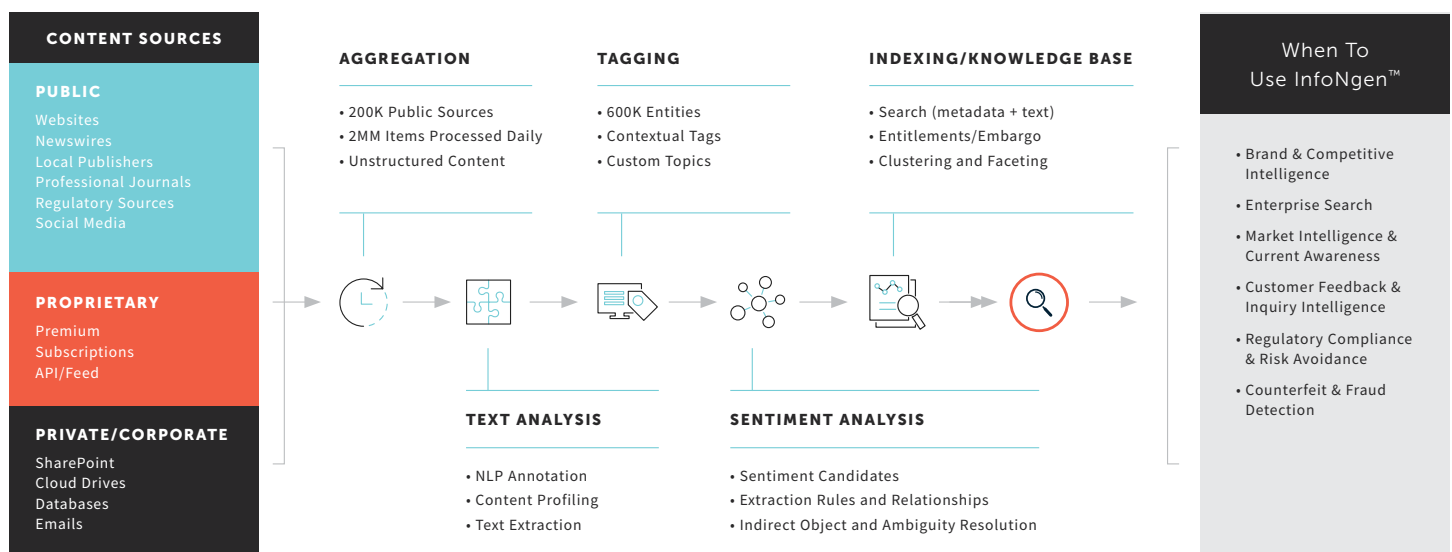# InfoNgen™ for Manufacturing

Discover Actionable Insights to Help You Manufacture Exactly What Your Customers Need

With global manufacturers constantly competing to differentiate their brands and products, it's more important than ever to know exactly what your competitors are doing, why they're doing it and how you're going to deal with market disruption. You need brand and market intelligence that delivers fast, actionable insights to speed your decision-making and a prompt way to share these insights with your colleagues. InfoNgen™ will help.

Offering an on-demand window into the products, features and functions that move the needle for your customers, InfoNgen™ gives you a proven tool to find, analyze and share information critical to staying competitive and keep your product development pipelines full of market-winning ideas. The engine pulls content from more than 200,000 public sources, along with any number of private sources, into a single, unified view, allowing users to see hidden patterns, trends and anomalies with its proprietary tools for text analytics and sentiment analysis.

