

Read all about it! In real time

Sysero Current Awareness (SyseroCA) is, a cutting-edge resource from UC Logic that helps law firms keep up to date in real time by combining RSS feeds to create news portals that provide instant access to news and information about clients, prospects and competitors, changes in the regulatory and legal landscape and global and regional news.

SyseroCA provides more than news and information. The main difference between SyseroCA and other current awareness applications is that it is interactive – offering users the ability to immediately bookmark, rate and comment on news items and other articles. They can circulate articles and information among their peers and share their ratings and comments with other users, creating a real-time discussion thread within the firm.

For many law firms, a key advantage of SyseroCA is that it uses the Microsoft Office SharePoint Server platform. It is also designed to be customised to users' requirements, with the ability to group live news stories by country, topic, practice and client. KM departments and users themselves can create virtual newspapers tailored to their specific interests and requirements by cherry picking news feeds and subscription services and/or searching across the 25,000 news feeds available through the Google News aggregation service. They can create personal e-mail alerts for notification of news and events as they happen or through a twice daily news summary as well as team, group and firm newsletters.

News, views and e-mail updates

While other current awareness applications focus on providing e-mail updates and rely on complex control panels, SyseroCA allows non-technical users to create live news monitors through integration with Google News. However, its

customisable, interactive capability offers much more than a media monitoring product:

- Knowledge managers, professional support lawyers (PSLs) and marketing and business development professionals can create practice/client based portal pages which can include web links and other relevant information
- Users can create their own personalised news page by selecting from the practice/client feeds and tailor it to their information requirements, which may change depending on the work they are undertaking
- Firms can create private news monitors tracking key clients and competitors
- Fee earners and others can highlight relevant news items and discuss them in confidence and with their peers, including those in different practice areas and geographic location
- Firms and individuals can add subscription feeds and feeds from sources that are not covered by Google News, tailoring their news page to their areas of expertise and interest
- Articles in different languages are translated simply by hovering the mouse over the text
- Stories of interest, along with fee earners' comments and discussions, are saved, indexed and searchable creating a private news archive.



Boosting the business

Timely information, supported by interaction and collaboration benefits can boost a law firm's business in a number of ways. Keeping abreast of developments affecting particular industries, practice areas, clients, markets and competitors can focus efforts around events affecting the firm and its clients, providing fee earners with the latest legal and market intelligence to help drive the business. It can also be used to highlight business development opportunities, helping the firm to maintain and strengthen its market position. The very latest information and insight – supported by real-time discussion and collaboration between lawyers working in different practice areas and geographic locations – enhances business pitches and ensures that clients benefit from the very best of the firm's collective expertise.

User friendliness and technology abstraction is another key advantage. Lawyers and PSLs do not require IT to build custom views and add news feeds and items to their own personalised pages. Users can effortlessly create e-mail newsletters and circulate them among their team or practice group. SyseroCA helps lawyers become self-sufficient in

SyseroCA's customisable, interactive capability offers much more than a media monitoring product

Contact: Phil Ayton, Director of KM Solutions - Email: phil@uclogic.com Tel: 020 7193 4908

terms of accessing and leveraging knowledge resources and the firm's IT investment while reducing the pressure on the KM team.

A key to SyseroCA's success with lawyers is the fact that it is a genuinely self-service media tracking and monitoring application that tailors knowledge resources to individuals, teams and firms, helping them to stand out from the crowd in today's highly competitive legal marketplace.

Sysero Current Awareness

- Enables users and knowledge managers/professional support lawyers (PSLs) to create a personal virtual newspaper and real-time discussions with others in the firm
- Sets up news monitors for clients, competitors and market activities
- Integrates with Google News to monitor 25,000 publications in 40 global regions
- Automatically translates feeds into the user's native language
- Uses the SharePoint platform and can be hosted or run internally