

# WiseObserver

Stay Ahead and Make Informed Decisions  
with a Unique Online Media Monitoring  
& Business Intelligence Solution

With the rate at which information is being created and shared today, you need to extract the essence of market intelligence from the vast sea of data in order to stay ahead of your competition.

WiseObserver delivers relevant news at near real-time in the most cost-effective way, helps companies with diverse information needs to make more informed business decisions with media insights from extensive international content sources.

Established in **Hong Kong**  
since 1998

Focused on  
**Greater China Intelligence**

Serve **2,500+** enterprises  
from around the globe

Dedicated in  
**media & business  
intelligence service**

**44,000+** content sources  
in both English and Chinese

**Cross-media coverage**  
for all industries

*(Figures as of June 2016)*

**Wisers 慧科**  
Advantage through Intelligence



## Comprehensive Global Content from 200+ Countries

Top titles include: *The Wall Street Journal, The New York Times, Financial Times, Forbes, The Economists, SCMP, The Straits Times*



## Real-time Social Intelligence

Covers **1,900+** influential social media sites including Facebook, Sina Weibo, WeChat, Popular blogs and forums



## Business Intelligence with Industry Focus

Essential news for your target industries picked by Wisers professional editors with deep industry knowledge



## EuroMonitor Industry Reports & Company Profiles

**10,000+** sector reports covering **180+** industry sectors in **80+** countries; **7,000+** local company profiles

# WiseObserver allows you to:

**Be informed of** every possible source of online news that may impact your business from around the globe

**Track** competitor movements, partners and suppliers activities, or any specific topics of interest

**Stay on top** of market trends and industry dynamics, compete more effectively

**Conduct research** to identify opportunities and inform business strategies

**Gain intelligence and make wise decisions** to cope with the fast market pace

**Save cost and resources** on searching through fragmented online media data



## A Speedy & Cost-effective Platform

### Access

- Corporate news
- Breaking news
- Industry updates
- Social buzz
- Industry reports

### Monitor

- Companies & brands
- Competitors
- Clients / Suppliers
- People
- Policies & Regulations

### Discover

- Critical issues
- Trends
- Competitive insights
- Opportunities and threats

### Share

- Real-time analysis reports
- Essential information
- Business intelligence

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To learn more about **WiseObserver**, contact us today.

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