

Attensa for Outlook

data sheet

The Business Class RSS Readers

Web feeds 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.

Innovative businesses are adopting new search, syndication, subscription and social networking technologies and discovering new ways to enrich the value of information while streamlining internal and external communications.

Web feeds are 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 feeds they are allowed or required to subscribe to). They are automatically notified the instant new content is published...getting the right information to the right people fast. Since feed readers flag new items, knowledge workers can see at a glance what new information is available.

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.

Designed for the desktop, the Web, for Web enabled mobile phones and PDAs and integrated into Microsoft Outlook,

Attensa RSS readers use a single engine to efficiently deliver and synchronize information across devices via one entry point to the Web. Attensa RSS clients use a unique AttentionStream™ synchronization system that helps people stay on top of articles coming from Websites and blogs. Attensa's bi-directional true-syncing capability ties desktop, web and mobile reader clients together so articles read, filed and deleted are treated consistently across all of the clients.



Subscriptions	
Manual Order to Top	
TechCrunch (15)	0
BusinessWeek Online - Blogspotting (19)	16
Between the Lines (4)	21
Automatic Favorites	
Google Blog Search: Attensa (6)	43
del.icio.us/tag/enterprise+rss	42
[Technorati] Tag results for attentiontrust	41
Andrew McAfee	39
Search Yahoo! for 'enterprise 2.0'	38
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Yahoo! Search: Attensa	36

RSS Readers for Business The Must List

- **Cut Through Information Overload with AttentionStream Prioritization**
- **Work the Way You Want to With a Choice of AttentionStream Views**
- **Access feeds anywhere – in Outlook, Online and on Mobile Devices**
- **Safe and Secure Subscriptions to Internal and External RSS feeds**
- **Easy to Use & Easy to Read**
- **Publish to Blogs and Forward Articles as Easily as Sending and 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**



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The Must List for Business Class RSS Readers

Cut Through Information Overload with AttentionStream Prioritization

Attensa's predictive ranking AttentionStream™ technology continuously observes and analyzes explicit and implicit behavior as you read and process feeds and articles. By continuously analyzing AttentionStream™ data, including the time and frequency that feeds are accessed and articles read, deleted and ignored, RSS articles can be displayed in a prioritized list based on the likelihood that they will be of interest to you. Feed priorities are constantly refined as the continuous stream of attention is processed.

Work the Way You Want to With a Choice of AttentionStream Views

Attensa for Outlook 1.5 lets you choose how you want your feeds and articles presented. Subscriptions can be displayed in a "River of News" view that simulates a single news feed, regardless of how many feeds you subscribe to.

Articles can be read in order of importance based on:

- **Priority** — This view uses Predictive Ranking to intelligently predict which subscriptions and articles will be most important to you at any given time.
- **Favorites** — Articles are displayed based on which subscriptions are read most frequently and consistently. In addition to viewing prioritized list based on AttentionStream analysis. You can manually rank feeds by simply dragging and dropping the subscription to the top or bottom of their subscription lists.
- **Date** — This view displays articles based on the most recently updated newsfeeds.

Of course, you can also read your articles using a standard Outlook view

Access feeds anywhere – in Outlook, Online and on Mobile Devices

Attensa RSS readers are integrated across communication devices and systems for a seamless user experience. With Attensa RSS readers you can access your RSS feeds anywhere – in outlook, on the Web and on mobile devices. The Attensa AttentionStream synchronization monitors every action from updating feeds, reading and deleting articles, subscribing to new feeds and adding tags are instantly synchronized in Outlook, Online and on your mobile phone or PDA.

Safe and 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 & Easy to Read

Keeping on top of fast breaking business information is easy with Attensa RSS readers. 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 and Email

Users can effortlessly post content from RSS news articles or email to blogs without leaving Outlook or loading a browser. Select and add text in the Outlook email format and click the Publish button in the Outlook toolbar. Attensa for Outlook currently supports Six Apart blogging tools.

Keep co-workers, manager and partners in the know by forwarding articles that catch your attention and can impact your business. Add your comments, load email addresses and send.

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

Using persistent targeted RSS searches to continuously deliver highly relevant information slashes the time it takes to stay on top of rapidly changing information. RSS search makes 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 categories or hierarchical folders that keep your feeds organized. You can easily create folders and sub-folders, name them, and move feeds between folders. Keep subscriptions organized by simply dragging and dropping Outlook folders. You can import and export OPML files and keep the folder structure intact.

Tags are simply keywords that add context to feeds, articles, Web pages, blog posts and images. The tagging feature can be used in Attensa to keep feeds and articles organized.

Easy to Support

Attensa for Outlook is unobtrusive and has a minimal memory impact on Outlook performance. The Attensa Engine works in the background to gather, process, organize and store your feeds whether Outlook is running or not. With background processing, feeds are seamlessly pulled into Outlook. There is no waiting for feeds to load every time you launch Outlook. The engine keeps track of your subscription preferences and data and keeps your subscriptions up to date. It takes care of downloading any subscription files and updating the feed database on your PC.

More to Come – Attensa Servers for Workgroups and the Enterprise

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



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