



WISERS

A Strategic Resource for Competitive Companies is Here at Last!

Qualitative, comprehensive, user friendly market intelligence is now adding value to Hong Kong's most proactive companies. DENISE CHE, CEO, WISERS explains how this one-stop-shop is changing the future of our corporate world.



DENISE CHE: "Wisers' approach is based on flexibility and responsiveness to customer needs. Tell us your needs and we will provide a one-stop information solution."

Market intelligence is the backbone of business worldwide. But, the coveted holy grail for seriously competitive companies, is a one-stop-shop for real-time, accurate and comprehensive information that's easy to access.

The nearest Hong Kong had to this was at best, a few B2B clipping houses masquerading as news aggregators.

So, though the demand was present and growing for an electronic, segmented, market intelligence resource, no one

stepped up to take the lead, that was until Wisers decided to fill the niche and bring to the table what up until then was a mere pipe dream.

At the Start

Wisers' service originated in 1992 as an academic research project at the Chinese University of Hong Kong.

This core technology led to the incorporation of Wisers Information Limited in 1998 and the launch of the first generation of WiseNews service, aggregating content from 20 sources in 1998.

Today, Wisers has grown into the world's leading Chinese news information service provider offering a suite of services and comprehensive solutions for different industries. It delivers the latest news information from over 2,500 content sources in Greater China on a daily basis. In 2011, Wisers' database archived over 230 million news articles and is accelerating at a pace of average 280,000 news articles per day.

News You Can Use!

There is a huge glut for market information from proactive companies over nearly every industry, notes Denise Che, CEO of Wisers.

The privately held firm is an online one-stop-shop providing customers with access to hundreds of thousands of segmented, searchable news material published in Asia and abroad. The initiative is proving an invaluable data/intelligence mining tool for governments, academia and commercial identities keen on factual, current/historical information otherwise nearly impossible to come by.

Spurred on by its success, Wisers is expanding to include content from newspapers, magazines, TV, radio, general web sites and social media thus growing into an even more useful business resource for intelligence mining.

"Prior to Wisers, this volume of media monitoring was unheard of and at best companies relied on search engines. Today, competitive companies are hungry

for a good data mining tool that provides news, view and information that helps them forecast trends, analyse tones, intelligently gauge public response, study competitors all with a view to gaining a competitive advantage,” says Che.

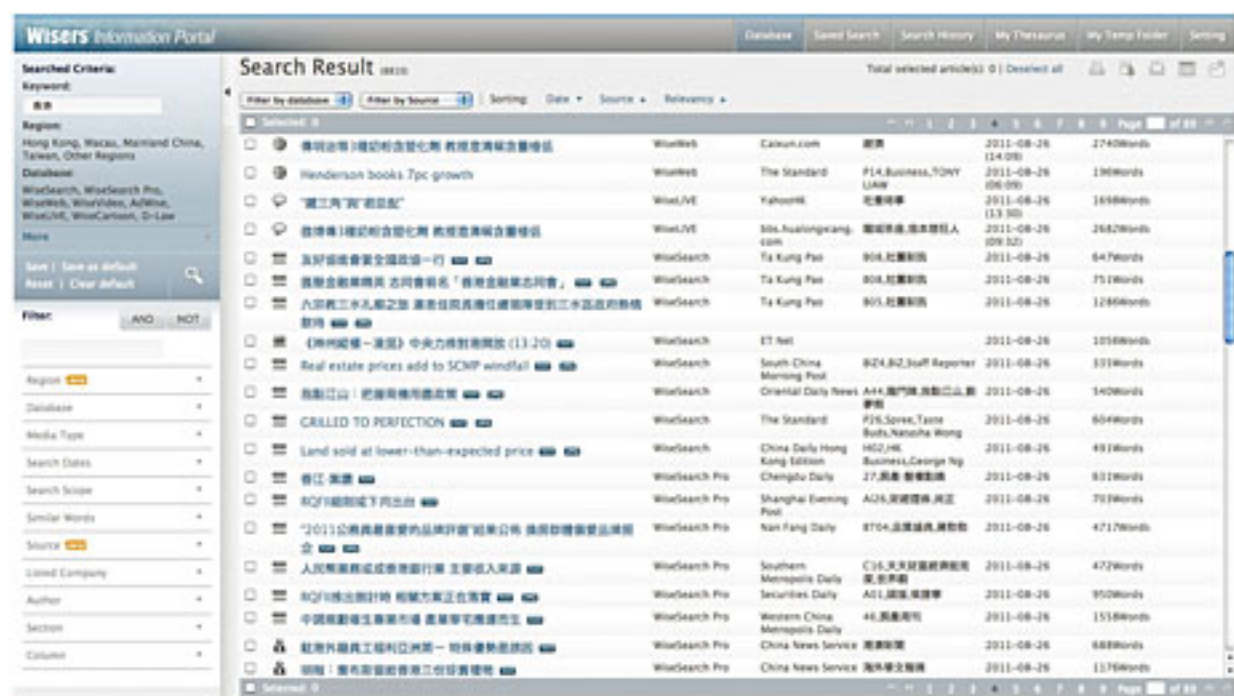
She adds “With Wisers, you get the most updated information, accurate content within seconds! Thanks to licensing agreements we have with an increasing number of media products from all across the globe, Wisers’ extensive, updated archives is able to bring customers specific content within record speed, an act no search engine is able to follow, yet.”

