



Information is our forté

## Practice Area Profile

Cadence Group draws on more than 20 years of experience in library science, information architecture, and technology solutions to help clients get valuable information to people who need it the most.



GSA Contract Holder

### Benefits

- ▶ Eliminate information overload
- ▶ Deliver personalized content to decision-makers, partners, and clients
- ▶ Gain competitive advantages
- ▶ Sustain your marketing presence on the Internet

## Acquire

### Information Challenge

In today's competitive marketplace, information is a critical resource, but you are probably overwhelmed by the sheer volume available — information found in over 3 billion web pages, 5 million news articles, and 100,000 weekly media releases.

Your management team needs information about your competition, industry, clients, financial markets and current events, but might not be receiving the concise data needed to make strategic business decisions. How do you quickly get valuable information to the people who need it the most?

### Cadence Group Solution

Cadence Group® is an experienced information management (IM) company that offers multiple ways to get valuable information about competitors, industry, clients, and current events to just the right people.

Whether via email, the Internet, or to a database on the desktop, we push pertinent information to your decision-makers, partners, and clients.

In addition, our Web Content Management solutions ensure that your Internet and intranet sites provide fresh, well-organized information targeted to your audience.

To help you disseminate targeted information to those who need it most, we provide:

- ▶ Web Content Architecture
- ▶ Web Content Management
- ▶ News & Content e-Summaries

### Web Content Architecture

Using our skilled information specialists, we organize and enhance the content on your web site. First, we analyze the terminology and content used across your departments and the industry to develop a taxonomy, which is a hierarchy of common terms. We then organize and tag your content to enable efficient and effective access.

## Organize

### Web Content Management

With Web Content Management, you can be sure your Internet and intranet sites provide fresh, well-organized information targeted to your audience. Cadence Group maintains your web site with up-to-date, relevant content using a consistent look and feel.

Our information professionals revive your web site with web newsletters, relevant industry updates, and streaming media. In redesigning web sites, we follow usability guidelines and metadata tagging standards, organizing your content based on user terminology and usage requirements.

### News & Content e-Summaries

Using our News & Content e-Summaries, you can cut through the information overload and deliver categorized, summarized compilations of the most important articles, press releases, or other valuable information on a daily, weekly, or monthly basis.

We start with the world's best content providers such as Factiva, LexisNexis, and Dialog, and pass the data through our professionally-designed search filters based on your preferences.

Our credentialed researchers organize and index the search results and push personalized content to your decision-makers via email, the intranet, or to a database on your desktop.

### Benefits

With Cadence Group's Disseminate solutions, you can get valuable information to people who need it the most. You can also:

- ▶ Eliminate information overload
- ▶ Deliver personalized content to decision-makers, partners, and clients
- ▶ Sustain your marketing presence on the Internet

*(continued on back)*

Cadence Group  
1095 Zonolite Road  
Suite 105  
Atlanta, Georgia  
30306  
404-874-0544  
404-874-0541 (Fax)  
www.cadence-group.com

To learn how you can get valuable information to the people who need it most, or learn about our other information management services, please contact Cadence Group at 404-874-0544, ext. 113 or by e-mail at [info@cadence-group.com](mailto:info@cadence-group.com).



You can ensure your target audience receives the most current information in a cost-effective manner while you are tending to core business issues.

### Doing Business with Cadence Group

Cadence Group has more than 20 years' experience servicing a variety of clients including corporations, law firms, technology companies, libraries, health care organizations, and state and federal government agencies.

For each assignment, Cadence Group determines the service agreement that best fits your current information needs and budget — with updated assessments for future considerations.

Whether you need research, records management, taxonomy development, knowledge management, or the staff to run a virtual/physical library, Cadence Group offers the requisite Staffing, Consulting, and Outsourcing services to fill your needs.

- ▶ **Staffing** services help you quickly find qualified information specialists when you need them for as long as you need them — for temp, temp-to-hire, and direct-hire placements.
- ▶ **Consulting** services help you define your IM needs, develop custom solutions, and train users in new processes and systems.
- ▶ **Outsourcing** services provide a cost-effective way to run an IM business operation outside your core competencies. With outsourcing solutions, we take care of everything — management, staffing, and day-to-day operations — saving you as much as 30% on the cost of running many business operations.
- ▶ **Government Relations** — Cadence Group has the necessary government agreements to conduct business with the federal or local governments. This includes a five-year GSA schedule contract and registrations with *PRO-Net* and the Central Contractor Registration System of the Department of Defense.

- ▶ **Partnerships** — Cadence Group forms partnerships with software vendors, Internet Service Providers, and other IT companies. We help our partners integrate their technology solutions with our proven information and knowledge management services.

### For More Information

To learn how you can get valuable information to the people who need it most, please contact Cadence Group at 404-874-0544, ext. 113 or by e-mail at [info@cadence-group.com](mailto:info@cadence-group.com).