

# BNA CONVERGENCE<sup>®</sup>

## Eliminate the Noise

A unique current awareness tracking and filtering solution that makes it easy for you to find, analyze, and deliver critical information and business development opportunities to your organization.

Bloomberg  
BNA

# BNACONVERGENCE

Deliver more with less. *BNAConvergence*<sup>®</sup> provides you with the unique ability to stay on top of relevant current events and deliver critical information to your organization — enabling you to make the most informed decisions. Utilizing proprietary taxonomies with powerful search functionality, this cutting-edge service enables you to easily filter and search the information you need and to create customized reports you can share with your colleagues or clients.

## Current Awareness

Stay on top of crucial new developments based on the criteria most relevant to you: by industry, topic, content source, key word, and more, so you are prepared to provide informed guidance and take action.

## Business Development

Get a competitive edge — track and manage information that affects your potential business partners, clients, and customers.

## Competitive Intelligence

Get information on topics such as buyouts, takeovers, officer and management changes, and shifts in industry to establish benchmarks and identify risks and opportunities in the market.

## Filter and Extract News Every Day

- Deliver the most relevant news through a single communication so your audience knows exactly where to go for the latest updates using the most powerful relevance-recognition software on the market.
- Leverage more than 30,000 additional sources — including major U.S. and world newspapers, business journals, global news bureaus, periodicals, influential blogs, government agencies, and more.
- Take advantage of our powerful and frequently updated proprietary taxonomies to group and focus your search results, filtering by thousands of topics, practice areas, locations, company names, and more.
- Use full Boolean with proximity and wild card searching for advanced and targeted searches.

## Sophisticated, Flexible Delivery Options

- Get the actionable information your organization needs to maximize performance every day. *BNAConvergence* allows you to set up tailored searches and distribution lists, so professionals in all positions in your organization get exactly what they need — and only what they need.
- Curate your content with our easy-to-use tools that enable you to preview and pinpoint the most relevant information before distribution.
- Access continually updated news from a multitude of sources.
- Retrieve the information you need, where you need it, when you need it — via email, on your mobile device, RSS feeds, or posted on your intranet.

## Customized Reports and Dashboards

- Create customized reports and dashboards tailored to your needs and deliver actionable information to your colleagues or clients.
- Integrate your content into Sharepoint<sup>®</sup> or your intranet to provide content on demand.
- Combine multiple searches into one report with our customizable reporting tool — choose from a variety of formats, and easily distribute on the schedule of your choice.
- Track important developments automatically by adding third-party RSS feeds and other alerts to your report.

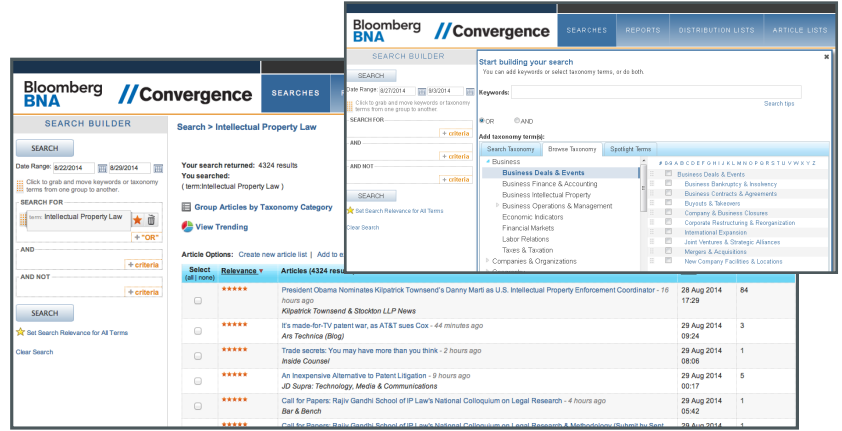
## BNAConvergence is the one tool that helps you:

- Monitor what the media — and social media — is saying about your company.
- Keep up with competitive intelligence.
- Monitor actions and changes within government agencies.
- Check SEC filings.
- Identify and pursue new business development opportunities.
- Spot industry trends to create and expand new business opportunities.

