

# Knowledge360<sup>®</sup>

## TURN INFORMATION INTO ACTIONABLE INSIGHTS



VISIT [WWW.TRYK360.COM](http://WWW.TRYK360.COM)  
TODAY TO SCHEDULE A  
LIVE DEMONSTRATION.

**Cipher**

*A product of Cipher, the world's  
most trusted intelligence firm.*

## IS INFORMATION OVERLOAD WEIGHING YOU DOWN?

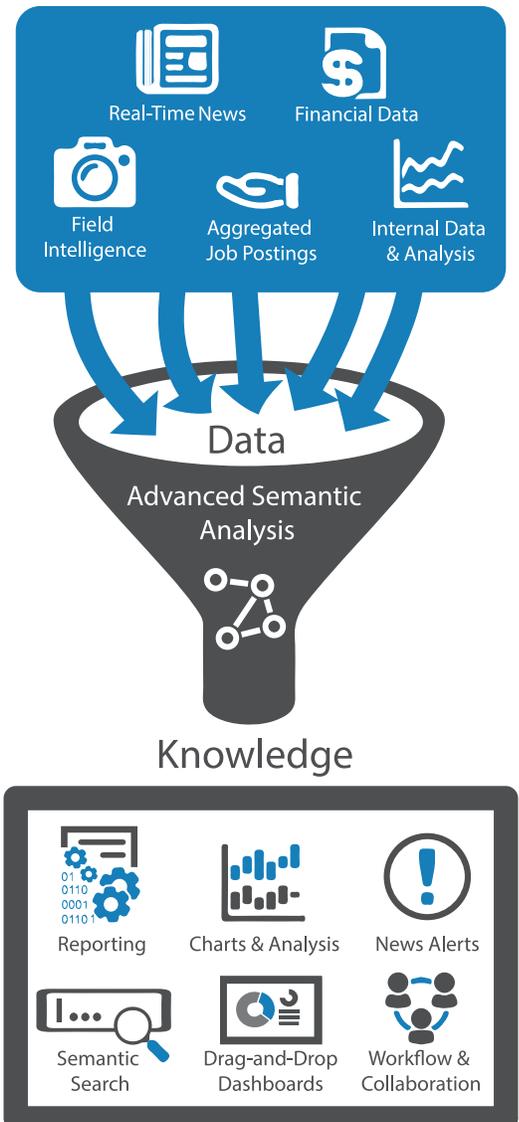
If you spend more time gathering and organizing information than focusing on actual analysis, your could be suffering from information overload.

Let Cipher's Knowledge360® help lighten the load.

At Cipher, we set out to develop a tool that would eliminate the greatest inefficiencies in intelligence gathering and free up analysts to do what they do best: develop actionable insights.

Our Knowledge360® solution aggregates information from online sources, blends it with internal data, and uses semantic analysis to keep it organized and highlight key trends.

## HOW IT WORKS



# What Makes Us Different?

Knowledge360® is the only “intelligent” intelligence solution. Harnessing the immense power of Natural Language Processing (NLP) and advanced machine learning technologies, Knowledge360® **semantically searches, analyzes, and tags your data** to save you time on mundane tasks and make connections that uncover hidden trends.

- ✓ **User-friendly tools for data aggregation.** Upload your internal documents and intelligence. Then, subscribe to companies and topics to receive updates on news, financial information, hiring trends, patent data, and more.
- ✓ **Built-in customizability.** Consume data in a format that fits into your existing workflows with customizable dashboard views featuring the information most relevant to you.
- ✓ **Dynamic, on-demand reporting.** Build on-demand reports only once using the Knowledge360® report builder and quickly share updates on a weekly, monthly, or quarterly basis.
- ✓ **Robust analysis capabilities.** Import existing analysis from Excel or use the Knowledge360® tag cloud to help develop charts and analysis that highlight key trends in your data.
- ✓ **Collaboration & workflow management.** Comment, like, and share news and analysis with key stakeholders, your team, an entire department, or across a global enterprise with the click of a button.

## An award-winning, top-ranked intelligence solution

In addition to receiving recognition from notable publications such as KMWorld, CIOReview, SmartCEO, and others, Knowledge360® is the only intelligence solution to receive the **“SCIP Certified” endorsement** from the Strategic and Competitive Intelligence Professionals (SCIP). SCIP members represent a global community of 3,000+ experts across industry, academia, and government. This endorsement distinguishes Knowledge360® as the premier intelligence solution for modern professionals and decision makers.



