

kNEWS Professional

Improve communications with employees, customers, and partners

kNEWS - An E-Publishing Solution

kNEWS Professional™ is an e-publishing application for IBM Lotus Notes® and Domino™ R5 & 6. kNEWS will enable your business to create, deliver, and measure response to a variety of electronic publications including e-newsletters, bulletins, alerts, project/status reports, and RSS feeds.

kNEWS is best used by organizations who have a Notes/Domino infrastructure, have a business-to-business communications requirement, and need a more efficient process for connecting with their stakeholders.

If your company currently publishes a newsletter or is struggling to stay in touch with employees, clients, and business partners, kNEWS can help.

The Business Benefits

kNEWS makes it easy for your organization to organize and distribute updates, information, and useful know-how to an audience using electronic publications.

Using kNEWS, your company can cultivate stronger, more productive relationships with employees, customers, and partners.

Regular, relevant communications will benefit your business in the following ways:

- Increased sales and profitability
- Decreased marketing & communication costs
- Informed, empowered employees
- Loyal, effective partnerships

A Complete Communications Solution

kNEWS provides a complete solution for publishing electronic communications. It includes tools to create and deliver plain text e-mail, HTML e-mail, Web publications, and RSS content so that you can reach your audience in a format that they prefer.

kNEWS enables your business to easily build and manage multiple opt-in e-mail list groups. A reporting and tracking module helps you generate insightful reports and measure response to your communications. An integrated web-based discussion forum will encourage and facilitate audience feedback.

Save Time & Money

Electronic publications are an excellent complement or replacement for printed newsletters and magazines. They can be created in a fraction of the time it takes to produce a printed publication and they are significantly less expensive. You can include a variety of electronic content (PDFs, spreadsheets, audio, video, etc.) to make your communications more useful and engaging.

Simple Installation & Configuration

kNEWS leverages your existing Notes & Domino environment. In a few hours, your Notes administrator can have kNEWS installed, configured, and ready to run. Because kNEWS uses a Notes client, administrators and editors require minimal training and ongoing support. They will be able to produce professional, engaging electronic publications, with no knowledge of HTML.

We also offer application source code so that you can make custom modifications and enhancements to kNEWS and integrate it with your software infrastructure.

See An Online Demonstration

If you would like to see an online Web demonstration of kNEWS, give us a call at (719) 597-3366. It takes about 10 minutes to show you how use kNEWS to build professional e-mail, Web, and RSS publications.

You can also download a free full-product evaluation version of kNEWS from our website.

Download a FREE Evaluation Copy of kNEWS Professional!

<http://www.gallatin.com/wcm/publishing.nsf/Content/GTIDownload>

☑ kNEWS Business Applications

kNEWS is best used for:

- Employee communications
- Electronic newsletters
- Permission-based e-mail marketing
- RSS content syndication.

☰ Key Features & Benefits

A Lotus Notes/Domino 6 & R5 Application

- Leverage your existing investment in Notes/Domino to improve communications with stakeholders
- Setup and use the application quickly without requiring extensive training
- An IT-friendly solution, kNEWS requires limited administration and ongoing support.

A User Friendly Tool

- Enables end-users (e.g., product managers, engineers, marketing representatives) to create professional e-mail and Web publications with NO knowledge of HTML
- Empowers individual employees to communicate their knowledge and expertise directly to an audience.

Permission-based Subscription Services

- Avoid sending “spam” because kNEWS incorporates the best practices of double opt-in subscriptions and delivery via RSS
- Easily create and administer multiple e-mail list groups in Lotus Notes
- Import subscriber data from external sources and build dynamic e-mail list groups.

Multiple Publishing Modes

- kNEWS automatically builds plain text e-mail, HTML e-mail, Notes Rich Text, Web publications, and RSS content saving you time and simplifying your publishing process
- Deliver electronic publications in your audience's preferred mode
- Schedule delivery of outbound e-mail publications.

Reporting & Statistics

- Collect anonymous subscriber and publication click-through statistics
- Generate reports to measure the effectiveness of your electronic publications
- Analyze results and adjust your communications to improve response.

Workflow & Security

- Assign access to different parts of the publishing process—content creation, style definition, publication generation, and delivery
- Require review of sensitive information prior to publishing
- Publish password-protected electronic newsletters.

✍ An Application Scenario

The Business

A network appliance company selling products worldwide through a network of distributors, resellers, and solution providers.

The Objective

The company is committed to its indirect sales channel and wants to improve the timeliness and quality of its communications with partners. The company believes it can influence channel sales and profitability by regularly sharing successful sales strategies, marketing information, technical know-how, and industry trends with its different partner groups. The company believes an electronic newsletter will provide a cost-effective, streamlined way to connect with partners and encourage an interactive dialogue.

The Implementation

Using kNEWS, the channel team starts three electronic newsletters—one for each partner group. Partners subscribe via the Internet and manage their own interest profiles. The e-newsletter includes a variety of useful content such as case studies written by engineers, sales and support information contributed by the sales team, and industry trends and analysis shared by company experts. Marketing contributes updates about promotions and spiffs available to partners. Each newsletter spotlights the achievements of a successful business partner.

The Results

Partners are now able to tap directly into the information resources of the company. The know-how and data the company shares, have helped partners to more effectively sell and represent the various product lines. The company has seen its subscriber base grow as partners encourage other members of their companies to join the conversation.

The vendor-partner relationship has improved because partners have access to highly useful, relevant data. By communicating with partners and guiding them to pertinent areas of the corporate website, partners find it easier to interact with the company and use the site more frequently. Recent feedback shows that partners are more informed and knowledgeable, and that partner satisfaction has improved. The company's channel program is expanding and sales volume and profitability continue to rise.

☰ System Requirements

kNEWS Professional requires IBM Lotus Notes and Domino 6 or R5.0.x and good connectivity to the Internet or your intranet. kNEWS will run on all Domino supported platforms including:

- Windows 98, NT, 2000, XP
- eSeries, iSeries, AS/400
- Unix
- Linux

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