

User Manual

SILObreaker

PREMIUM

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Introduction

Today's deluge of information from old, new and social media, as well as from all internal sources, forces us to deal with information in new ways. Long gone are the days when just access to aggregated information was a competitive advantage. Today, it is all about how you manage to benefit from too much information that decides whether you'll be able to stay ahead of the curve.

Silobreaker Premium is the most powerful intelligence and media-monitoring product online for corporate, financial, non-profit and government agency users. Whether your focus is on competitive intelligence, early warning, risk management, media-monitoring, news search or all of the above, Silobreaker Premium keeps you in the know.



Available as SaaS (Software as a Service) in a single intuitive and secure user interface, you can define monitoring targets, trigger content aggregation, perform analyses, and display results in customized dashboards, e-mail alerts or by auto-generated reports. Silobreaker Premium enables you to:

- Set up watch lists and collaborate with colleagues
- Monitor old, new and social media content
- Upload internal content for side-by-side analysis against unstructured web content
- Track big movers in the information flow by “heat” tools and other analytics
- Save and export findings straight into 3rd party applications

Silobreaker Premium removes the limitations of traditional keyword-based queries and combines content aggregation with analytical tools and visualizations that help users improve their monitoring and discovery as well as analyze and make sense of their findings more efficiently – straightaway and across user groups.

Difference Silobreaker.com vs. Silobreaker Premium

When migrating from Silobreaker.com to Silobreaker Premium you will discover new features and content. The main differences between Silobreaker.com and Silobreaker Premium are:

	Silobreaker.com	Silobreaker Premium
All Silobreaker.com standard content, functionality & tools.	✓	✓
Advertisement-free.	✗	✓
Additional language coverage.	✗	✓
Secure login through SSL-encryption.	✗	✓
Times series visualisation tool	✗	✓
Full size visualisation pages	✗	✓
My Page dashboard for personalized search, monitoring and analysis.	✗	✓
Email-alerts from multiple dashboards.	✗	✓
My Lists functionality for personalized watchlists and publication filters.	✗	✓
Collaborative tools for sharing My Lists and My Page.	✗	✓
Unlimited number of dashboards, watchlists, search-agents, email-alerts and reports.	✗	✓
Social media real-time search (Twitter, Facebook, Google Buzz, Google Blogs).	✗	✓
Heat-measure for monitoring "big movers" in the media-flow.	✗	✓
Scrapbook-functionality for saving and analyzing content.	✗	✓
Export of data in RTF/HTML format to 3rd party applications.	✗	✓
"Follow" functionality for tracking entities or publications.	✗	✓
RSS and API available for content-feed to a customer's intranet.	✗	✓
Customer able to request/add content sources.	✗	✓
Customer able to add entities and keywords.	✗	✓
Product support and "getting started" customization.	✗	✓
User training and customer support	✗	✓
Import and index other Premium content sources (i.e. Gartner reports) and internal data.	✗	✓

Silobreaker Premium Features

The features are divided into the following chapters

- Log in & First page
- Search, discover & analysis
- Monitoring My Pages and alerts
- Upload your own premium content
- Share information to the rest of the organization
- Security

Login

To access Silobreaker Premium, you need a password and a user name. Click the **Log in** tab on the Silobreaker home page www.silobreaker.com, enter your user name and password and click the Log in button.

Log in to Silobreaker

Username:

Password:

Remember Me



The First Page

Silobreaker's First Page shows latest stories across all topics as well analytical results for the overall news flow. People, companies and other entities that are "hot" in the news are highlighted as well as visualizations of "hot spots" around the world.

The First Page is a great starting point for checking up on the latest news and offers many ways to narrow your search or for navigating to more specific areas on the site.

You can mouse-over or click on almost everything on the page, allowing you to put the search result in context, drill-down or quickly switch focus to gain higher relevance or faster insight. Just click on any name and you'll go directly to that name's 360-page, which then becomes the new focal point.



Search, Discovery & Analysis

The whole philosophy behind Silobreaker is to move away from the traditional keyword based search query which generates page after page of headline results and forces the user into a loop of continually adjusting the query to find relevance and context. We see the keyword-based query as a possible entry point; followed by graphical search results which enable the user to discover, navigate and drill down further, without having to type in new keywords. It would be difficult to imagine managing numerical data without the use of descriptive graphical representations. Silobreaker believes that the same principle applies to handle vast quantities of textual data – descriptive graphical representations are not a luxury, but a necessity when trying to digest the vast quantities of information and data currently seen in today’s world.

Traditional search engines require you to accurately pinpoint your search. In many instances, you need to be an expert in your field to take to full advantage of the information in databases and unstructured text. The Silobreaker technology allows the novice to become an expert, and the expert to become a discoverer. Silobreakers technology quickly moves the user closer to the many possible “answers” by doing much of the searching and groundwork for them - freeing up time for analysis and qualified decision-making.

Entities

Entity or **entities** is a central concept of the Silobreaker search and visualization technology. An entity is a person, city, country or similar, and Silobreaker is entity focused because human knowledge is entity focused. Entities are used by the Silobreaker technology to bring structure and extract knowledge from unstructured data, like text in news articles.

Entities are linked to articles in Silobreaker because they are mentioned in such articles. Silobreaker finds these entities and understands how they relate to each other in the news flow. This is how Silobreaker is able to serve up its search results in so many different ways – and across content types - enabling you to navigate and analyse without the need for keyword-based queries. Entities are also referred to with different names: IBM and International Business Machines all refer to the same company; the Silobreaker results are based on many different spellings and aliases for each entity, rather than just a single search-word.

Entity definition of IBM Corp in Silobreaker

IBM Corp
Company 17395 Close >>

Entity Info **Alias**

Current Aliases

- IBM Corporation
- IBM Corp
- IBM [**IBM Corp**]
- International Business Machines Co
- International Business Machines

There are several millions of defined entities in the Silobreaker Premium database. The administration tool for entity definitions are not generally available for users of Silobreaker Premium and thus managed by Silobreaker. As part of becoming a Silobreaker Premium customer, Silobreaker works together with the customer to ensure all required entities of interest are defined in the system with the right aliases and conditions for contextual search.

Benefits of Entities

- Simplifies your search. Instead of typing long search phrases with different spelling combinations, you define the search string once and then use the defined entity.
- Simplifies your use of filters. Instead of typing long filter phrases with different spelling combinations, you define the filter once and then use the defined entity.
- The Entities feature improves the analysis, mapping data to objects and giving life to visualization models.

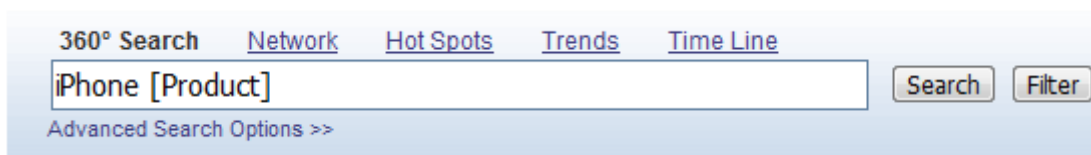
All content is also classified after Silobreaker's Topics, such as **Solar Power** or **Terrorism**. All documents do not need to mention the name of a topic in order to be linked to it. Silobreaker extracts the general understanding of the document from the entities in it and links it accordingly to its topics-structure.

In Silobreaker you can easily find the defined entity. It is all the words with an [entity type] that pop up in the auto suggestion box.

Search & Discover

Searching in Silobreaker is done from the **search-box** at the top of any page. Search results are divided into five main categories which have been customized to allow the user to decide how he would like to view the result; either as list of text documents or different visualizations:

- 360° Search
- Network
- Hot Spots
- Trends
- Timeline



Simple Search

Type in one or several search terms separated by space in the search-box, click Search and a new search is performed and presented on the current page. The result is based on documents and results matching all keywords that you entered.

Automatic Suggestions

While you're typing your keywords, you'll notice that Silobreaker automatically provides you with Entity suggestions in a list just below the search-box. Choose one of the entities to find what you're looking for faster and more accurately.



Working with filters

Filter (or Drill-Down), is a “search within search” functionality that enables you to find even better contextual relevance or reduce your search result to a more manageable amount of content. Click the “Filter” button to filter what you're currently seeing on the page and narrow down your focus.

You can filter your search result on any topic, term or entity you think is suitable, by either clicking on the drill-down icon next to an entity in the In Focus-box or the right column of your result page or by typing in the filter term in the search box and clicking on the Filter-button (next to the Search-button).



Whenever you have filtered a page in any way (by using the search-box or by drilling down) you will see that there is a yellow filter box at the top of the page. This shows the current applied filter, which is used to narrow down all content and analytical results for that page. You can easily remove the filter by clicking on the small close-symbol in the filter box.

More Search Options

- If you already know what type of Entity you are looking for, such as a person, a place or a company, you can prefix your search-term with the type: **Person: Barack Obama** or **Barack Obama [Person]**. The entity types include: person, company, organization, keyphrase, product, city, country, topic, site, industry and publication.
- If you would like to search for a phrase, put quotation marks around your search terms – example: **wireless network**.
- Using Boolean expressions: You can use the operators **AND**, **OR** and **NOT** to create more advanced queries.
- You can also search or filter a current page to only include results from a certain Publication by typing – **Publication: New York Times** or **New York Times [Publication]**.
- If you would like to search for words that appear close to each other in the text, put quotation marks around your search terms and add the **symbol “~”** followed by the number of allowed middle words that you want to allow. The search for **George Bush~2** will then

results in documents containing "George Bush", "George Walker Bush" or "George Herbert Walker Bush".

- You can also group search expressions between Boolean operators by using parentheses – "Barack Obama and smoking and not ("smoking gun ")".

Entity Search

If you would like to use a defined entity for your search, start typing the name in the search or "filter box and use the suggestions presented by the auto complete function. The auto complete function presents the entities according to content volume. You can also type in entities manually in your search or filter box. For manual entries use the following format:

For example:

person:Bill Clinton

company:Microsoft Corporation

organization:Greenpeace International

keyphrase:emission

product:twinrix

city:London

country:France

topic:merger & acquisitions

industry:Media & Advertising

publication:New York Times

Fretext Search and Boolean Operators

If no entity defined matches your search or filter need, you can use any type of word and/or combination of words in the same way which you currently use the search function in a regular Google type search engine. The search engine supports all Boolean expressions.

