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News services tailored to individual needs

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RECENT studies have shown that an excess of information is causing problems for companies around the world. As business becomes more competitive and more global, the need for information increases at the same time as the sources of information are multiplying.

Now that corporate networks are turning personal computers into news channels, business people are looking for information they can rely on. This is where Reuters Business Briefing (RBB) comes in handy as it takes news and business information from thousands of sources and delivers it to match individual needs.

"Just name it, you'll get it all. This system has four levels of service - headlines, target, select and search - which provide different levels of contents, customisation, and interactivity, designed to suit users," said Mr Paul Newton, sales manager of Reuters Business Information Product, Asia.

Reuters yesterday embarked on a bold move aimed at moving information management into the next millennium by introducing this new strategy for its flagship online business information service.

The strategy is intended to provide a single business information solution for users.

"Malaysia has taken an aggressive approach towards revolutionising its information technology (IT) industry to attain leading-edge technology status. Under the Multimedia Super Corridor (MSC) initiative, the Government has shown its commitment to spearhead the local IT industry revolution.

"Reuters is fully committed to becoming an integral part of the MSC initiative.

"The recent meetings between Reuters chief executive officer Mr Peter Job and Prime Minister Datuk Seri Dr Mahathir Mohamad underlines our commitment," he told Business Times.

As the MSC gathers momentum, he said, Malaysian companies will have an increasing need for timely, accurate and focused information on partners, competitors, markets, legislation and many other aspects of global business.

"Manually searching the web is not a sustainable model, hence, RBB is a powerful solution and we expect it to become one of our most widely-used products."

Launched originally in 1994, RBB is an on-line database of current and archive news generated by Reuters' 1,940 journalists worldwide.

It includes materials from 4,000 different sources, with over 700 from Asia, including Business Times, the New Straits Times and other publications, and Sibexlink Sdn Bhd, the country's largest business information provider.

With RBB, companies can now select the range and number of sources they require and access via the corporate intranet or through the public internet.

"I personally think that RBB is the most prudent approach in information search. As the internet is a free system where unhealthy products are programmed, RBB is strictly educational. Not even the corporate sector like banks and newspaper companies should acquire it, but also schools, institutions of higher learning and individuals," he said.

RBB, according to Newton, has the potential to generate triple growth

and strengthen its market position.  
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