# DELIVERING ESSENTIAL INFORMATION. WHEN YOU NEED IT. HOW YOU NEED IT.

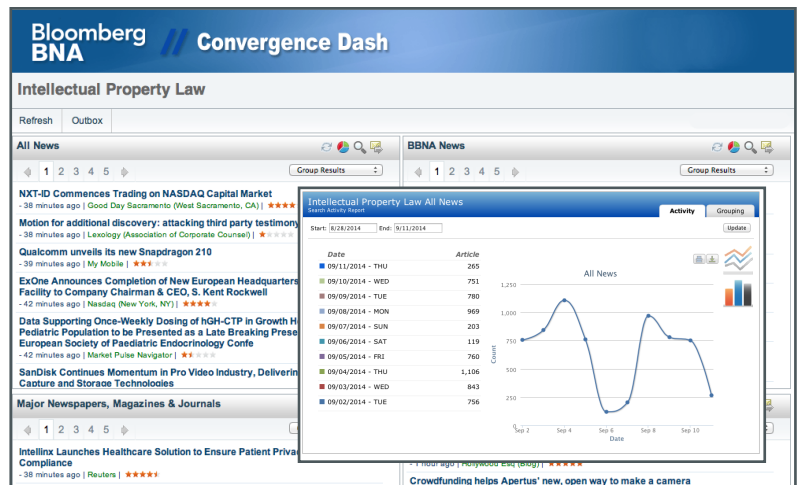
## POWERFUL SEARCH AND TAXONOMY TOOLS

Choose your search terms and specify the desired time span for your search. With a few clicks, filter your results using Bloomberg BNA's powerful taxonomies.



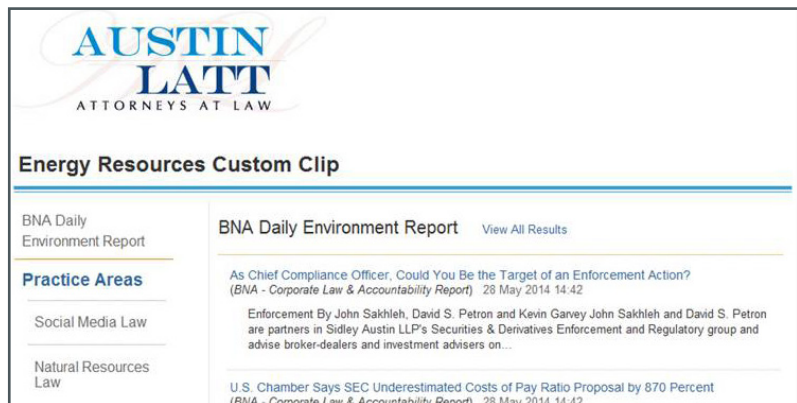
## RESULTS AND DELIVERY

Monitor news and updates as they are reported for the topics you care about most with our customized dashboards. These dashboards are easily integrated into your intranet or Sharepoint® instance for instant access by your larger organization.



## CUSTOMIZED NEWSLETTERS

Get the latest updates and critical information to your organization with our customized newsletter options. Select the criteria you need to target only the most relevant items.



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**BNAConvergence** gets you the relevant and critical information you need to make informed decisions and take action.  
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# START YOUR FREE TRIAL TODAY

**BNAConvergence** allows me to control the content sources,

the look and feel, the frequency, and the distribution lists of the alerts I create and keeps me informed about the topics I'm monitoring.

**ELAINE LEE**  
Content Integration Lead,  
Baker & Hostetler LLP

**BNAConvergence** reports and dashboards provide easy-to-read business intelligence information.

The reports are easily customizable with various search terms and relevancy rankings. The reports and dashboards provide up-to-date business intelligence information needed for any company to track such things as competitors, products and industry trends.

**SUSAN S. CUNNINGHAM, MLIS**  
Information Analyst,  
Albemarle Corporation

No matter what I'm researching, I know I can find what I need in **BNAConvergence**.

I am very pleased with the new functionality and revamped user interface. I'm able to build more precise queries with the new *Search Builder* structure, and quickly browse and select from the extensive taxonomy. The *Help* resource is actually helpful, and the *Convergence* customer support team has always been responsive and friendly.

**KRISTIN CHERRY**  
Program Manager,  
Microsoft®

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**To learn more, contact your Bloomberg BNA  
Representative, call 800.372.1033, or visit  
[www.bna.com/convergence](http://www.bna.com/convergence)**  
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