For example:

"new contract" **OR** partnership

You can also combine the use of defined entities and free text search

person:Bill Clinton **AND** partnership

Common Boolean Operators

AND Both parts of the search expression must be included in the result of the search.

smoke **AND** oil

You can also type **AND** expressions using the enter key:

smoke oil

OR One of the search expressions must be included in the result of the search.

`environment OR climate`

NOT Excludes all articles including defined keywords.

`smoke AND NOT oil`

Silobreaker-specific Search Operators:

FROM Presents the information written by a specific person, organization or publication.

Example:

`FROM Country:United Kingdom`

Filter the search to include only documents published from news sites in the United Kingdom

`FROM Person:Bill Clinton or FROM Organisation: Clinton Global Initiative`

This search will present blogs or Twitter from Bill Clinton or the organization Clinton Global Initiative. For the from feature to work properly, all included blogs, Twitter accounts etc. must be mapped to an Entity. This service is included in the Silobreaker Premium subscription. As a user, you supply the list of influencers and their blogs and twitter addresses to your Silobreaker contact sales rep, who will map the information to the right Entity.

list: Provides information about one or more of your entities defined in a watch list, defined in My List (see the My List section of this user guide for additional information on this function).

Example:

`list:My Competitors`

Using the search wizard, you can click a drop down menu to see your defined My Lists.

doclang: Filter the search to a specific language.

Example:

`doclang:swedish OR doclang:german`

doctype: Filter the search to a specific document types. The document types are Article (News), Special Report, Blog, Press Release, Audio/Video and/or Fact Sheet

Example:

`doctype:Article OR doctype:Blog`

`doctype:Press Release`

fromdate: Presents only information that was published after a defined date.

Example:

fromdate:2010-05-01 (Format (YYYY-MM-DD))

Presents only information that was published after 2010-05-01

fromdate:-24h

Presents only information that was published the last 24 hours

fromdate:-15

Presents only information that was published the last 15 days

todate: Presents only information that was published before a defined date.

Example:

todate:2010-05-01 (Format (YYYY-MM-DD))

Combined Search-strings

You can also combine the different search expressions to create sophisticated search strings. These can also be grouped using parenthesis.

Person:Barack Obama AND smoking AND NOT ("smoking gun")

Searches for articles about Barack Obama and smoking, but shall exclude articles including the expression "smoking gun".

FROM list:My Competitors

Presents the information written by one or many entities defined in a My List. A prerequisite is that, for the from list feature to work properly, all included blogs, Twitter accounts etc. must be mapped to an Entity. This is a service included in the subscription for all Silobreaker Premium customers. As a user, you supply the list of influencers and their blogs- and twitter addresses to your Silobreaker contact sales rep who will map the information to the right Entity.

Person:Carl Bildt AND doclang:Swedish

Searches for information about the politician Carl Bildt in Swedish articles and documents.

fromdate:2010-05-01 todate:2010-07-01

Presents only information that was published in between a defined time period.

Whenever you have filtered a page in any way, you will see a yellow filter box at the top of the page. This shows the current applied filter, which is used to narrow down all content and analytical results for that page.

Advanced Search Option/Wizard

You can access more advanced search options by clicking the **Advanced Search Option** link just below the search box. Using this tool you can filter you search based on content type, source and date range etc.

The screenshot displays the 'Advanced Search Wizard' interface. At the top, a search bar contains the query: 'Company Ford Motor Company AND Keyphrase "Mergers & Acquisitions" AND Country:China'. Below this, the interface is divided into several sections:

- Search for documents that contain...**
 - all these words/terms:** A row of three tags: 'Company/Ford Motor Company x', 'Mergers & Acquisitions [Keyphrase] x', and 'China [Country] x'.
 - at least one of these words/terms:** A text input field with the instruction 'Use enter or comma to separate search words.'
 - or any entity on these Lists:** A dropdown menu labeled 'Select List'.
- But don't include documents that contain...**
 - any of these unwanted words/terms:** A text input field.
- Limit search to documents from...**
 - any of these publications:** A text input field.
 - or any publication on these Lists:** A dropdown menu labeled 'Select List'.
- Restrict result to documents...**
 - written in:** A dropdown menu with 'All' selected.
 - of document type:** A dropdown menu with 'All' selected.
 - published during:** A dropdown menu with 'any time' selected.

At the bottom right, there are three buttons: 'Search', 'Cancel', and 'Clear'.

360° Search Result

The **360-page**, which is one of the most central pages in Silobreaker, provides you with a full search result around your search term, a person, a company, an industry or any other type of Entity. The 360-page shows the latest news, blogs and selected multi-media content, as well as Silobreaker's analytical tools - all in one single page.

premium SILOBreaker
NEWS SEARCH ANALYSIS INSIGHT

360° Search [Network](#) [Hot Spots](#) [Trends](#) [Time Line](#) Translate


Barack Obama [Person]

Advanced Search Options >>>

Home Global Issues Technology Science Business Energy Countries Give Feedback Identify Entity Request Content

Barack Obama

4 last


Barack Obama

Type: Person
Name: Barack Obama
Title: US President
Organization: United States Government
Date Of Birth: 1961-08-04
Place Of Birth: Honolulu
Nationality: United States
Fact sheet: Biography for Barack Obama

First Reported Jan 26 2011 - Updated Jan 26 2011 - 1 Documents


Anders Ygeman (The Social Democratic Party (SWE))

S: Sverige bör lära av Obama

Omfattande samlingar på infrastruktur, utbildning och forskning för att få USA:s ekonomi på fötter igen. Det var ett av huvudbudskapen i den amerikanske presidenten Barack Obamas årliga nationella tal i natt. Detta välkomnas nu av Socialdemokraternas ... (Published Jan 26 2011 by Socialdemokraternas ...)

Entities: Anders Ygeman (The Social Democratic Party (SWE)), Sweden, Barack Obama

First Reported Jan 24 2011 - Updated Jan 24 2011 - 13 Documents

Social media to help President Obama reach out following State of the Union address

As the nation awaits President Barack Obama's State of the Union Address to the Congress, the White House has released an announcement to the effect that President Obama and senior administration officials will hold a series of live online events to answer ... (Published Jan 24 2011 by International Business Times HK)

Entities: Social Media, Barack Obama, White House

Tweets about Barack Obama


 dlanaw/mv After State of the Union, can Barack Obama turn words into action?: By CARRIE BUDOFF BROWN | 1/27/11 3:46 AM EST... <http://bit.ly/3nIX0>
11 minutes ago · reply

more than 4 new tweets

 11 Arizona May Bring More States Seeking Medicaid Cuts: President Barack Obama faces a new challenge from <http://bit.ly/3nIX0>

Join the conversation

First Reported Jan 23 2011 - Updated Jan 24 2011 - 34 Documents


Barack Obama

SOTU forecast: Pizzazz over policy

When President Barack Obama steps into the House chamber Tuesday to deliver his second State of the Union address, amblence will trump substance in his speech, the president will talk about jobs, the deficit and the future of the nation's troubled economy. ... (Published Jan 24 2011 by Politico)

Entities: Barack Obama, Tucson, Republican Party (US)

First Reported Jan 24 2011 - Updated Jan 24 2011 - 9 Documents


Republican Party (US)

Obama faces presidential crossroads

President Obama faces a choice in this week's State of the Union message. Does he spend the next two years consolidating the gains he has made, or does he go into retreat? My prediction: He will go for consolidation that conservatives will try to label ... (Published Jan 24 2011 by Albany Herald)

Entities: Barack Obama, Republican Party (US), Bill Clinton

First Reported Jan 23 2011 - Updated Jan 24 2011 - 8 Documents


Jeffrey Immelt

THE CORPORATE MAKEOVER

But the phrasing above comes from Jeffrey Immelt, the chairman and chief executive of General Electric.

In Focus

- George W Bush, Bill Clinton, Robert Globe, [\(more\)](#)
- General Electric Company, NBC News Channel, BP plc, [\(more\)](#)
- Republican Party (US), Democratic Party (US), United Nations, [\(more\)](#)
- White House, Taxes, Elections, [\(more\)](#)
- iPod, Deepwater Horizon, DeLorean DMC-12, [\(more\)](#)
- Tucson, Cleveland (Ohio, United States), Milwaukee, [\(more\)](#)
- United States, Iraq, Afghanistan, [\(more\)](#)
- Elections, Democratization, Internet & IT, [\(more\)](#)
- IT, Internet & Online, Health, [\(more\)](#)
- CNN.com - Video, AFP via Yahoo!, CNN Political Ticker, [\(more\)](#)

Content Volume

Bar chart showing content volume (Blog, Audio/Video, Article) from Dec 19 to Jan 23. Y-axis ranges from 0 to 3000.

Network

Network diagram showing relationships between entities: Republican Party (US), Taxes, Recession, Elections, White House, Infrastructure, and Barack Obama.

Hot Spots

World map showing hot spots in the United States and Europe.

Blogs

POLITICAL HOT TOPIC: Monday, January 24, 2011
(Published Jan 24 2011 by CNN Political Ticker)
The CNN Washington Bureau's morning speed read of the top stories making news from around the country and the world. Click on the headlines for more.
WASHINGTON/POLITICAL For the latest political news: www.CNNPolitics.com CNN: Senate Republicans ...

It takes the Village (Published Jan 24 2011 by Protoplanet) via Steve Paulio at flickr.com it sure seems like a rare

What's on the page?

The wide left column displays the latest news, blogs and selected multi-media content relevant to your search. The analytics-column to the right provides several contextual views of the search result. At the top of the page, you'll find a short summary and an image of the entity when available; many of the entities will also have an included link to a fact-sheet, providing a short background and history.

At the bottom of the page you will find a list of all content relevant to your search.

How is the result generated?

The 360-page results are either based on structured data directly linked to the given entity (such as fact-sheets for people or geographic maps for cities), or they are based on all documents linked to the given entity, which is the case for latest stories.

Silobreaker also looks at the importance of an entity in text when it generates the result. For example, the Top Stories list will prioritize stories where the entity is mentioned very frequently.

Using "In Focus text mining" for better discovery.

The **In Focus text mining box** is one of the discovery tools you can use to more efficiently discover and find information when using the 360-page. For every search you do, the In Focus text mining widget will display the most frequent persons, companies, organizations, key phrases, topics, products, places, countries and publications mentioned in your search result.

For example, searching for David Cameron will give you several thousand articles. By extracting the In Focus widget you will get a quick understanding what these articles are about, who is involved, who has written about David Cameron and what geographical locations are interesting in relationship to David Cameron. Whenever you add a new filter on top of your search or change the search criteria, the In Focus box will change accordingly; analyzing the articles based on your search filters.

