or email to blogs without leaving Outlook or loading a browser. Attensa for Outlook currently supports Six Apart blogging tools.

Easy to configure

The average knowledge worker spends 30 percent of her time searching for information. Attensa RSS readers slash the time people need to stay current.

Powerful automated search tools

Persistent RSS searches make it possible to automatically keep up to date with information that is dynamic and unfolding over time.

Create, import and export custom reading lists

Create custom sets of newsfeeds for the whole company, departments and workgroups. Easily import and export reading lists based on OPML files comprising custom lists of news feeds.

Update and delete articles on a defined schedule

Update feeds and automatically delete any read or unread subscription items based on a custom schedule you define.

Keep feeds and articles organized with tagging and categories

Attensa for Outlook supports tags, categories and hierarchical folders that keep your feeds organized.

Easy to support

Attensa for Outlook is unobtrusive and has a minimal memory impact on Outlook performance. The Attensa RSS Engine Works in the background to gather, process, organize and store your RSS feeds whether Outlook is running or not. With background processing, RSS news feeds are seamlessly pulled into Outlook. There is no waiting for feeds to load every time you launch Outlook.

More to come - Attensa servers for workgroups and the enterprise

Attensa is pioneering the development of RSS workgroup servers to bring the power of collaborative workspace software and RSS technology to help businesses solve problems, spark innovation and improve decision-making. Scalable RSS workgroup and enterprise versions supporting collaboration and publishing will provide secure data communication inside the corporate firewall and to external partners through a secure bridge.

For more information

For more information about Attensa products, please visit www.attensa.com or call 503.973.6060.