

# World Leader in Retail Finance Needs the News \*As It Happens\* in These Turbulent Times

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## Challenge

The meltdown of the financial system as we know it has been well documented with some financial institutions faring better than others. Some household names have already disappeared as the rules of the financial markets have been re-written and the future becomes impossible to predict.

So in these difficult times, how do you keep hundreds of middle and senior ranking executives informed on a daily basis of every major event impacting your broad and complex business structure in a market which is so turbulent it is changing by the minute? How do you keep track of thousands of similar stories and hundreds of data sources, carefully selecting out the key stories and facts which impact your numerous product lines or impact your 100+ competitors?

## Solution

That's where Artesian's Automated Search and Surveillance comes in with the ability to help Global Financial Institutions provide a daily news service to its hundreds of middle and senior management personnel consolidating hundreds of data sources to tap into the vast array of insight available on the web about the UK financial system, competing entities and the rapidly changing market dynamic.

Insight can be categorized to mirror product lines, recognized banking structures delivered as a business application accessible through on a Blackberry or through a browser in a fully hosted, secure environment.

The impact is not just timely and relevant news delivery but hundreds of executives interconnected in a fully interactive and collaborative news medium.