Extracted In Focus widget when searching for David Cameron [Person]

In Focus
embed

- Nick Clegg, Fredrik Reinfeldt, Ed Milliband, (more)
- Gordon Brown
- George Osborne
- Barack Obama
- Angela Merkel
- Andy Coulson
- Margaret Thatcher
- Tony Blair
- William Hague
- Vince Cable
- Steve Bell
- Liam Fox
- BP plc, Royal Bank of Scotland Group PLC, Skanska AB, (more)
- Guardian News & Media Limited
- Plan B
- News Corporation
- Barclays PLC
- The Economist
- City of London Group Plc
- YouGov
- John Lewis Partnership
- Lloyds Banking Group Plc
- Twitter Inc
- Marks & Spencer Group Plc
- Google Inc
- European Union, The Labour Party (United Kingdom), The Conservative Party (United Kingdom), (more)
- NHS
- Liberal Democrats
- Liberaldemokraterna
- Fédération Internationale de Football Association
- Bank of England
- G20
- Chatham House
- European Parliament
- NATO
- Unite the Union
- The Moderate Party of Sweden
- UK Ministry of Defence
- Coalition, Downing Street, Elections, (more)
- Taxes
- Reformism
- Alcohol
- Anger
- Inflation
- Military/Armed Forces
- Budget Deficit
- British Muslims
- Social Welfare
- Crisis
- General Election
- Oil Spill
- Riven, iPad, Range Rover, (more)
- Love Actually
- Adobe Flash
- iPod
- iTunes
- BlackBerry

- London, Kabul, Brussels, (more)
- Birmingham
- Manchester
- Beijing
- Florence
- Tokyo
- Ankara
- Leicester
- Lockerbie (United Kingdom)
- Islamabad
- New Delhi (India)
- Witney (United Kingdom)
- Hitachi (Japan)
- United Kingdom, Afghanistan, Turkey, (more)
- United States
- China
- Pakistan
- England
- France
- India
- Germany
- Russia
- Iran
- Sweden
- Greece
- Iraq
- Elections, Political Meetings, Laws & Regulations, (more)
- International Treaties
- Democratization
- Health Care
- Internet & IT
- Employment
- Venture Capital
- Human Rights
- Military Action
- International Trade
- Environmental science
- Layoffs
- Economic Indicators
- Banking & Financial Services, IT, Pharma & Biotech, (more)
- Energy
- Autos
- Media & Advertising
- Retailing
- Real Estate
- Legal
- Food & Tobacco
- Health
- Telecom
- Aerospace & Defense
- Internet & Online
- Transportation
- Telegraph, News » Politics, The Coffee House | Politics and News Discussion..., (more)
- Guardian.co.uk
- FT.com - UK News
- FT.com - Westminster Blog
- Blekinge Läns Tidning
- Financial Times - UK Homepage
- BBC
- Mirror.co.uk
- The Independent
- Borås Tidning
- Yahoo! UK and Ireland
- Expressen.se
- Östgöta Correspondenten

You can also filter the information by hovering over the In Focus box and click the filter icon.

In Focus embed

 Nick Clegg, Fredrik Reinfeldt, Ed Miliband, [\[more\]](#)
Gordon Brown
George Osborne
Barack Obama
Andy Coulson
Angela Merkel
William Hague
Margaret Thatcher
Tony Blair
Steve Bell
[Vince Cable](#) 
Liam Fox

Liam Fox *(Person)*


Liam Fox

Title: Secretary of State for Defence
Organization: The Conservative Party (United Kingdom)
Date Of Birth: 1961-09-22
Place Of Birth: East Kilbride (United Kingdom)
Nationality: United Kingdom
Fact Sheet: [Biography for Liam Fox](#)

In Context

British Defence Secretary **Liam Fox** has warned that Iran could develop nuclear weapons of mass destruction as early as next year. ANI

[AndhraNews.net - Feb 01 2011]

[+ list](#)

Latest Stories

Germany and Italy 'failed to deliver' [Defence Management - 2 hours ago]
Iran Could Have Nuke by Next Year [NewsMax.com - 21 hours ago]
Australia concerned over spate of PNG carjackings [ABC Radio Australia News - Feb 03 2011]
Iranian parliament delivers rebuke to Ahmadinejad [International Christian Embassy Jerusalem - Feb 02 2011]
MPs reprimand leaky ministers [Yahoo! UK and Ireland - Feb 02 2011]

The network shows entities as small icons and relationships as connecting lines between the different entities". Strong relationships are displayed with stronger connections and entities with common relationships are visually grouped together. The sliders above the network can be used to change the composition of entity types in the network.

The right hand side shows related entities, which allows you to filter the network on a certain topic. At the bottom you'll see related documents and quotes.

Interacting with the Network

By hovering with the mouse over an entity name, a pop-up appears that shows how the name fits in contextually with your search. By hovering over a midpoint of any relationship, you will see how the connection fits in and a list of documents showing the evidence for that connection.



Any unwanted entities can be dragged and thrown away in the trash can which is located in the lower right corner. This allows you to remove already known relationships and entities that you want to exclude from your analysis.

How is the result generated?

A key aspect of the network is that nothing is manually configured or structured beforehand. Networks are generated on the fly when you make a query and will change dynamically over time as new documents are being published and imported into the system.

The network is generated in two steps: First, the search query is used to extract the most relevant entities from the documents matching the search. Secondly, the documents are analyzed to identify links between these entities.

Network links are based on co-occurrence in documents. If two entities are mentioned in the same paragraph it's an indication, or evidence, that they in some sense are related. Each connection in the network is based on such evidence. The evidence is extracted from all the documents related to the network search. Once a filter has been applied, then only documents matching that filter are used for the analysis.

- 1) The distances between the entities in the network are an approximation of the relative "affinity", or "similarity" between two entities. The closer the entities are, the more related to each other they are.
- 2) Generally entities with more connections end up closer to the center. Entities with few connections to other entities will most often end up in peripheral locations.

- When you move the sliders, you tell the system to re-run the search and visualization based on a different set of desired outcome. The disappearance of entities is simply a removal of the least relevant entities for the slider you are reducing. Appearance of entities is the opposite – i.e. newcomers from the entity type of the slider you are currently increasing. For example, if you move the Companies slider 5 notches to the right, 5 more companies will pop up in the network. Moving the same slider 5 notches to the left will remove 5 companies.

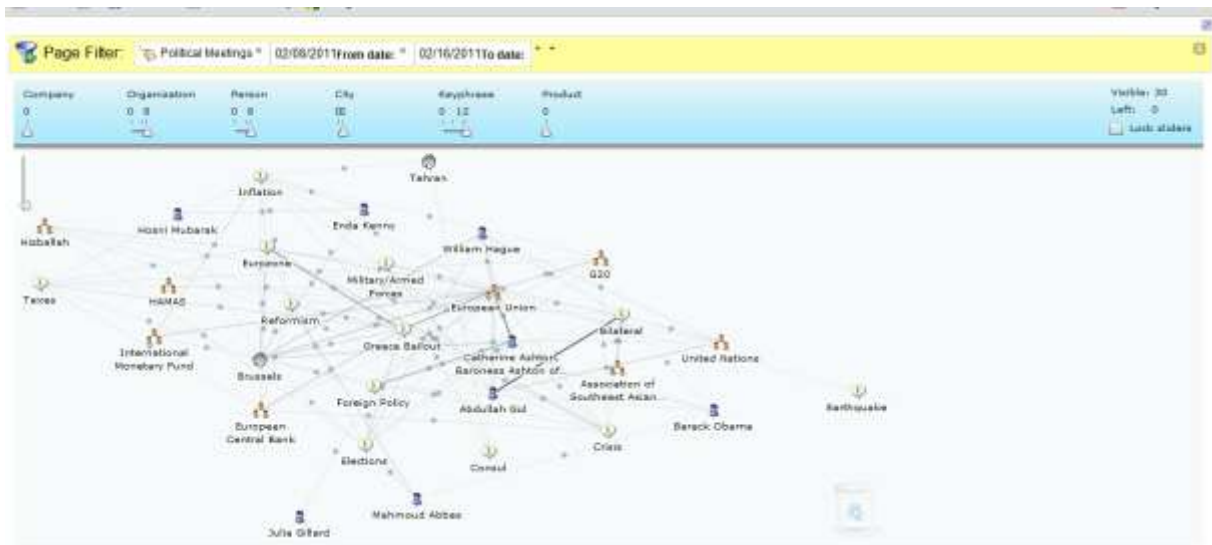
The Network Pages shows a maximum of 30 entities in the same network and is based on frequency.

Full Size Visualization

When using the network page, times series and other visualizations pages you can use the maximize icon to increase the work area.



Click on the **maximize icon** in the upper right corner and the visualization will use the full screen.



To get back to normal page layout, click on the same icon again



The Hot Spots Page

Hot Spots Search provides geo-mapping of news events and displays global or local hot spots for any topic which has been selected.

The size of the hot spot indicates the size of the news story in terms of document volume and the intensity of the red colour shows how recent the story is.

Interacting with the Map

By hovering with the mouse over a hot spot, you will see a popup displaying a link to the story that generated the hot spot, click on it for further analysis.

The map is interactive, which means that you can pan and zoom in the map by dragging with the mouse or by using the slider on your left hand side or by using the mouse wheel.

You can always change focus of the Hot Spots page by filtering on a certain topic. If you filter the page on a geographical area, such as a country, the map will zoom in on that specific country.

How is the result generated?

Silobreaker has access to a geographical database of almost 300,000 places, including local names and geographical coordinates. This database is used to link documents to geographical areas whenever a document mentions a place or a city.

When a hot-spot search is performed, Silobreaker searches for stories that are highly geographically oriented, i.e. stories where geographic names have a high relevance.

Only stories based on at least three documents are considered, so for example, a story reported by only two publications will not generate a hot spot.

For each story found, the most important place is extracted and is used to pinpoint the hot spot on the map. This means that if the story mentions two different places, the hot spot will be placed on the most important one.

If a country is added to the filter, the hot-spot search will only consider stories that are located within that country.



The Trends Page

With the **Trends Page** you can compare people, companies or products to see who or what attracts most media attention based on mentions in the news. Essentially, it enables you to gauge trends from what the aggregate press corps is writing about.

If you go to the Trend Page by doing a Trend Search for an entity, you'll see that Silobreaker automatically suggests two other related “entities” of the same type for comparison in the chart. However, you can easily replace the suggestions by either selecting from other suggested names related to your search or by using the “Add” functionality.

