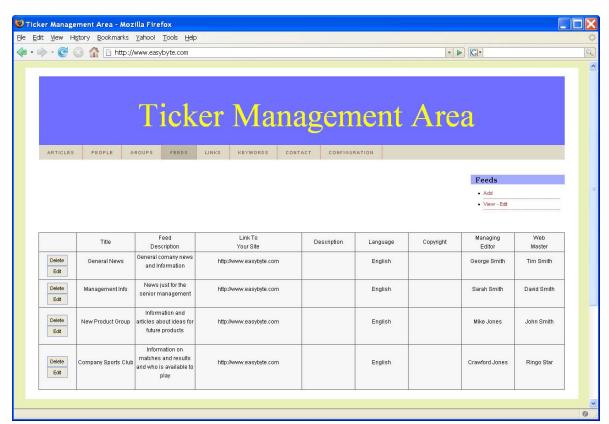# EasyByte *Ticker* System

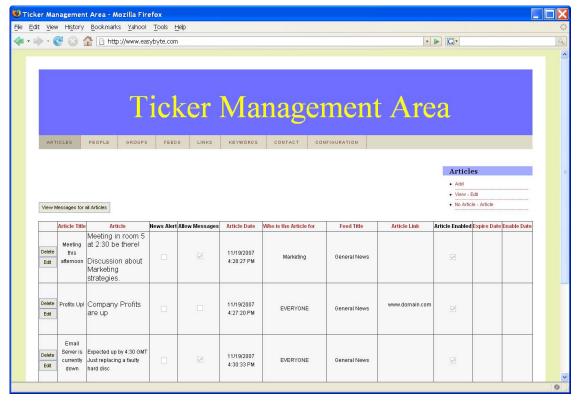This consists of 2 pieces of software, the **RSS Server** and the desktop **Ticker**

- No need for the user to run any application or load any web site, it's all automatic – this means that it is actually used to it's full extent

- Runs hidden on users desktops until new information is available for them

- Information specifically for you and relevant to you comes to you

- System cannot be spammed

- Desktop Ticker is so easy to use, that the user does not even have to interact with it

- Works with all character sets

- Users can add comments to articles, which allows for a much more rapid creation of a corporate knowledge store

- Between 20-30% of emails today are either not read or are stopped by overeager spam filters, information sent via our system cannot disappear

Ticker Management Area

ARTICLES   PEOPLE   GROUPS   FEEDS   LINKS   KEYWORDS   CONTACT   CONFIGURATION

Feeds
- Add
- View - Edit

	Title	Feed Description	Link To Your Site	Description	Language	Copyright	Managing Editor	Web Master
Delete Edit	General News	General comany news and Information	http://www.easybyte.com		English		George Smith	Tim Smith
Delete Edit	Management Info	News just for the senior management	http://www.easybyte.com		English		Sarah Smith	David Smith
Delete Edit	New Product Group	Information and articles about ideas for future products	http://www.easybyte.com		English		Mike Jones	John Smith
Delete Edit	Company Sports Club	Information on matches and results and who is available to play	http://www.easybyte.com		English		Crawford Jones	Ringo Star

www.easybyte.com

Enterprise *RSS* Server

- Easily create a Corporate Information Store, so that information is not hidden away in employees' inboxes

- Can use for notification broadcasting for certain groups of people or an entire distributed workforce

- Installs in 10 Mins

- Connects to an Active Directory for easy management

- EasyByte RSS Server is the **only one** that allows for **2-Way** communication, allowing users to add comments onto Articles, is a great way of creating a corporate knowledge store

- RSS is an Open Standard allowing not just our Ticker to connect to it, but any RSS enabled application, on any system, including mobiles, such as iPhone or Blackberry

- Send information to the right people at the right time

- Enterprise RSS made easy

EasyByte

Benefits of *RSS* in the Enterprise

- Create a Persistent Information Store that is always there, even if people move jobs
- Makes it cheaper and quicker to get new staff members up to speed on everything that is going on
- Use to broadcast notifications across the entire Enterprise or to just specific groups of employees
- Makes it much easier for people to work from remote locations / home
- Unlock undocumented knowledge throughout a business
- Information not hidden away in employees' inboxes
- All staff are '*kept on the same page'* with regards to what is going on

What is **RSS**?   **R**eally **S**imple **S**yndication

RSS is an open, XML based format that can be used in different ways for content distribution

RSS distributed content is designed for ease of importing by software, so it can be used in a wide variety of applications, web sites and mobiles

Pretty much anything that can be broken down into discrete items can be syndicated via RSS. RSS is used for *persistent information* delivery

This means that EasyByte's Ticker System has many Typical Corporate usages:

- Allows **Project Team** members to keep everyone updated on key aspects of work
- Keep **Distributed Workforces** and home workers informed
- **Helpdesk** operators can be easily informed about common reasons for calls
- **Send Notifications** to some or all desktops
- Use as a **suggestion area** to get ideas from employees
- **Eliminate** the use of mass broadcast company **emails**, which clog up systems
- Let **Sales Teams** know about current **promotions** to push and what products are low on **stock**
- **Sales Teams** keep each other informed
- Create a **knowledge store** on '*stuff'* that frequently happens and what to do when it does (*faq*)
- **Reduce costs** and times to get **new employees** up to speed

EasyByte Ticker System
Typical Layout

Internal Databases

Active Directory

Intranet sites and Internal Wikis

Internal Company Desktops EasyByte Ticker

News Meeting this afternoon | News Low on stock for

EasyByte RSS Server
with Web Access

Smart Phone Access

Firewall

External Keyword Search direct to desktops

External Feeds direct to desktops

Distributed workforce and home workers desktops, EasyByte Ticker

News Meeting this afternoon | News Low on stock for

digg

msn

YAHOO!

Google