MONITOR CRITICAL INFORMATION IN REAL-TIME: THE ENGINE BEHIND INFONGEN™

CONTENT SOURCES

PUBLIC
Websites
Newswires
Local Publishers
Professional Journals
Regulatory Sources
Social Media

PROPRIETARY
Premium
Subscriptions
API/Feed

PRIVATE/CORPORATE
SharePoint
Cloud Drives
Databases
Emails

AGGREGATION
• 200K Public Sources
• 2MM Items Processed Daily
• Unstructured Content

TAGGING
• 600K Entities
• Contextual Tags
• Custom Topics

INDEXING/KNOWLEDGE BASE
• Search (metadata + text)
• Entitlements/Embargo
• Clustering and Faceting

TEXT ANALYSIS
• NLP Annotation
• Content Profiling
• Text Extraction

SENTIMENT ANALYSIS
• Sentiment Candidates
• Extraction Rules and Relationships
• Indirect Object and Ambiguity Resolution

When To Use InfoNgen™
• Brand & Competitive Intelligence
• Enterprise Search
• Market Intelligence & Current Awareness
• Customer Feedback & Inquiry Intelligence
• Regulatory Compliance & Risk Avoidance
• Counterfeit & Fraud Detection

MONITOR CRITICAL INFORMATION IN REAL-TIME: THE ENGINE BEHIND INFONGEN™ (CONT'D)

With its powerful brand and competitive intelligence capabilities, InfoNgen™ enables automatic alerts on organizations and discoveries relevant to not just the industry, but your organization in particular. The out-of-the-box content source repository covers a wide breadth of entities, including every publicly traded company in the world's top 36 stock exchanges, hundreds of thousands of private and VC-backed companies, and six leading exchange data aggregators.

Armed with InfoNgen™, your business users can measure market sentiment toward a specific entity, streamline research management with text analytics, and ensure you're making the right business decisions.

InfoNgen™ offers an effective, efficient and real-time solution to search unstructured data like emails, documents, and other enterprise assets. You can also use InfoNgen™ to integrate structured and unstructured data, enabling you to search and analyze your organization's data to drive the best possible go-to-market decisions.

ON-DEMAND INSIGHTS TO HELP YOU BUILD BETTER, MORE PROFITABLE PRODUCTS

With InfoNgen™, you can quickly take the right course of action, whether it's tweaking a product's design or making your manufacturing process more efficient. No matter where you are or when you need it, you have access to InfoNgen™ and the powerful benefits it provides:

- Actionable brand and product competitive intelligence on every major company in every major geography

- Built-in taxonomies and thousands of custom tags curated especially for the Manufacturing industry

- Alerts on specific competitors and product lines to help you monitor the industry landscape and make informed decisions about what's next for your product development pipeline

- On-demand insights on the latest regulations and legislation as it happens across the world

- Sentiment indexes and analysis to help you aggregate and analyze content intelligently and at scale

- Reduced time-to-market through the optimization of your manufacturing processes and the avoidance of unnecessary research

- Quicker time-to-value with enhanced efficiency and better manufacturing practices based on the latest and greatest industry trends

- Ability to design and manufacture new products knowing that your organization is taking advantage of any market disruptions to produce the best products available today

- Automatic updates on mergers & acquisitions in your industry as well as potential targets

- Simple integration with internal systems and content sources so you can search unstructured data without extra effort

WHO USES INFONGEN™ IN MANUFACTURING?

InfoNgen™ is easy to use and adopt for specific roles within your organization, benefitting your employees in the following ways:

Head of Product Development & Associates

- Identify disruptive market and technology trends to help guide and influence your product development plans

- Gain insight into your competitors' latest releases and product development strategy to determine where you need to differentiate

- Ensure you're making the right decisions at every stage of the product development lifecycle to prevent wasted time and money

- Analyze market sentiment to discover what your customers are looking for in your next product line

Head of Manufacturing & Associates

- Conduct research on the features and manufacturing processes behind your competitors' latest product releases

- Find the critical information you need reverse engineer what's working for your competitors and avoid their mistakes

- Keep pace with how manufacturing operations are changing as a result of technological innovations and trends like IoT, intelligent automation, digital twin and more

Sales & Marketing Professionals

- Develop and tweak your go-to-market messaging based on the key differentiators for your products that you discover with InfoNgen™

- Approach your customers at the right time with the right product with a total understanding of their needs and how you can satisfy them through deep customer sentiment analysis

- Build the right digital and content strategy for your brand to make you that much more successful with your customers