Please note: once you have selected the entities you have to press the Refresh button to update the chart.

If you want to see the “share of voice” within a certain topic, you can always add a filter to the Trend Page.



How is the result generated?

The chart shows the relative share of mentions in the news between the selected entities (Y-axis) and the overall article volume in which the entities are mentioned.

If a filter is added to the Trend Page, then the relative share of mentions is calculated based on documents matching the current “filter”.

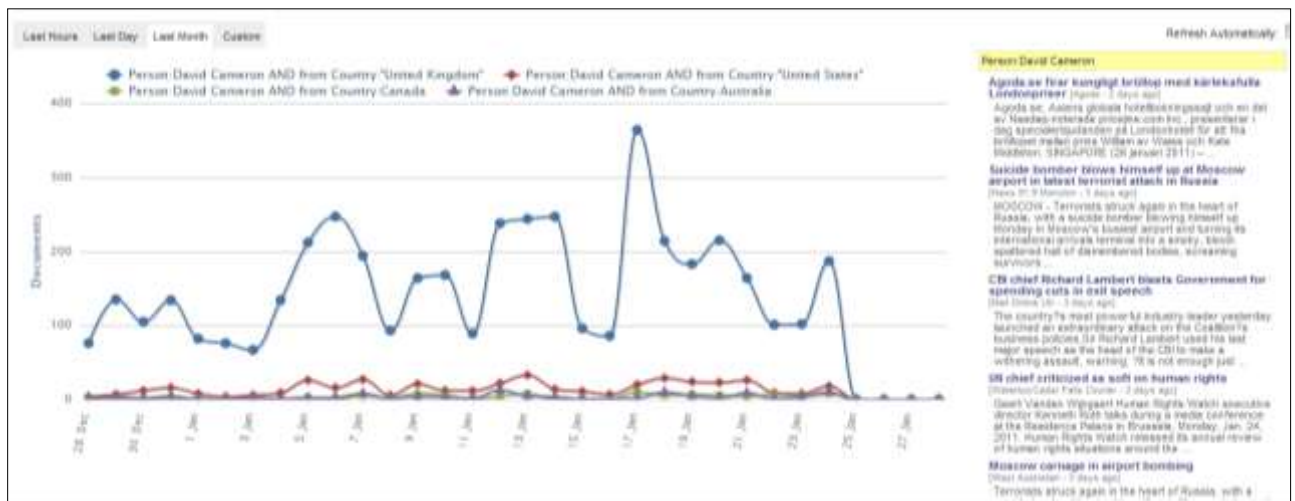
The Time Series Page

A “time series” is a useful way to visualize, analyze and present changes or events that occur over periods of time. The Silobreaker Time Series Page allows users to view news, blogs and other data sources on a browsable, graphical timeline where the search results are presented chronologically.

The **Time Series** allows the user to split the chronologically presented result on different sorting criteria, such as;

- **Source Country:** Define your search and split the graph per country where the information was published from.
- **Publication:** Define your search and split the information per publication.
- **Document Type:** Define your search and split the information per document type, news articles, blogs press releases etc.

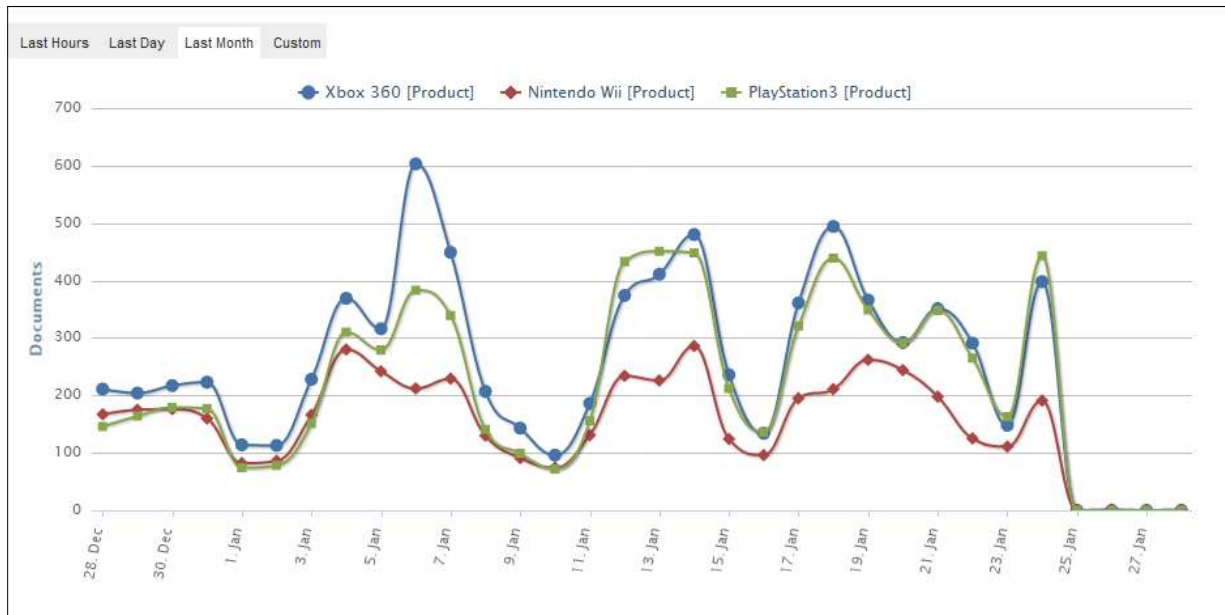
If a filter is added to the Time Line Page, then the relative share of mentions is calculated based on documents matching the current filter.



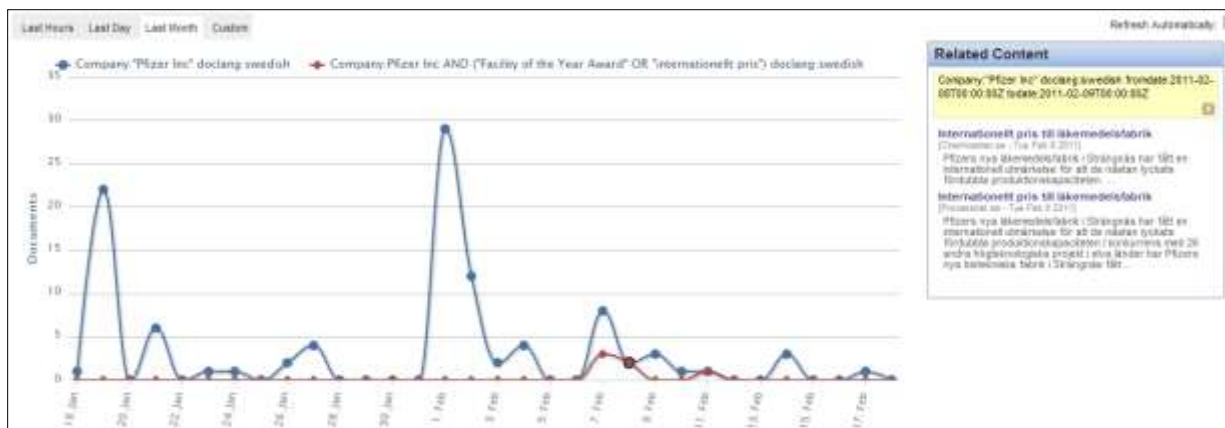
By clicking on a dot in the graph, the specific news articles etc. creating the position of the dot will be displayed in the news list.

The Time Series Page can also be used to present a time line graph of different objects, not relating to a general search phrase.

Example: Track and compare the media attention for different companies, products, keywords etc.

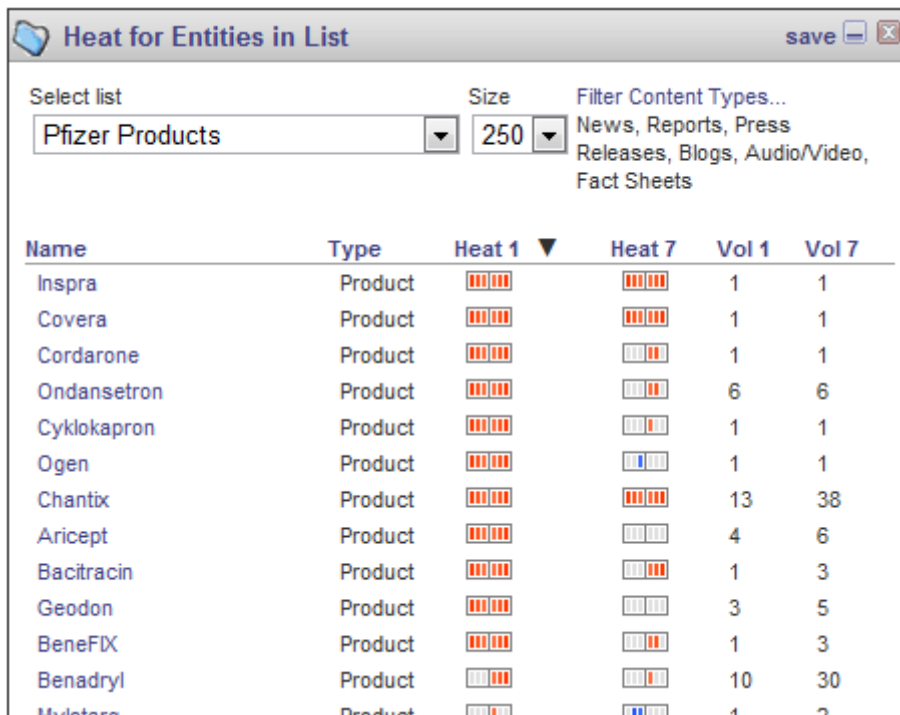


Example: Follow the success of your press release, separated from the overall media attention for your organization.



Heat

Heat is Silobreaker’s analytics feature that gauges who the “big movers” are in the news flow. Heat can be used for any entity (person, company, product, keyword, etc) and measures the variation in news volume rather than the volume itself. This way, entities that get more/less news coverage than usual will become hotter/colder than those that get normal coverage. Take, for example, a company like Apple, which is mentioned in thousands of articles every day. It will typically not be considered hot since high-volume news coverage is the norm in Apple’s case, while a company with only a few hits in a single day will be regarded as hot if it usually doesn’t get much coverage. In other words, Heat is not identifying who or what is getting the most news coverage but instead such entities that deviate from their normal coverage.



Analysts, risk managers, portfolio managers or anyone else who monitor large portfolios of entities often find Heat a far better method for early warning or for staying updated than the traditional way of attempting to monitor all entities in a portfolio to see what/if anything has happened, which is both impractical and inefficient.

