

ESMERK

## Abstracts: about Intranet

### Belgium:

#### Belgian e-government raises satisfaction

*Le Soir de Bruxelles, 16 Apr 2003,-*

The offer of government services on the Internet in Belgium has led to Belgium coming out ahead of France and Germany in terms of online service activity. The Internet consultancy Accenture has indicated customer satisfaction with Fedman, the network linking administrative offices together, and the piloting of electronic identity cards in eleven local areas as well as a VAT registration site. These offset the relatively low domestic use of the Internet in Belgium, particularly in Wallonia. Fedict, the state e-government body, has pointed to new tax declaration and vehicle registration services as evidence of Belgian e-government investment.

*/ESMERK/FRENCH/EN.DSX*

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### Guatemala:

#### Intranet network to connect 12 communities

*Prensa Libre, 26 Mar 2003,-*

Microsoft Guatemala and the US Embassy to Guatemala have signed a cooperation agreement to install an intranet network among 12 communities located in the departments of Quiche, Baja Verapaz and Solola. The agreement will enable ten schools and two community centres to receive computers, printers, digital video cameras, DVDs and TV sets. The US Agency for International Development (USAID) will invest US\$ 1mn in the project, while Microsoft will invest US\$ 30,000 and will grant the licences to operate the corresponding software.

*/ESMERK/SPANISH/EN.AIX*

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### Australia:

#### Sheep-drafting system from New Zealand firms

*New Zealand Herald, 07 Apr 2003,-*

VantagePoint Solutions and Prattley Engineering, two firms from South Island, New Zealand, will introduce a new electronic sheep-drafting system in Victoria, Australia in April 2003. The computer-controlled system can be used by livestock farmers in Australia to group animals based on their growth attributes and patterns. The complete system is priced at around NZ\$ 15,000 (US\$ 8,280.02), excluding NZ\$ 3 per unit of electronic ear tag.

*/ESMERK/ENGLISH/AM.HWF*

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Laura Stenbäck

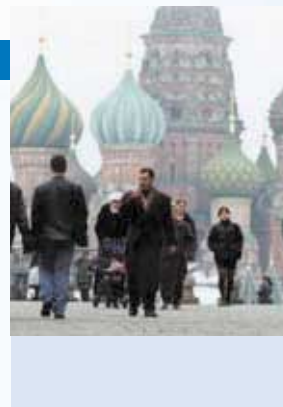


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## Alko's Intranet at the Core of Internal Communication

- Passing on information to all outlets quickly and simultaneously would be difficult without Alko's intranet Alvari, says Laura Stenbäck, the Communications Coordinator of Alko.

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# Alko's Intranet at the Core of Internal Communication

Photo by: Sanna Liimatainen



According to Laura Stenbäck, Communications Coordinator of Alko, the Finnish company specialising in retail sales of alcoholic beverages, the company's intranet Alvari plays a fundamental role in Alko's internal communication. In practice, all information and instructions are transmitted through Alvari. - Passing on information to all outlets quickly and simultaneously would be difficult today by any other method, Stenbäck says.

Laura Stenbäck works as Alko's Communications Coordinator.

**A**lko's intranet Alvari provides comprehensive information on the personnel, Alko's products, and outlets. News and instructions have their own pages. According to Stenbäck, Alvari is the most important means of internal communication. In practice, all of Alko's approximately 2,500 employees have access to Alvari.

## Outlets Take Priority

Alvari's main emphasis is on Alko's outlets and satisfying their requirements. The outlets are the most important customers of the head office and the communication unit, so operations should be based on the outlets' point of view, Stenbäck says. Alko improves the intranet continuously, and the outlets participate actively in the development work. Developing the Intranet is based on the requirements of the personnel and the outlets, in particular.

Alvari plays a major role in Enterprise Resource Planning. In practice, all information and instructions in Alko are transmitted through the Intranet.

- Transmitting information to outlets quickly and simultaneously would be very difficult, if not impossible, without Alvari, Stenbäck says. The Intranet is updated continuously, and instructions are sent to outlets several times a day. Information is

quickly and easily accessible to everyone.

- Alvari is proving more and more important, and we want to develop it as a versatile and functional operative tool, Stenbäck states.

## News Service is Used Regularly

Esmerk's current awareness service was incorporated as an essential part of Alvari when the Intranet was renewed in 1999. According to Stenbäck, the decision to include the service in Alvari was a good one.

- Comprehensive daily monitoring of news frees resources in the company as essential information is easily available to everyone through Alvari, Stenbäck says. The whole company reads the daily reports regularly.

Alko is interested in all news that is related to the beverage industry. One of its objectives is to collect information on consumers' opinions and attitudes. The company also monitors discussion on

alcohol policy in Sweden and Norway as well as news concerning the alcohol companies of these countries.

- For example, Esmerk's coverage of news from Norway and Sweden has been good and comprehensive, Stenbäck says.

At the moment, Alko monitors questions relating to alcohol policy closely. Import of alcohol from Estonia will be freed from restrictions on 1 May 2004 when Estonia joins the European Union.

- It is likely that Estonia's membership in the European Union and the lifting of restrictions concerning the import of alcohol will generate more public discussion regarding alcohol and increase the amount of alcohol-related news, Stenbäck predicts.

- Esmerk will play a significant role in monitoring also these.

TUUKKA HIRVONEN  
TRANSLATED BY ANNA-MAIJA  
LEHMUS



The entirely state-owned Oy Alkoholiliike Ab was established in 1932. In early 1999, the Alko-Yhtiöt group was split up, and Alko Oy remained an independent alcohol company subordinated to the Ministry of Social Affairs and Health.

