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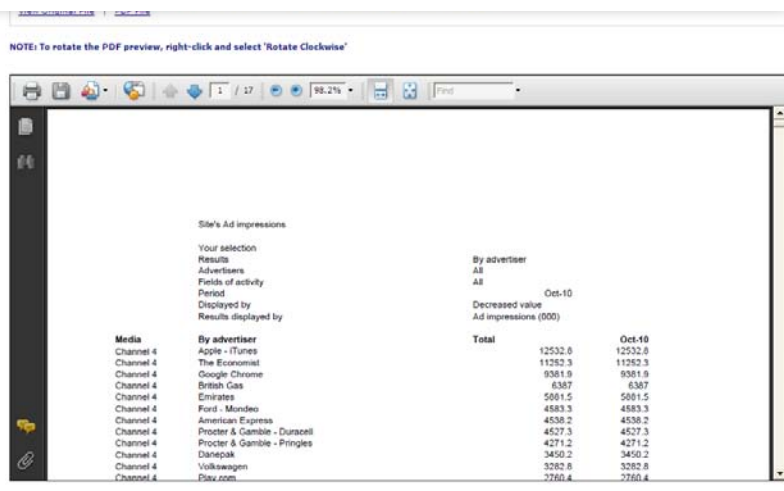
<http://www.nunwood.com>

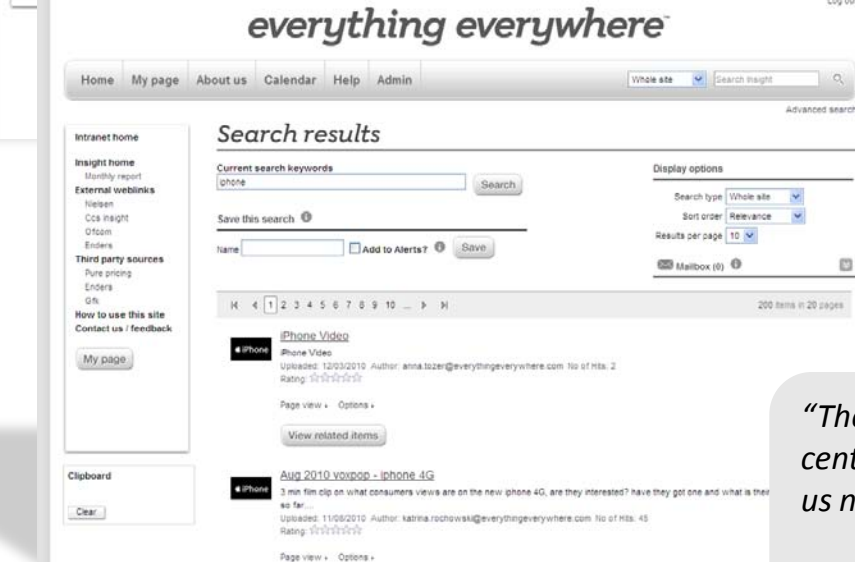


- 1 The ECS Insight Portal was commissioned in July 2009 and rolled out in January 2010
- 2 The portal was based around a powerful keyword search based on document content at a paragraph level.
- 3 The portal was designed to empower users to browse and search using a common set of tools, which included filters which could be applied for news or to access documents across all areas and projects.
- 4 Users can also see all related documents from the same or similar projects.
- 5 The portal was launched with over 18,000 document views in the first quarter and 3000+ logins
- 6 The system continues to evolve today with the MBNA business – with further developments scheduled for Q1 2011



- 1 RADAR was commissioned in July 2010 and was rolled out in November 2010.
- 2 RADAR contains access to all primary research data for the Guardian News and Media, as well as providing access to all multi-media content
- 3 RADAR is fully administrable by the team at the Guardian, with documents, pages and content all managed through the web interface
- 4 The plan for RADAR is to launch this to the wider business and then to extend the content into further areas and departments
- 5 The site is hosted and managed by Nunwood and can be accessed by the entire business within the Guardian
- 6 RADAR is 100% mobile compliant and can be accessed across all browsers and mobile devices to provide unrivalled access