In Silobreaker’s Heat widget you will find the following:

Heat 1 = number of articles (in which the entity in question has been mentioned) in the last 24 hours vs the 30-day average.

Heat 7 = 7-day average vs the 30-day average

Vol 1 = number of articles in the last 24 hours

Vol 7 = number of articles in the last 7 days

Dashboards and E-mail Alerts

My Page

My Page enables you to design your own Silobreaker pages and dashboards. You can mix and match between the tools and features as well as drag and drop the widgets to personalize the layout. Once you're done, you can create a unique URL, by clicking on Share My Page with others, and make your My Page available to colleagues. The same My Page tab will be created for any user who clicks on and activates the unique URL.

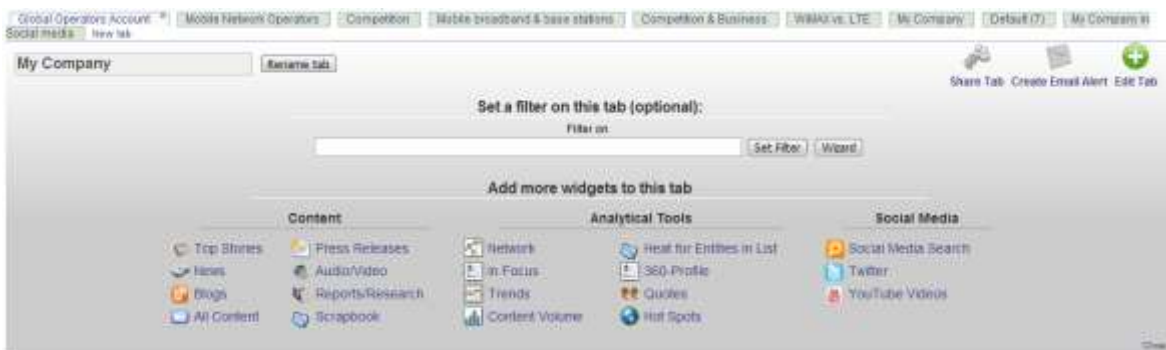
You find My Page in the upper right corner of Silobreaker.



As a premium customer, you are given your own branded My Page which may be easily customized by selecting among the following widgets: *Top stories, News, Blogs, Reports/research, Audio/video, All content, Network, Hot spots, Trends, Content Volume, Quotes, 360 profile, You Tube videos Twitter, Social media search and In Focus.*

You can create multiple My Page tabs, adapted for monitoring your specific areas of interest. For example; you may choose to monitor your brand in press and social media, your competition's movements, industry trends, suppliers, key customers, prospects, key influencers, government and authorities.

Create a new tab in My Page



For each widget a filter is set up, defining what information the widget shall display. When defining a filter you can choose between using ready defined Entities and/or free key word search phrases. If you want to form combinations of different search phrases, entities, Watch lists and use the "AND", "OR", or "NOT" functions, you can use the Wizard to set up complex filters. All filters are editable, allowing you to open an already defined filter and change the settings.

Choose between the following Widgets:

Top stories:

Shows the major news relating to your filter set up based on algorithms relating to that filter set up". When using the Top stories widget you can choose to display the top 4, 6, 12 or 17 news stories.



News:

Shows all news relating to your filter set up. You can configure the widget to display 5, 10, 20 or 40 news articles within the same widget. The remaining articles will be displayed on page 2 and sequentially thereafter. The system allows you to choose to display a heading & teaser or just a heading plus show or hide duplicates.



Blogs:

Shows all blogs relating to your filter set up. Configure the widget to display 5, 10, 20 or 40 blogs within the same widget. The remaining articles will be displayed on page 2 and sequentially thereafter. The system allows you to choose to display a heading & teaser or just a heading plus show or hide duplicates.



Press releases:

Shows all press releases relating to your filter set up. Configure the widget to display 5, 10, 20 or 40 "press releases" within the same widget. The remaining articles will be displayed on page 2 and sequentially thereafter. The system allows you to choose to display a heading & teaser or just a heading plus show or hide duplicates.



Report/research:

Shows all reports & research relating to your filter set up. You can configure the widget to display 5, 10, 20 or 40 reports within the same widget. The remaining articles will be displayed on page 2 and sequentially thereafter. The system allows you to choose to display heading & teaser or just heading plus show or hide duplicates.



Audio/video:

Shows all audio & video relating to your filter set up. Configure the widget to display 5, 10, 20 or 40 Audio/video within the same widget. The remaining articles will be displayed on page 2 and sequentially thereafter. The system allows you to choose to display heading & teaser or just heading plus show or hide duplicates.



All Content:

Shows all news, blogs, press releases, research & reports, audio & video and Internal (uploaded content) in one widget, relating to you filter set up. Configure the widget to display 5, 10, 20 or 40 documents within the same widget. The remaining articles will be displayed on page 2 and sequentially thereafter. The system allows you to choose to display heading & teaser or just heading plus show or hide duplicates.



Network:

Visualizes relationships or associations found in your search result in real-time; understands how they relate to each other in the news and displays these connections in an interactive network. By hovering over the midpoint of any relationship you can easily see the articles that explain the association.



Hot spots:

Provides geo-mapping of news events and displays global or local hot spots for any topic that you have selected within your search.



Trends:

Compare people, companies or products to see who or what attracts most media attention based on mentions in the news.

Note: When using the Trend widget, by default, a page filter will be included. If you wish to compare two companies such as Ford vs. GM, do not use a page filter unless you wish to filter the trend widget for a specific topic such as mergers & acquisitions.



Content Volume:

Shows the number of documents (articles, blogs and audio & video) that you have selected within your search.

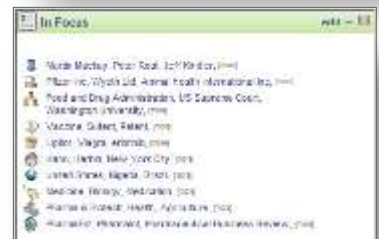


Heat for Entities in List:

Shows your entities in a heat sorted list. The Heat indicates whether the amount of documents, during the last day or week, relating to your search is higher or lower than average. Heat is useful in tracking big movers in the news. The heat widget does not take any consideration to defined page filters and is based on all news articles linked to the entities

Entity	Type	Heat	Count	Vol	Vol %
Total Systems Genetics Inc.	Company	Hot	8	4	
Syner Corporation	Company	Hot	10	20	
Digix Inc.	Company	Hot	90	140	
3iDediviva	Company	Hot	0	0	
Medtronic Inc.	Company	Hot	100	200	
Medstar Worldwide Inc.	Company	Hot	10	20	
Novellus Systems Inc.	Company	Hot	0	20	
Dr. Jack Medical Inc.	Company	Hot	24	20	
Vassar Medical Systems Inc.	Company	Hot	10	13	
LeicaSia National Corporation	Company	Hot	1	7	
Zimmer Holdings Incorporated	Company	Hot	7	6	
Vernova Supply Trust	Company	Hot	24	77	
Hudson City Bancorp Inc.	Company	Hot	3	5	
OTTAWA Physical Care	Company	Hot	10	24	
Zona Bancorporation	Company	Hot	4	13	
Torvald Collins Inc.	Company	Hot	10	41	
Banket Incorporated Inc.	Company	Hot	25	53	

- Quotes:** Auto-extracts “quotes” from the information flow, either by or about the Entity in question.
- 360 profile:** Profile widget of chosen Person, set up as an entity.
- Twitter:** Shows all Tweets relating to your filter set up
- Social Media Search:** Shows social media relating to you filter set up from Twitter, Google Blog search, Google Buzz and Facebook.
- In Focus:** In Focus highlights the people, companies, organizations, key phrases, products, cities, countries, topics, industries and publications that are most frequently mentioned in relation to your search.
- YouTube videos:** Shows all YouTube videos relating to you filter set up.
- Time Series:** Time Series widgets with auto refresh capabilities. Split the graph according to your choice.



General filter for the entire tab

When setting up a new My Page tab, you can create general and/or specific page filters for each widget. A general page filter is very useful when creating a page where you want all the widgets to use the same filter, for example your company name.

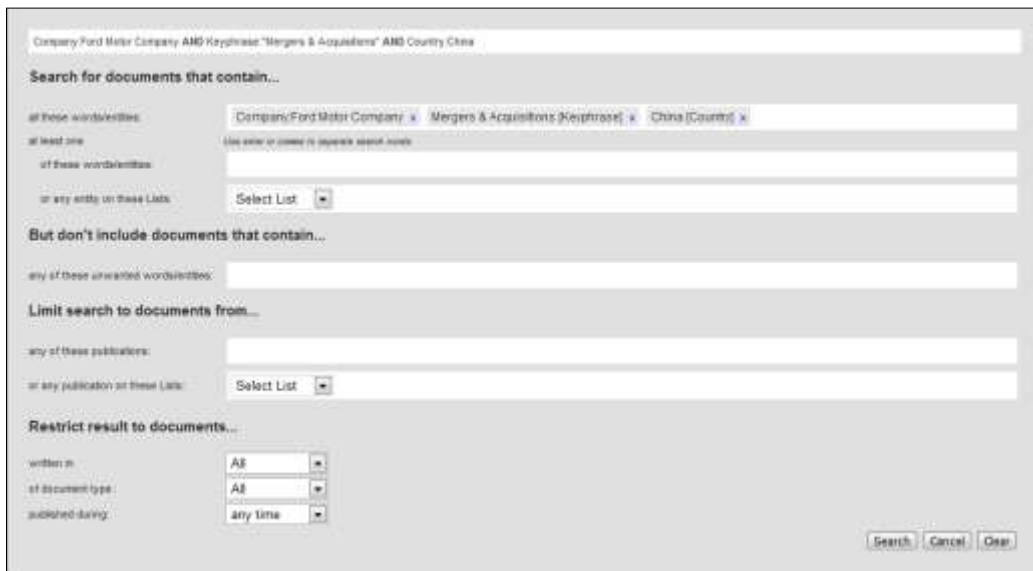


While typing your keywords (i.e. Ford), Silobreaker automatically provides you with Entity suggestions in a list, just below the search-box. Choose one of the entities to find what you're looking for faster, with more accurate search results or use a free text keyword, then click Set Filter.



After clicking the Filter button, your filter is displayed in a yellow box.