Built to Serve

User friendliness is a key feature of Wisers service. “We offer much more than simple aggregation of articles and news sources. Our proprietary Electronic News Media and Publishing System (ENMPS) converts a huge range of simplified and traditional Chinese content into a single searchable and flexible database.

While most Chinese search engines use a character-based keyword search, Wisers’ Information Processing On Chinese (IPOC) search technology enables searching by phrases, taking into account the semantics and context that are vital to effective searching in Chinese,” explains Che.

“We have a strong in-house editorial team, all of whom come from solid backgrounds in journalism and are familiar with local and regional current affairs. Located across various parts of Greater China, the team provides premium



analytical and editorial services to our customers.”

“Working in conjunction with dedicated account servicing teams, our editors take care of customers’ requests for specific types of information by putting together tailor-made solutions. We constantly refine profiles to ensure that our clients’ information keeps pace with whatever changes occur in their business environment.”

Filling a Niche

Wisers does indeed fill a niche as companies across the spectrum today rely largely on search engines, having themselves, little or no archives to boast of.

“Even multinationals today, would rather focus on their key business drivers or core competencies, than invest in internal intelligence archiving which is a costly and time consuming business. This

is the niche we fill. Wisers has taken on this challenge thus adding value and saving our customers time, money and hassle.”

“Time is money and in today’s world it isn’t the big that will swallow the small but rather the swift that will overtake the slow. In the days gone by, such a resource would only be of interest to large multinationals that had the money and wisdom to empower their marketing teams with such research-enhanced muscle,” says Che.

“But, today, companies of all sizes need and want such an invaluable resource because the state of the global economy is telling us all that we have to either shape up, or ship out.”

“With all the world’s eyes on China, we are seeing a growing demand for China-specific business/industry intelligence and Wisers is uniquely placed in this regard. We have content from nearly every major periodical in China, as well as leading newspapers in the region, and our footprint is growing rapidly in Greater China.”

“Foreign and local companies are making multi-billion dollar China-specific decisions daily and Wisers is adding value by helping them make those critical intelligent, informed, fact-based strategic decisions. We are even seeing this demand for industry intelligence across SMEs too. The market is definitely there and our challenge is to grow quicker and provide more content at a faster pace.”

“As befits a market where the answer is seldom black or white, Wisers’ approach is based on flexibility and responsiveness to customer needs. Tell us your needs and we will provide a one-stop information solution,” concludes Che. ■

Industry Recognition and Product Milestones

- 1998 – Hong Kong Awards for Industry – Certificate of Merit in Consumer Product Design
- 1998 – Product Launch – “WiseNews”, “WiseSearch”
- 2001 – Product Launch – “WiseEnterprise”
- 2003 – Asia Best Practice, World Summit Award - e-Business Category
- 2006 – China Computer Federation Innovation Award
- 2008 – Capital CEO Supreme Service Award
- 2008 – Product Launch – “AdWise” (advertisement monitoring solution)
- 2010 – Official Information Partner of “The Credible Enterprise of China - ACCREDITATION”
- 2010 – Product Launch - “WiseLIVE” (social media monitoring solution)
- 2011 – Product Launch - “Wisers Information Portal”

For additional information please visit www.wisers.com