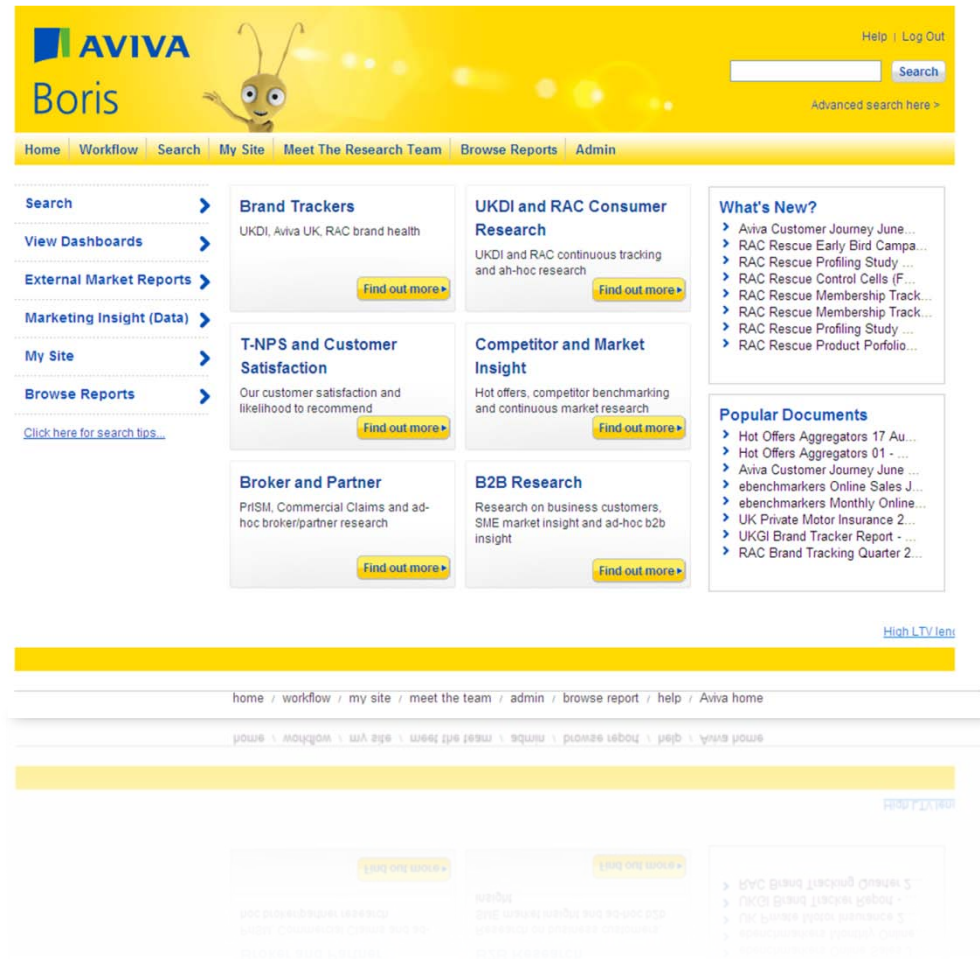
- 1 Insight was commissioned in July 2008 and was rolled out in September 2008.
- 2 Insight contains access to all primary research data for Orange UK, as well as providing news and newsletter access across the entire business
- 3 Insight also includes the latest search technology, providing paragraph level search capabilities drilling directly into pages/slides of relevance in seconds
- 4 Insight is currently being re-developed to include additional access features including the ability to access all of your documents on the move via your mobile.
- 5 Insight will also be updated to the latest 3.5 version which will be released in Jan 2010.

"The system has revolutionised the way we work. It has given us a central resource for information, and the insight the system offers us now dictates the information we provide to our business."