Use the **Wizard** button if you would like to create a filter with combinations of many entities and key search words. For example; you want your “My Page tab to display information about Mergers & Acquisitions relating to Ford Motor Company in China. Click on the Wizard button to create your Filter. If no defined entities are available for your search, you may enter any word(s) and press enter.



You can also filter on publications. For example; if you wish to see what The New York Times writes about Ford and Mergers & Acquisitions, type your publication of choice in the publication search box as follows: **publication:New York Times**, click enter and then click search.

The wizard is editable. This means that you can open the wizard in a later stage and edit your Filter. For example; adding words that should not be included in your search.

Setting up Widgets

When done setting a My Page Tab filters (if used). You can start building your dashboard using the widgets of choice.

Simply click on the widget icon in the Set up menu, wait until the widget appears on the dashboard and move the widget in one of the three columns using drag and drop. If you have no need to further filter the specific widget, click on save in the “widget’s upper right corner.



Multiple widgets can be set up using different filters or by adding more specific filters to one widget on top of the general page filter. The filter set up is done after clicking the widget icon according to the same principles as the general page filter.

Setting up an E-mail Alert for a My Page

The My Page dashboard will provide you with a set of tools to find, read and analyze the information which matches your defined filter. As a user you can also set up an **E-mail Alert** for the page. For example, you may set up an alert which shows all the latest news within your search, delivered to your email as a report every morning at 08:00.



To set up an Email Alert:

- Click on the Create Email Alert icon in the upper right corner.

- Enter the recipients email addresses you wish to send the report to.
- Set the delivery time and days you wish to receive the reports.

Note: If you would like to receive just a weekly report, mark only one day in the check box.

- After defining the recipients and delivery options, click save.

The report will be delivered via e-mail in an html format presenting you with the latest incoming news representing the last report from your My Page dashboard.

To remove an Email Alert or add recipients, click on the icon (now called Modify Email Alert) again, click delete Email Alert or add more recipients. You may also change delivery options and click "save." An Email Alert sample is shown below.



By clicking on the header, the user will be directed directly to the original source and article.

Creating a RSS Feed from My Page

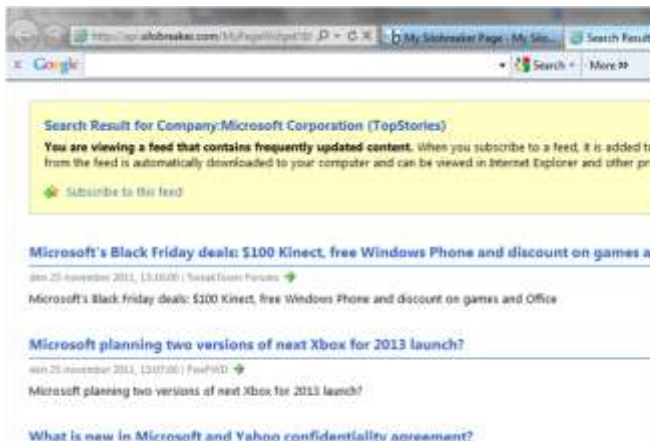
All content widgets selected in My Page includes a RSS feed link.



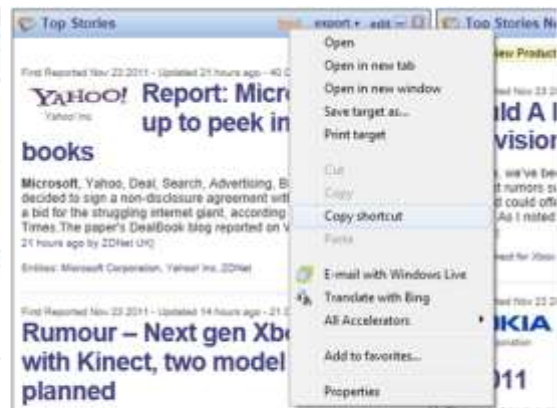
The RSS will feed information according to the filters used in your My Page set up.

You will get the RSS feed by either left-clicking on the Feed or right clicking. When using the left-clicking on the Feed, a new page will start, that presents the layout of the RSS feed. Copy the link address in the ULR field and paste in into your preferred RSS reader.

When using the right-clicking on the Feed, a drop down menu will appear. Select Copy shortcut and paste the feed into your preferred RSS reader.



Left-clicking on the Feed



Right clicking on the Feed

Using the dashboard

When you hover the mouse over a heading or entity, a pop up window will display additional information about the article. If you would like to read the entire article, click on Read full article.



Changing headings for a widget

If you wish to rename a widget, click on the heading, type in the desired description and click OK.

Searching within widgets

If you are looking for specific information relating to your My Page set up, you can search within the filters.

For example: if you would like to search for articles about the Prime minister of China within your Page, “Ford and Mergers & Acquisitions in China” without changing your permanent filters, simply, add your search key phrase in the general search box, use the free text key phrase or a ready defined Entity” and click Filter.”



The resulting display will show only, the information within your widgets and will only display the information you are looking for, as represented in the example, “Ford and Mergers & Acquisitions in China” and articles including the “Chinese Prime minister, Wen Jiabao.”

Creating widgets with multiple search phrases and entities

If you have many entities you would like to include in one widget, you can also use My List to set up watch lists instead of typing in very long search phrases.

The use of lists and combinations of lists creates an unique and power toolbox for advanced searches and filters. Image defining a list of 10 keywords, another list of 10 top competitors and third a list of top 200 publications.

If you would like to find content including one of your keyword, from at least one of your competitor, written in any of your top 200 publications; Use the wizard to set up or simply type

list:competitors AND list:keywords AND FROM list: Top_publications

(Assuming these are the names you gave your three lists).



Scrapbook

The **scrapbook** is used for analyzing and reading articles in a separate page. You may select the articles to send to the scrapbook by hovering the mouse over an article's heading. When the pop up window appears, click on the send to scrapbook icon.



To open the scrapbook in a separate page, click on the scrapbook text in the top menu or click on the



icon if the scrapbook widget has previously been added to your page.



Create My List

Click on My List in the top menu bar to set up monitoring lists. In My List you can define different groups of entities. For example: “my competitor”, “key influencers”, etc.

A My List can include: people, companies, organizations, key phrases, products, cities, countries, topics, industries and publications

The screenshot shows the 'My Lists' interface. On the left, there is a sidebar with 'My Lists' and 'Shared Lists' sections. The 'My Lists' section includes 'Global operator account', 'Mobile Network operators', 'Competitors', 'LOCAL TELE', 'Premium publications', 'All telecom news publications', 'VIP Organisations', and 'VIP opinion makers'. The 'Shared Lists' section includes 'svenska operatörer'. Below the sidebar, there is a 'New list name...' input field and an 'Add' button. The main area displays a list titled 'Global operator account' with a 'Change name' button. Below the title, there are buttons for 'Rename List', 'Delete List', 'Share as collaborative', 'Share as read-only', and 'Remove Selected'. A search bar is present with the text 'Search for entity to add...' and an 'Add Entity' button. Below the search bar is a table with columns 'Name' and 'Type'. The table contains the following data:

Name	Type
<input type="checkbox"/> America Movil	Company
<input type="checkbox"/> AT&T Inc	Company
<input type="checkbox"/> Bharti Airtel Ltd	Company
<input type="checkbox"/> China Mobile Communications Corp	Company
<input type="checkbox"/> China Unicom Ltd	Company
<input type="checkbox"/> Everything Everywhere Limited	Company
<input type="checkbox"/> France Télécom SA	Company
<input type="checkbox"/> Mobile TeleSystems OJSC	Company
<input type="checkbox"/> NTT DoCoMo Inc	Company
<input type="checkbox"/> Orascom Telecom	Company
<input type="checkbox"/> SingTel Mobile	Company
<input type="checkbox"/> SingTel Optus Pty Ltd	Company
<input type="checkbox"/> Sprint Nextel Corporation	Company
<input type="checkbox"/> Telecom Italia SpA	Company
<input type="checkbox"/> Telefonica SA	Company
<input type="checkbox"/> Telekomsel	Company

Your list may be shared with colleagues in either a **read only** mode, where other can use the list, but not edit or as a **collaborative list**, where your colleagues can add entities to the list which will also update your list.

Adding new entities to My List

To add new entities using My List, first type the word you are looking for, then select the suggested Entity and click Add Entity.

Adding new entities to My List from the 360 Page or other visualizations pages

You can also include an Entity when using the regular search page in Silobreaker. For example: you find an interesting Entity in an article you are reading. By clicking on the name, a 360 page will open with all relating documents to this Entity. By clicking on the List icon under the Entity name, you can automatically add this Entity to one or more of your lists. To accomplish this, click on the List icon, mark the list that should include this Entity and click on the List icon again.



Setting up FROM and ABOUT to Follow Your Influencers in a New Way

All organizations have different influencers. These can be politicians, authorities or influential organizations, think tanks, bloggers, management executives or it can be specific publications. Silobreaker allows you to not only see what media is writing about your influencers, but to also see what your influencers are writing themselves in Twitter feeds, blogs etc.

To set up this feature, follow the steps listed below:

Create a list of your influencers in My List. Go to My page and start a new tab.

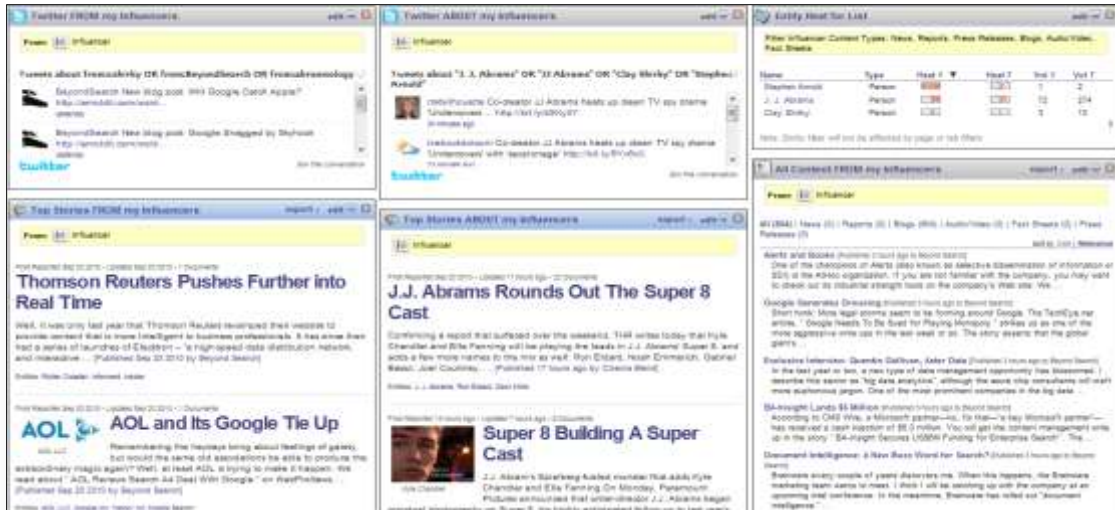
Create widgets with information FROM your influencers:

Type as a filter, from list:name of the list (for example, from list:Influencer) and you will receive all feeds written by your “influencers”.