In 2003, Alko Oy has about 2,500 employees. The head office is located in Vantaa, and the company has more than 300 shops, and over 140 outlets where purchases can be made by order. Alko is practically the only company that has retailing rights for alcoholic beverages in Finland.

# Central and Eastern Europe at your Fingertips

Photo by: Nikolai Ezhevsk

The European Bank for Reconstruction and Development (EBRD) was established in 1991 when communism was crumbling, and Eastern Europe and ex-Soviet countries needed support to nurture a new private sector in a democratic environment. Today the London-based EBRD uses the tools of investment capital to help build market economies and democracies in 27 countries from central Europe to central Asia.



Cathedral of St. Basil,  
Moscow.

To help with these projects EBRD consumes a large quantity of good quality external intelligence, which is delivered on a regular basis. Due to the diversity of the different countries involved, the different cultures and, most importantly, the language barriers, the EBRD needed to identify an information company that could monitor and abstract from a wide variety of sources on a timely basis from across the region of operations whilst at the same time being cost-effective

and providing an integrated solution. In May 2002, EBRD selected Esmerk to be responsible for the above "job specification".

### Three Factors for Choosing Esmerk

According to **Jeff Hiday**, the Head of Media Relations for the EBRD, the bank chose Esmerk as its current awareness provider because of three factors: timeliness, breadth of coverage, and cost.

- Our previous supplier was a more traditional news clipping agency. We felt we would be better served by a company

such as Esmerk that produces abstracts of news items, rather than full original texts, which means our bankers, lawyers and other staff get the news they need more quickly and economically.

EBRD's Esmerk service is available to more than 1,200 employees at the bank's intranet.

### Success through Teamwork

The success of our working relationship stems from a multi-skilled and international account management team who take the time to really understand what the bank is looking for on an ongoing and daily basis, and to learn about the different political and economic issues and vertical markets that are of interest to them. This information is then relayed to Esmerk's Central and Eastern European production teams and to the Russian office who do the great work of monitoring these issues and countries, translating all stories into English, providing essential information that would otherwise be unobtainable or not so timely available to many employees at the bank.

ANDREW GARRETT



Esmerk Pro@ctiv "Top Stories" screenshot as seen on the EBRD Intranet.

Esmerk supplies leading international companies with intelligently tailored essential information of their business environments. We now have tens of thousands end users throughout the world, being serviced by a network of offices around the world.

esmerk

# Esmerk Update

## Finnish Society for Information Services' Information Event in Helsinki

Professionals and customers of the information services sector met at the Tietopäivät information event arranged by the Finnish Society for Information Services. The event replaced the Business Information fair of previous years and presented a comprehensive picture of present trends, and of what the sector has to offer.



The information event attracted many guests.

The event included also a seminar where experts from different fields gave lectures on information, information management, and the significance of information. The main theme of the first day was market information and its importance in an international operating environment. The second day's seminar concentrated on the information expert's role in a company, and in society. The lectures considered the theme from the point of view of the innovation process in particular.

## People Behind the Abstracts at the Esmerk Offices Around the World.

### Esmerk People:



Photo by: Maria Andersson

**Peter Finger**  
Analyst

### Peter is in Full Command of Sweden

Peter Finger's dream was to become a sports journalist, but he changed football tactics and scores for a considerably wider coverage area in his analyst job at Esmerk. Since January 2002, he has had the heavy task to cover Swedish local newspapers. The job means going through a large number of publications every day, and he has developed an established routine in order to finish the work on time.

- With time you learn every newspaper's special structure and where to find the news that may be of strategic interest for our clients, says Peter.

Like most other analysts, Peter Finger has a solid academic and international background. His parents originate from Poland, but Peter himself was born in Stockholm and raised in Köping, a small town in mid-Sweden. He speaks Polish, but he feels more Swedish than Polish. He has a Bachelor of Arts, degree in media and communication from Walsh University in Ohio, USA. He later completed his education with further media studies, as well as courses in cultural geography at Stockholm University.

Before Peter got his analyst job at Esmerk, he worked as a journalist in his hometown and he thinks that the two jobs have many things in common. At Esmerk, you get a wider picture of the world events, however, and the work tasks provide an exceptionally good general knowledge. With his media background, Peter also finds it interesting to see how other journalists write and to follow how the angles of approach differ. In addition, he gets an exciting and thorough apprehension of Sweden and its different regions, as Esmerk's coverage includes the entire country.

- I've become quite an expert at Swedish geography!

MARIA ANDERSSON  
TRANSLATED BY SARA LARSSON

### Esmerk News Window

It is now possible to place Esmerk news on your Internet site in a separate news window where the news appears as rolling headlines. This will add a daily news element to your Internet site that will attract new visitors. This feature is already being used by some of our clients.

When you click the headline, the abstract opens in a popup-window. You can also change the outlook of the page by editing the text font and the form of the frame so it is similar to your Internet site. In addition, a search option can be added to the service.

Examples of the service are available at the following web sites:

- <http://www.esmerk nordic.com/fin/portalttest/index.html>
- <http://www.esmerk nordic.com/fin/portalttest/index2.html>
- <http://www.esmerk nordic.com/fin/portalttest/index3.html>

Additional information on the new service is available from your account manager or by email from [esmerk@sanoma.fi](mailto:esmerk@sanoma.fi).

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