Katrina Rochowski - Internal Communications, Orange



- 1 BORIS (Bank Of Research and Insight Stuff) was commissioned in June 2008 and was rolled out in October 2008.
- 2 BORIS contains custom built interfaces for the creation of dashboards, workflow\project management as well as document text and paragraph search capabilities.
- 3 BORIS includes internal data and secondary data sources, including companies such as Datamonitor and Mintel.
- 4 There are also plans to include a custom BORIS community aspect to enable better communication between internal stakeholders and users.
- 5 The BORIS ant icon was built and designed in line with the design teams at NU and provides the site with a distinctive emblem that's easy to remember.



- 1 Vodafone RIO launched in December 2006 (Commissioned July 2006) to the entire global business (78,000 users) containing content from 50+ sources.
- 2 By January 2008, over 50,000 documents had been accessed or downloaded from the resource and there are over 5,000 frequent users (logging in more than once a week and downloading at least 1 element of content).
- 3 RIO integrates news feeds, secondary reports and information streams as well as creative concepts (assets), spend data and multi-media streaming.
- 4 RIO is managed in Nunwood's dedicated hosting facility in the UK and includes second site failover, 24\7 technical support and monitoring and a full issue\project management solution.

The screenshot displays the Vodafone RIO website interface. At the top, there is a navigation bar with links for Site Map, My Site, About RIO, Help & Contacts, Admin, Upload, Welcome to RIO, and Sign out. Below this is a red header with the Vodafone logo and navigation tabs for Market Intelligence, Telecompaper News, Customer Insight, and Search & Alerts. A search bar is prominently featured in the center, with options for 'All Markets' and 'My Market'. The main content area is divided into several sections: 'Market Intelligence' with a welcome message and a 'Switch to classic layout' button; 'What's New and What's Popular' featuring 'New Reports', 'Latest News', and 'Popular Reports'; 'Popular Searches' with terms like 'm2m', 'tablets', and 'smartphone'; 'What's on RIO' with a grid of categories and logos for various partners like Strategy Analytics, IDC, and Current Analysis; and 'Other Sections' with links to analyst events, company profiles, and help & contacts.

“RIO Provides Vodafone with unrivalled access to all of our internal and external information assets. This provides our organization with unrivalled access to critical business information that provides Vodafone a key competitive advantage”

**Katherine Ward – Information Analyst
Vodafone Group**



- 5 RIO scans external sites and report providers up to 5 times a day and pulls in new content or updates existing documents. All copies are stored on the RIO server for backup & indexing
- 6 New subscriber content can be setup in hours and added into the main database and search, providing users with an aggregated search tool across all content, internal & external.
- 7 The entire system requires little or no on-going maintenance, as everything down to user management and content updates has been automated, including auditing and reporting
- 8 RIO has a different face for each individual country that accesses content, providing a tailored experience for each user group.
- 9 ROP 3.2 was launched in April 2011 and continues to provide international access to all Vodafone markets.