Create widgets with information ABOUT your influencers:

Type as a filter, list:name of the list (for example, list:Influencer) and you will receive all news, blog press releases etc ABOUT your influencers.

Note: For the From list feature to work properly, all included blogs, twitter accounts etc., must be mapped to an Entity. This service is included in the subscription for all Silobreaker Premium customers. As a user, you must supply the list of influencers and their blogs- and twitter addresses to your Silobreaker contact sales rep who will then map the information to the right Entity.



Export content to other applications

If you would like to export the information, from a content widget to other applications you can use the export function.

For example, you would like to export the documents to Microsoft Word in order to develop a management report or a newsletter.



Follow the steps below:

Click on the export text at the top right corner of the widget. Choose the format of the export (currently Silobreaker supports RTF and HTML export formats).

Note. As a Premium user we can only export the heading and teaser including the links to the original source. In cases where you have included a premium source with full text rights, The Silobreaker tool will display full text articles and full text export.

The export is primarily used for creating personalized reports to be sent out to the organization. More information about creating reports under the section Sharing Information.

User Content

Silobreaker enables you to work with content from both external sources and with such content that have been uploaded or posted by yourself or by colleagues in your user group.

Adding User Content

There are three ways to create and add User Content in Silobreaker; (i) **Upload Files**; (ii) **Write Articles** or (iii) **Comment** on articles. All User Content is stored securely and is accessible only by you and such colleagues that belong to your user group. User groups can be as small or large as you or your company decides and is administered at the time of setting up the user accounts. User groups can also be modified during the subscription.

User Content is processed and indexed the same way as external news content, enabling you to search, analyze, contextualize and visualize it with all of Silobreaker's tools and features. User Content is categorized as a separate content type, meaning that you can run side-by-side analyses between User Content and external content.

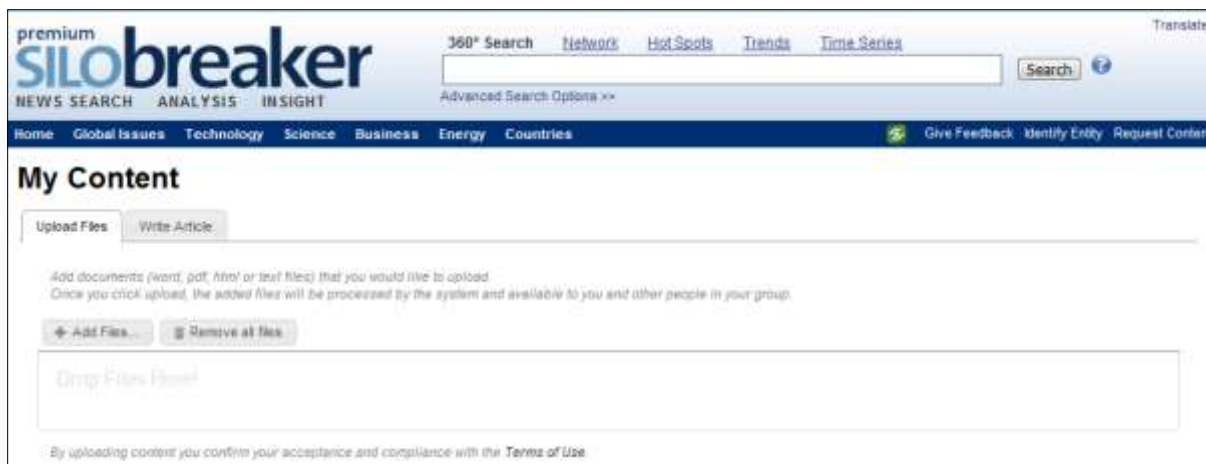
My Content

Whether you upload files, write articles or comment on articles, User Content is managed in the My Content area of the site. Navigate there by clicking on the My Content link in the upper right corner of your screen.



Upload Files

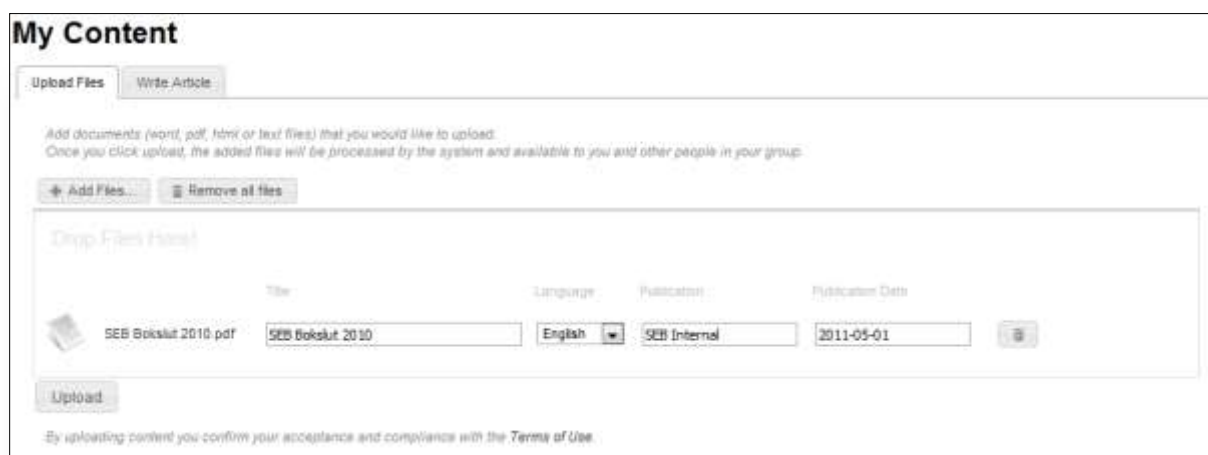
To upload one or several documents, use the tab named Upload Files. You can either select the file you want to upload by clicking on + Add Files or simply by dragging & dropping it in the My Content drop area. We support most document file formats like MS Office, PDF, or text files and you can upload individual documents or multiple documents, including in zipped files.



Before uploading your file(s) you may want to:

- Add or change the name of the file(s)
- Add the name of the original publication source
- Add the original publication date
- Set the file language (which is important for language-based queries later on)

Besides the optional data above, all uploaded files will be tagged with your username and the relevant upload date.



Once you have selected files and added meta data; e.g. title, original source, etc, click on the Upload-button to initiate the uploading process to Silobreaker.

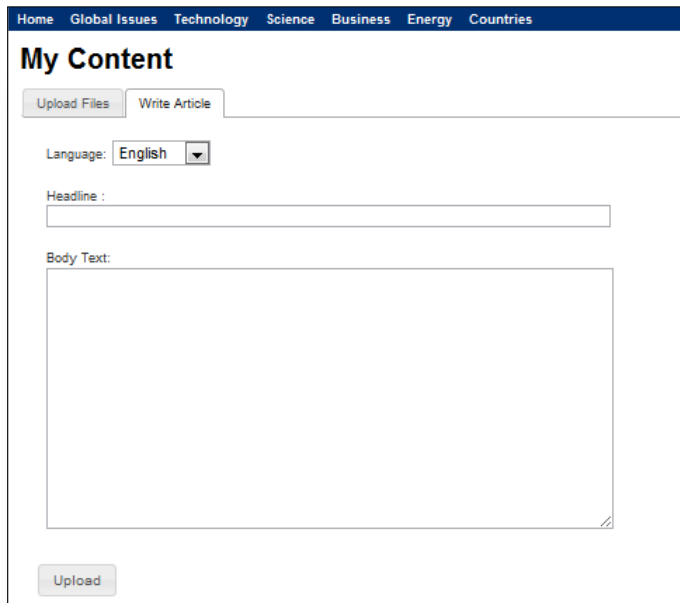
Depending on the size of the file(s), uploads typically take 1-3 minutes and will include the indexing of the file. Please be patient. Once uploaded you will find the file listed in My Content where it can be edited or deleted.

Write Article

Under the Write Article tab in My Content you can either write an article or create an article by copying/pasting text from another document, e.g. an email.

Remember to set the language, which is important for language-based queries later on.

Once you are ready to submit the article to Silobreaker, simply click on the Submit-button. The article will be processed and indexed, after which you will find it listed in My Content where it can be edited or deleted.



NOTE - you are solely responsible for the content you post or upload to Silobreaker and you must make sure you do not add or upload content that contains any material which you do not have permission to use, including material which may be protected by copyright, trademarks, database rights or any other form of intellectual property right.

Comment on Articles

The third way of creating User Content (in addition to uploading files or writing articles) is to comment on articles. This is a great collaboration feature to use by adding your own thoughts and experience to an article, thereby enriching search results to your colleagues.

