

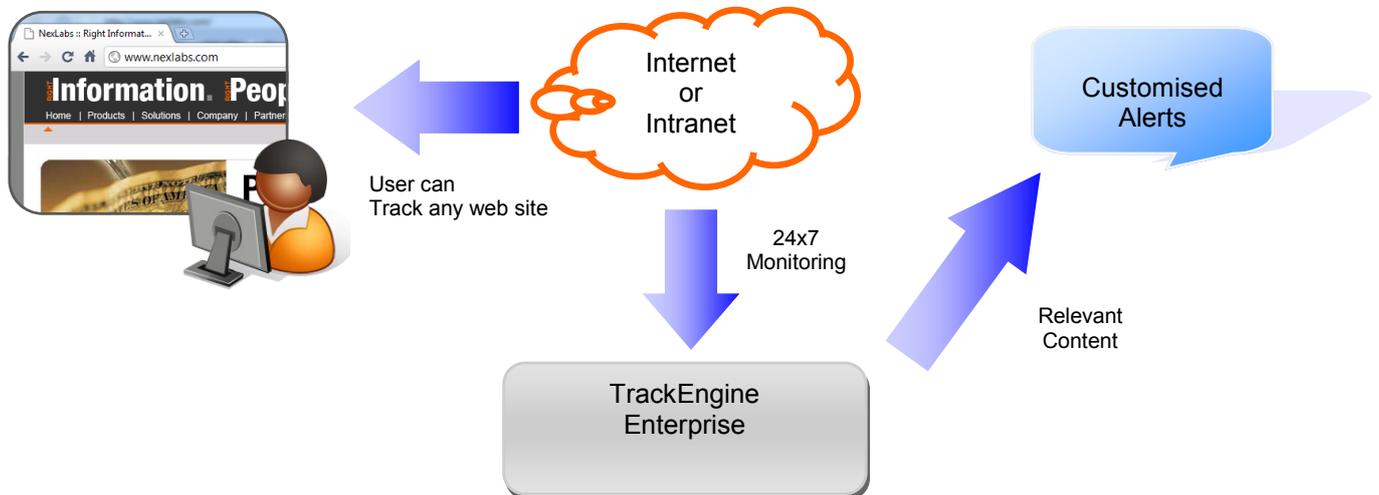
NexLabs TrackEngine

Relentless Monitoring for your Enterprise

Nex Labs



TrackEngine Enterprise, based on NexLabs' unique patent-pending Content Analysis and Differential (CAD) Engine, is an ideal competitive Analysis tool for any company to empower their employees to receive right information at the right time on the right device.



To Competitive Intelligence (CI) experts, information needed for a CI program is already 90% publicly available, and the remaining 10% can be deduced. Today, the Internet is a rich source of primary and secondary information which can be harnessed for CI. But how often do you find yourself going to the same site just to check whether there is new content? Moreover, even if you find new content, they may not be of your interest. This process of visiting and revisiting a site is both time consuming and unproductive.

NexLabs' TrackEngine revolutionises the paradigm of information management, by monitoring your favourite sites relentlessly for predefined keywords. It notifies you on any fixed or wireless device only when there is new content of your interest. With TrackEngine, you will never miss any information for CI!

Once TrackEngine Enterprise is installed in your corporate server, employees enable their browsers with a simple drag-and-drop action to create a 'Track Me!' button on the toolbar. With that, you can surf the net as usual, and whenever you come to a site that requires tracking, you can activate TrackEngine by simply clicking on the 'Track Me!' button. A pop-up form appears that allows you to personalise your



Winner of the IgniteAsia Challenge 2001



NexLabs...one of "Republic's 7 Samurai's"



"Secret Weapons for your Business"

Track for Competitive Intelligence

- **Track your competitor's site and be the first to be alerted of information like new product launch, facility openings and closings, new customers and suppliers and price change.**

Benefits: TrackEngine is an ideal tool for companies to conduct discrete competitive intelligence. Prompt alerts to your competitors' activities will give you ample time to react.

- **Track the Net and find the latest articles mentioning your company's name, your own name or your business partner's name.**

Benefits: Knowing the latest news about your customers before appearing for a meeting allows you to formulate appropriate strategies. Whereas, knowing the latest article about you or your company is what we call EgoTrack!

- **Track content portals for articles pertaining to your current research.**

Benefits: Outsource the responsibility of identifying new articles to TrackEngine while you concentrate on analysing the content. This is what every value added knowledge worker should do in the new economy!

- **Track Internet forums and discussion groups.**

Benefits: Over half a million messages are posted to bulletin boards and discussion groups daily. Brand managers can monitor online discussions to understand users' perception of their brand and product; marketing managers can benefit by knowing customers' discussions of competitors; and public relation managers

Competitive Intelligence Products

- **NexLabs TrackEngine Family**

TrackEngine Enterprise
TrackEngine Webmaster
TrackEngine Anti-Phishing
TrackEngine Anti-Defacement

- **NexLabs Trendicate Family**

Trendicate Enterprise
Trendicate NLQ
Trendicate Clustering