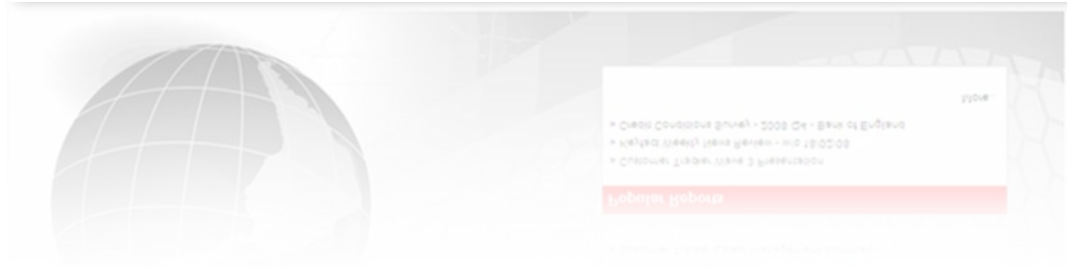


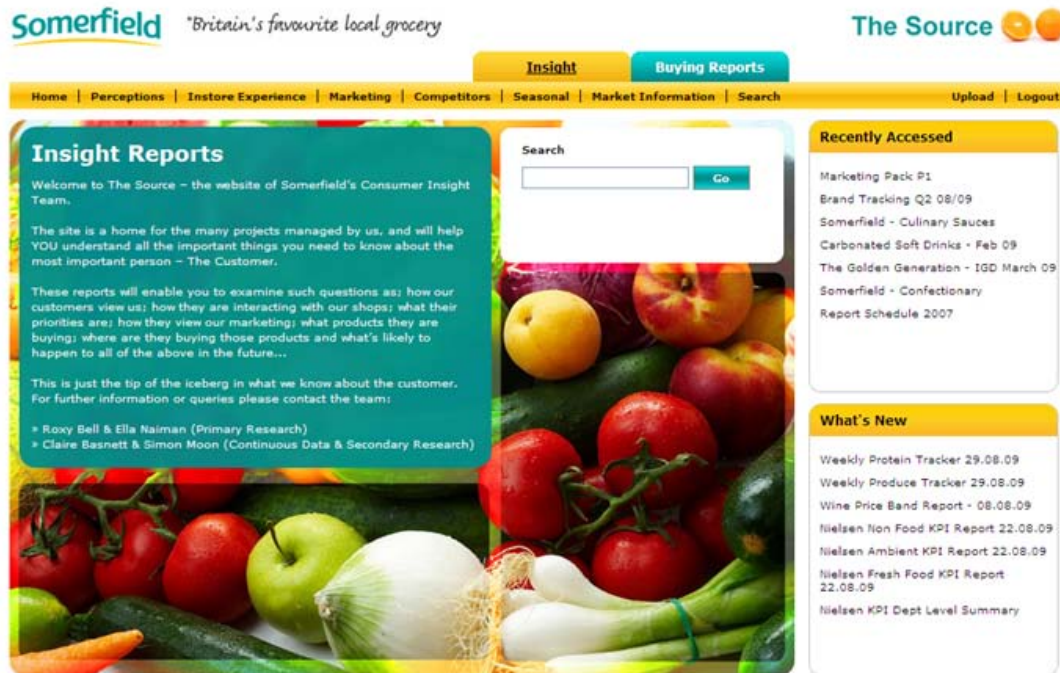
- 1 Nokia MACK launched in July 2005 (Commissioned April 2005) to the entire global insight community (5,000+ users) containing content from around the globe.
- 2 Nunwood actively trained administrators in 20+ markets via webinar and face to face approaches to ensure that the database remained current, well used (100,000+ downloads) and the main source for internal insight\research information
- 3 MACK also uses Nunwood's latest indexing technique to return the most relevant paragraphs from each document based on any user's search terms.
- 4 MACK has also been developed in line with Nunwood's open standard approach to integrate directly with searches performed on the internal intranet solution and from their suppliers such as Northern Light (Single Point).

Fizz means we get far greater value from each of our studies. There's absolutely no risk that a project will simply sit on the shelf.

Corrine Green, Consumer Insight Manager

- 1 **Santander RIO** (Research & Insights Online) was first built and launched in July March 2004 and was re-developed and released in July 2007.
- 2 The new RIO site includes all of the advanced searches, document keywords and direct links into content as well as a newly developed set of administration routines.
- 3 The latest update has integrated research information from their 3 key brands into one online tool for unrivalled access across all 3 organisations





1 **The Source** was first built and launched in May March 2002 and was re-developed and released in November 2006 with a further release in Mar 2009

2 **The Source** contains direct links to all of Somerfield's agency reports which are managed directly into the system by the agencies, reducing the effort and time required by the insight team to manage the process.

3 **The Source** is split between the insight's team and the buyers team, providing two systems in one with different views on the data for different stakeholders

4 **The Source** is hosted externally at Nunwood and is managed by Nunwood's technical support team, providing access down to the store level.

