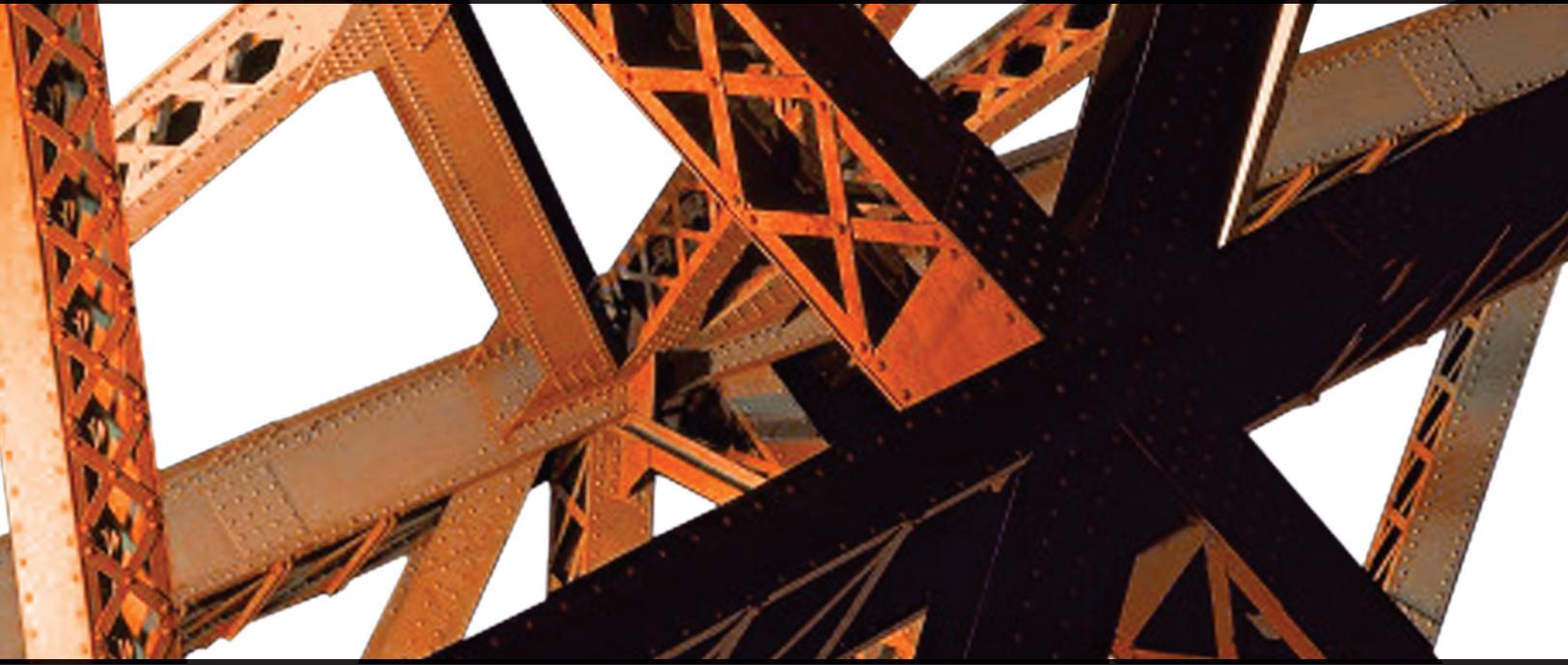


# Infrastructure WATCH™



## Mfrastructure Watch™

Do you regularly check your competitors Web sites for updates? Would you like to know when they issue press releases, change prices, add features, or take other actions? Then Mfrastructure Watch is for you!

Mfrastructure Watch™ is a new competitive intelligence service that automatically monitors Web pages of companies you specify. You'll get a daily alert email with any new press releases, team changes, or other updates on their sites - without having to check page after page each day. This is the perfect solution for monitoring your competitors—quickly and easily.

### Marketing Applications of Mfrastructure Watch

- Stay on top of new press releases, media coverage, white papers, event announcements, and management changes for all your competitors
- Track new products and updates from your strategic partners and suppliers
- Enhance your research of new market opportunities as you develop business plans
- Watch for promotions and pricing changes of products and services you want to track
- Notifies you of key marketing related events you may want to attend
- Monitor industry and business news pages with filters to see only the information you want
- Watch how your sales channel partners promote and price your products
- Keep a tab on new information from strategic prospects or customers

### Benefits of Mfrastructure Watch

- Easily track competitor announcements and web site changes
- Get information as soon as it is posted to the Internet
- Minimizes duplication—Mfrastructure Watch brings you the original press release so you

don't read the same story over and over in different publications

- Cut down on your reading time by focusing just on the information you want
- Gives you complete peace of mind—you don't need to worry about missing out on some announcement or change your competitors make
- Very affordable

### Features of Watch

- Automatically sends email of any change to tracked pages within a web site
- Easy to set up and use—simply enter the web sites you want to track and define which information you want to track on the web site
- Edit your watch list easily
- Only notified when there are changes
- User defined filters send you only the information you want
- Trivial web site changes are completely filtered so you don't see date changes or similar modifications to the web sites you are tracking
- Change the notification frequency to suite your needs (i.e., from daily to weekly)
- Track up to 200 pages per subscription
- Only require a simple browser plug-in to get up and running
- Hosted Internet service provides you the web site changes automatically

### Proven Tool for Success

Staying on top of key market information is imperative for the marketing professional.

Mfrastructure Watch provides you a simple, low cost solution to track competitors, industry trends and other important news with ease. Always maintain a full view of what is going on in your market. You simply cannot afford not to know what is happening in the market. No other solution allows you to track this information more effectively and in real-time better than Mfrastructure Watch. Sign up today!





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