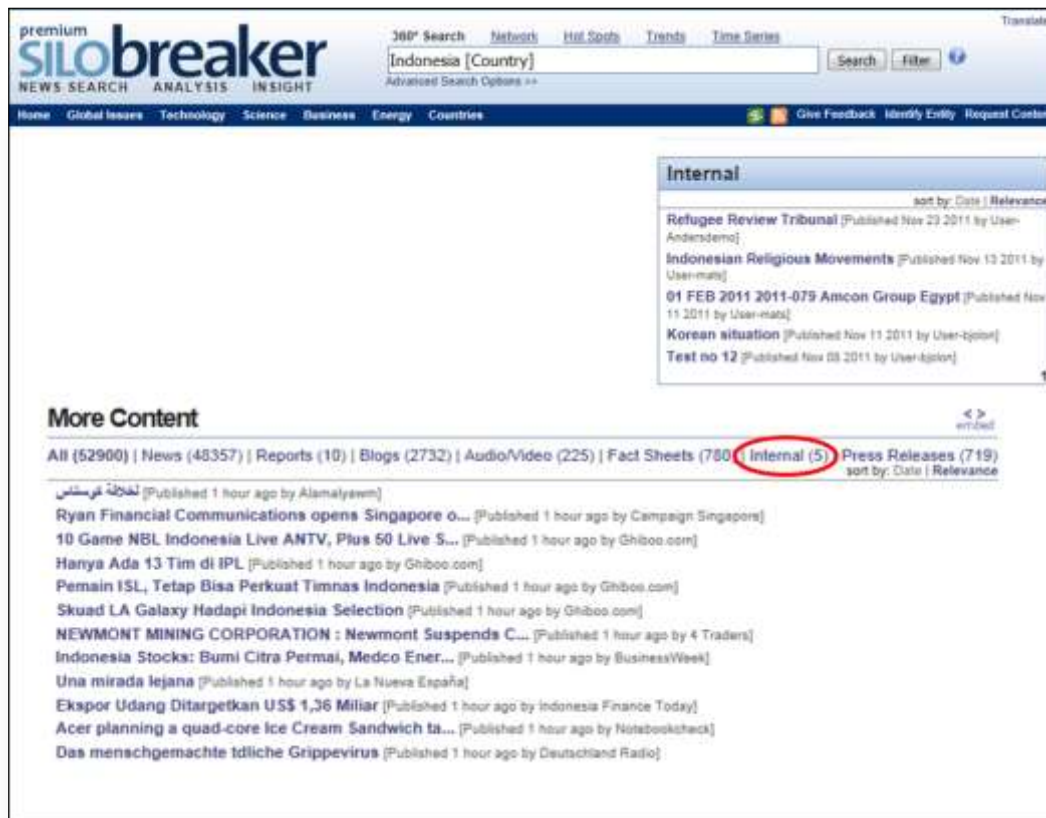
To make a comment, you need to click on the headline of an article. This will take you to the article reader page where a comment can be made. Once you have submitted a comment, it will be added and indexed like any other User Content and displayed in My Content.



Finding and Sharing User Content

All User Content added by any member of a user group is shared between and made accessible to all other members in the same group. Users outside a user group cannot see or access the content.

By using Silobreaker's tool and features, you will easily find the User Content that you have the right to access. Silobreaker displays search results from both external content and User Content on the same page. User Content is displayed as a separate content type.



Analyzing User Content

Advanced Search or the Wizard in My Page

Since User Content is displayed as a separate document type, you can filter any query in any tool on User Content. Use Advanced Search or the Wizard in My Page to add your query. Under "Restrict results to documents..." select User Content and then click "search". The result will only be based on relevant articles from User Content.

Country Indonesia Track CustomerContent

Search for documents that contain...

all these words/identifiers:

at least one: Use enter or comma to separate search words.

of these words/identifiers:

or any entry on these Lists:

But don't include documents that contain...

any of these unworded words/identifiers:

Limit search to documents from...

any of these publications/countries:

or any publication on these Lists:

Restrict result to documents...

written in:

of document type:

published during:

Scrapbook

Like any other article you can add articles from User Content to your Scrapbook for further use and analysis from there.

Finding User Content that relates to your search

As previously mentioned, User Content will be displayed separately for any search that you make. This makes it easy for you and your colleagues to view and manage User Content from all group members, as well as collaborate on a project, task or topic. In this regard, Silobreaker provides a light knowledge management system that enables you to work seamlessly between external content and User Content.

Related internally uploaded premium documents

Home Global Issues Technology Science Business Energy Countries

Published Oct 20 2011 by Oman Daily

الرحالة ساهموا في مد جسور العلاقات بين الشعوب والحكام وبناء المعارف والخبرات

Machine Translation: **GlobeTrotter helped bridge relations between peoples and referees and building knowledge and expertise**

Read article from source
TRANSLATE FULL ARTICLE

Comment Article

Other related stories to the article

Related Stories

First Reported Nov 20 2011 - Updated 11 hours ago - 0 Documents

المغرب تواصل عدتها وتهزم الجزائر بهدف في تصفيات الأولمبياد

Network

Internal

In Focus

Network

Bloggs

Sharing/Exporting Information

Collaboration is absolutely vital for producing the best possible results. Silobreaker offers you several tools and features that support you and your colleagues to share findings, results, setups and to work collaboratively.

E-mail Alerts with Analytics

Depending on your subscription package, E-mail alerts can be set up to a limited or unlimited number of recipients.



The screenshot shows a web interface for configuring an email alert. At the top, it says "Microsoft Corporation" and "Silobreaker email alerts keep you updated of any new content on your MyPage tab." Below this, it lists widgets that can be used for email alerts: All Content, Top Stories, News, Blogs, Press Releases, Audio/Video and Reports/Research. The main section is titled "Set alert title and email recipients" and contains the following fields:

- Alert title:** Microsoft Corporation
- Email recipients:** The alert title will be displayed in the subject line of the email.
 jrew@company.com, sarah@company.com, jfff@company.com, mschele@company.com, george@company.com
 For multiple recipients, separate email addresses by a comma.
 Do not send empty alerts

Below this is the "Set email alert schedule" section:

- Generate alert:** at 08:00 and optionally a second time at 15:00 in your browser's GMT Standard Time
- On these weekdays:** Mon Tue Wed Thu Fri Sat Sun

Buttons for "Save" and "Cancel" are at the bottom right.

Silobreaker Alerts contain both traditional headlines that are relevant to your query but also some of our analytical visualization that adds considerable insight that is not immediately obvious from the headlines. An example of this is Silobreaker Heat that can be used on any watch list that you have created and measures who or what the “big movers” are in the news flow.

In this alert

Heat for Entities in List (based on list Gas Transport)
 Top Stories - 20 new stories
 All Content - 134 documents
 Alert triggered 2011-12-10 07:08 (GMT Standard Time) by Silobreaker

Heat for Entities in List

Based on the list Gas Transport

Description	Type	Heat 1	Heat 7	Vol 1	Vol 7
Gas Distribution	Keyphrase			42	139
Gas Transmission	Keyphrase			16	80
Gas Transportation	Keyphrase			11	52
Gas Storage	Keyphrase			60	344
Gas Pipeline	Keyphrase			67	399
Gas Policy	Keyphrase			2	14
Gas Trading	Keyphrase			0	6

Heat 1 measures the variation in content volume in the last 24 hours compared to the 30-day volume average.
 Heat 7 measures the variation in content volume in the last 7 days compared to the 30-day volume average.

Top Stories

Search: Gas Transport, time period: 2011-12-09 07:16 - 2011-12-10 07:08
 20 stories in this alert

6 documents in story

New Brunswick government introduces legislation to reduce natural gas rates

FREDERICTON - Natural gas distribution rates in New Brunswick would be reduced under legislation proposed Friday, a move Enbridge Gas (TSX:ENG) won't likely favour, the provincial government says. But Energy Minister Craig Leonard said the legislation ... [Published 2011-12-09 19:54 by G 107]

Entities: Natural Gas Gas Distribution Enbridge Inc John Heron

2 documents in story

January natural gas futures slide on light profit-taking

January natural gas futures edge lower after prior-session gain - Friday, December 02, 2011 8:46 AM Bargain hunting, shorts drive up January futures with eye on cold weather, storage data - Tuesday, December 06, 2011 5:20 PM January natural gas extends ... [Published 2011-12-09 20:37 by SNL Financial]

Entities: Gas Storage Natural Gas Baker Hughes Inc United States US Energy Information Administration

2 documents in story

Cardinal builds gas storage facility in NE Louisiana

The new storage hub will be in Northeast Louisiana Latest Petroleum News Home/ News / Latest Petroleum News Cardinal Gas Storage Partners LLC

The alerts can include User Content enabling you to share to the rest of your organization the content that you or your user group has added to Silobreaker.

Export Findings for Report-Customization

By using the export feature in My Page you can easily create customized reports and distribute them within your organization. Set up a widget with all the applicable filters and use the export feature to export the content in your widget in a RTF (Word) or HTML format.



RSS

RSS, Really Simple Syndication, is a content feed. You can subscribe to an RSS-feed from any search result or page in Silobreaker or from My Page.

The RSS-feed can be imported in any RSS-reader on your computer or mobile device. Create an alert in your Smart Phone. Set up a news feed at your Home page or intranet.

Creating an RSS-Feed from a 360 page

You can create an RSS-feed from any query in Silobreaker. Define your query including any filters of your choice and click search. On the results page click the RSS-button to generate the RSS URL.



Creating an RSS-Feed from My Page

All content widgets in My Page include an RSS-feed link. Define your search query for the widget in question and then click on the feed-link in the widget to generate the RSS URL in a new window.



RSS-feed as an administration tool for distributing information

In addition to the traditional use of RSS-feeds, Silobreaker enables you to use an RSS-feed as a management tool for distributing information to your organization. The same feed, once distributed internally, can be used regardless of how many times you change the query in the widget that was used for generating the RSS-feed originally. In other words, the RSS-feed follows the widget, not a specific query in the widget. This means that only one RSS-feed needs to be distributed internally and the administrator of the widget can change the content that is being pushed out to the organization by changing the query in the widget from time to time. This is particularly valuable if your organization needs to be updated urgently about an incident, event, development or something similar.

Embedded Widgets for Intranet, Homepage or SharePoint Environment

Silobreaker offers four embeddable widgets, enabling you to create powerful and automatically updated “news pages” on your intranet, forums, homepage, blogs or in a SharePoint environment.

This enables our Silobreaker Premium users to share information efficiently within their organizations. The widgets currently available are:

- Top Stories (screenshot to the right)
- All Content
- In Focus
- Network

Widgets are easily embedded by copying a short snippet of HTML code, accessed by clicking on the “embed-link” in Silobreaker, and pasting it into the section of the HTML code of your intranet page where you want the widget to appear. Headlines in the embeddable widgets link directly to the original news source. The embeddable widgets support the display of multiple languages in a single widget.



Silobreaker Data API

Aside from Silobreaker’s embeddable widgets, you can develop your own UI and retrieve Silobreaker data through the Silobreaker Data API. The API provides access to Silobreaker.com content and analysis via a search backed REST syntax. The API accepts requests using standard HTTP, and offers several response types such as XML, JSON, ATOM or HTML.

Using the API, a Silobreaker Premium customer can extract queries based on defined filters in Silobreaker Premium and import the information into other environments, such as the CRM system, Intranet etc. (depending on the level of openness of the system being used by your organization). To be able to embed a widget and/or use the API, you will need an API key. The key is generated for you by the Silobreaker support organization.

Security

When you access our site using industry standard Secure Socket Layer (SSL) technology, your information is protected using both server authentication and data encryption, ensuring that your data is safe, secure, and available only to registered users in your organization. Silobreaker provides each user in your organization with a unique user name and password that must be entered each time a user logs on.