# The Business Case: Who Benefits?

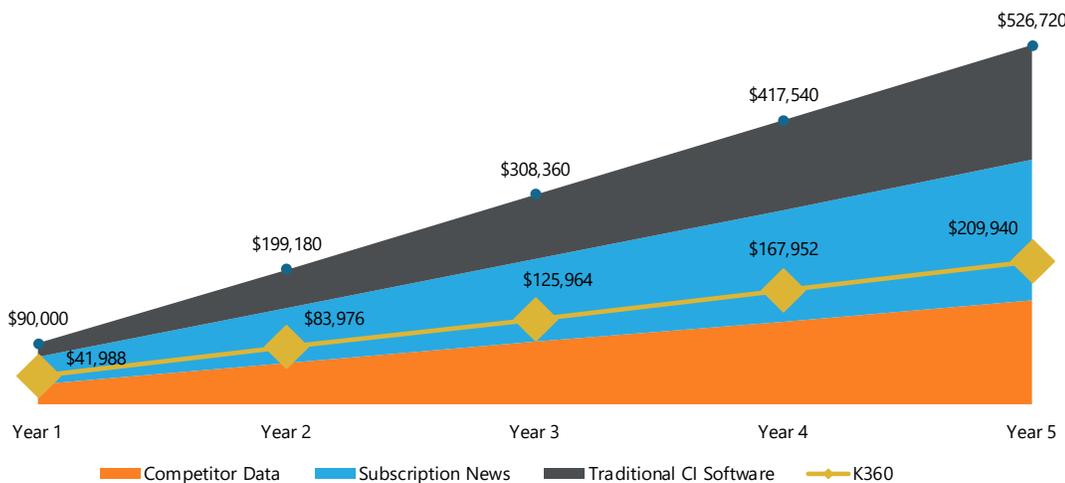


Knowledge360® is designed to empower decision makers with the right information at the right time to help you make smarter, faster decisions. It does this by aggregating information from across your entire enterprise and online sources into a central repository and allowing users to disseminate the key findings broadly.

## The information you need right now to make a decision with confidence is at your fingertips.

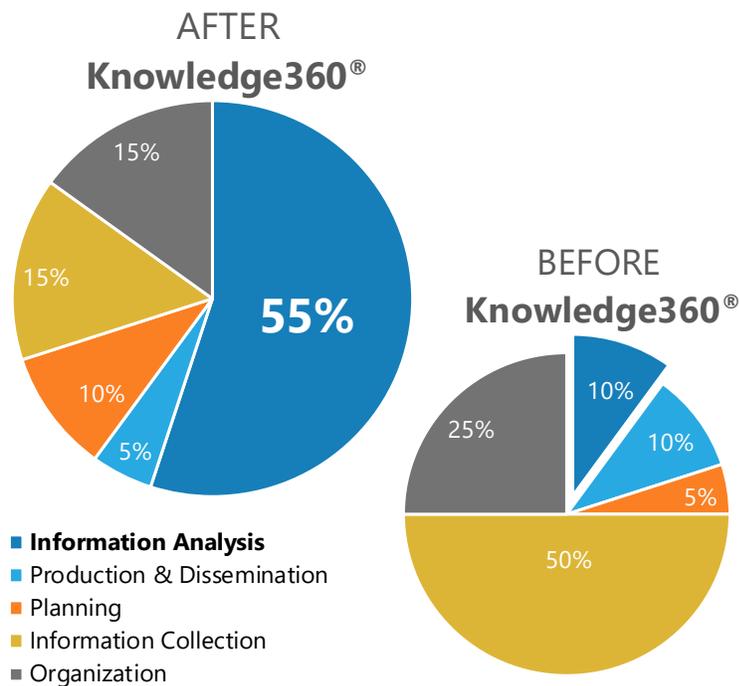
Let's say you need to make a go, no-go call on a new product being considered for development. Using Knowledge360®, you can find all the information you need in a matter of minutes. Your R&D team in the field uploads their findings with a quick email to the system. Meanwhile, HR flags local, regional, and national competitor hiring trends to let you know what skillsets your competitors are hiring for—an indicator of the products they are seeking to develop. The Sales & Marketing teams highlight competitor campaigns and social media posts with information on upcoming product releases. Finally, your intelligence analysts add in their research, analysis, and recommendations to provide a complete view of the competitive landscape. That big decision you have to make just became a lot easier.

Knowledge360® is the go-to, cost-effective solution for decision makers in every industry.



Over a 5-year period, Knowledge360® users can **save more than \$315,000** over non-users.

# Getting Started with Knowledge360®



Automate routine tasks, such as information collection and organization, and **spend up to 45% more time on analysis.**

## From zero to sixty with Knowledge360®

Getting started is easy! Simply go to [www.tryk360.com](http://www.tryk360.com) and request a live product demonstration customized to your specific needs. One of our dedicated associates will walk you through how to build custom dashboards, complete on-the-spot analysis, prepare executive overviews, and so much more in just under one hour.

If you love it, we will set you up with a risk-free 7 day trial to test it out and see how many hours a day you can save.

Visit [www.tryk360.com](http://www.tryk360.com) today to get started!

## ABOUT CIPHER

Cipher is an innovative consultancy and SaaS software firm focused on delivering intelligence services and technology solutions that help our clients make smarter, faster decisions. Leveraging over 20 years of experience, our team of experts serves as a trusted partner to the world's greatest companies. Our clients rely on us to solve their toughest strategic challenges and to provide insight into all aspects of the marketplace.

Visit us online at [www.cipher-sys.com](http://www.cipher-sys.com).

Join the conversation.   



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