1 The LV= hub system was rolled out in June 2009 and has over 100 users and access to all of the primary reports generated by the LV= insight team

2 The system enables users to search down to the paragraph level, administer popular links and to export weekly user stats to track usage and measure the most popular reports on the site

3 The system also integrates a direct news feed for access directly from the home page.

THE LV= HUB

Market intelligence @ your fingertips

Admin | Contacts | Site Map | Help | Useful Links | Logout

Search [GO >](#)
[click here for advanced search options...](#)

- Home
- LV= Research Projects
- LV= Research Community
- Key Metrics
- Customer
- Competitors
- Market Environment
- General Insurance
- Life & Pensions
- Partnerships
- Bank

Recent Reports

List of New Reports

- * [NEW UK Travel Insurance \(Sep 09\)](#)
- * [NEW Direct Life Quarterly Report \(Sep 09\)](#)
- * [NEW RNPFN Customer Profile \(Sep 09\)](#)
- * [NEW LV= Voice of the Customer KPI's Q2 2009](#)

Recent News

- [NEW! RIAS TV Ad \(be patient \)](#)
- [Daily News - 08 Oct 09](#)
- [Weekly Competitor Watch- GI - 6 October 09](#)
- [Weekly Competitor Watch - Life - 6 October 09](#)
- [Guardian](#)
- [BBC News](#)

WELCOME

Welcome to The Hub, an online market intelligence library. Here you've quick and easy access to a comprehensive bank of market, competitor, consumer and customer information in the form of reports, presentations, news and other insights.

It's really easy to find documents relating to a specific subject in The Hub. Just select one of the menu options in the bar above or use the search facility. If you're looking for a more specific document you can use the search facility at the top of any page, and if you really want to narrow your search down you can set your filters in the [advanced search](#).

If you need any more help, call one of the [Marketing Insight](#) team in Group Marketing or the LV= Helpdesk.

BBC News

Guardian

October 09

Weekly Competitor Watch - Life - 6 October 09

Weekly Competitor Watch - GI - 6 October 09

Daily News - 08 Oct 09

NEW! RIAS TV Ad (be patient)

Weekly Competitor Watch - Life - 6 October 09

Weekly Competitor Watch - GI - 6 October 09

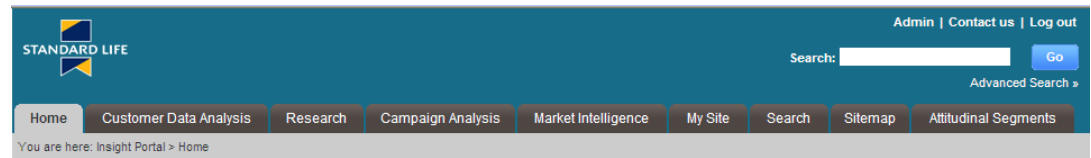
Daily News - 08 Oct 09

NEW! RIAS TV Ad (be patient)

1 The Standard Life E-Library was the first portal to be developed and managed by Nunwood in 2001. This has now been re-released and is at version 4.

2 The E-Library is also integrated with Nunwood's dash boarding solution to provide all results from SL's brand tracker within 48 hours of fieldwork completion

3 The E-library will be integrated with SL's custom login solution to provide individuals with access direct from their desktops starting in Jan 2010



Research & Analysis Insight Portal

Welcome to our UKFS Insight Portal. Within this site you will be able to access all of the relevant research and analysis information we have within the UK insight team. This should provide you with many of the views, opinions and facts about consumers, customers, IFAs and competitors.

Search for...

in All Insight Categories

[Advanced Search](#) [Search](#)

Customer Data Analysis

This section contains analysis, profiling and segmentation of our customer base recently completed by UK insight.

[Learn More](#)

Research

Within this section you will be able to access all of the research we conduct with our customers, potential customers, intermediaries and corporate customers.

[Learn More](#)

Campaign Analysis

This section contains reports UK insight provide to marketing to evaluate campaigns. This will include a monthly report and Campaign Completion Reports for Direct Mail campaigns.

[Learn More](#)

Market Intelligence

This section contains information on the world in which the we operate: our competitors, our industry and the market in general.

[Learn More](#)

