

## Greenlvory

### MashupXFeed



### Solution Description

MashupXFeed is a suite of components that ease publishing, maintenance and the accuracy of information on Web sites. It is a set of SOA components targeted at enhancing publication of information. MashupXFeed aggregates content from various sources (e.g., office documents, RSS streams, etc. ) and dispatches the filtered, refined and enriched information, to the right people through dynamic Web sites. The Web sites are more visible, dynamic, interesting and relevant.

### Features & Benefits

#### Enhance your SEO

Surpass your competitors by appearing in the first results of search engines. Enlarge your customer catchment's area to more internet users by being more visible. Double your traffic. MashupXFeed will increase your number of outgoing links and thus facilitate your link exchanges.

#### Optimize the relevance of your communication

Select your content according to your needs, themes, and subjects. There are no surprises and your site wins in relevance. Filter sensitive information and competitors news. By bringing additional content to your Web site, you will naturally drive more traffic. Your visitors will spend more time and be educated on the topics and information you choose to present.

#### Insure its automatic update

MashupXFeed will automatically publish content to your Web site. Make a Web site attractive and current by incorporating new information daily. No manipulations are necessary; updates occur automatically. Your personnel will gain time to complete other tasks.

### Value Proposition

A large number of corporate Web sites appear frozen or stagnant, giving a dated and negative reflection instead of enhancing the companies public image. Only 32 percent of small and medium companies update their Web sites.

MashupXFeed is the solution to this problem by automatically adding content to Web sites. It enables sites to become dynamic, relevant and attractive communication tools. Your brands, your products and your messages are emphasized. You will increase both traffic and returning visits; which increases your ability to sell services or products. Information creates value.

### Company Description

Greenlvory is an e-marketing software vendor focusing on innovative Web tools which goals are to increase the efficiency of your Internet communication. Greenlvory is specialized in the processing and enhancing of information. Our technologies, products and services include mashup, online reputation, social networks, and collaboration portals. Our customers are communication agencies (both traditional and digital) and other companies for whom the Web is essential to their activity, like pure players. The company has expertise in Web-site enhancement, technology and competitor monitoring, portal building and social network creation.

#### IBM Segment

- Data Management
- Informix

#### Business Function

- Automating Dynamic Web Sites

#### Target Industry

- Media and Entertainment

For more information, contact:

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