



To effectively operate and plan your business, organizations must have timely access to third-party, open sources of information such as press and analyst publications. Marketing, sales and press departments must take that data and provide senior management with reports that capture the state of the market, ongoing PR activities and the actions being taken by competitors. Typically, this information must be aggregated and issued on a daily basis.

What are the challenges in digest compilation?

- Gaining access to every national newspaper and magazine.
- Preparing a digest in a couple of hours.
- Giving the digest the look and feel of the original material.
- Composing an analytical preface to the digest.

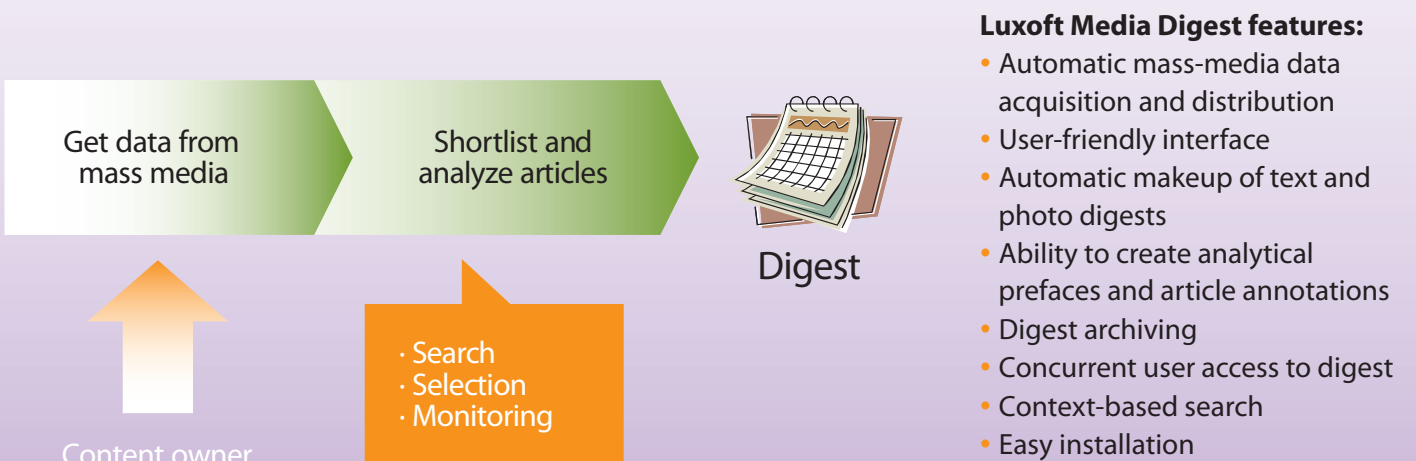
To accomplish those goals efficiently, technology is needed, which meets the following requirements:

- Easy to use.
- Undertakes technical duties such as information distribution and page make-up.
- Competently deals with text and images.

Luxoft Media Digest

The Luxoft Media Digest Solution delivers real-time access to media, analyst and industry publications. It represents an efficient way to gather and analyze third-party information. It offers real-time access to vast online repositories, searching it for information critical to decision making, problem solving and daily operations.

Luxoft Media Digest Approach





MEDIA DIGEST LUXOFT PUBLISHING

Corporate Tax Rates

Country	Rate
Morocco	35%
India	35%
South Africa	29%
Czech Republic	25%
Slovenia	24%
Russia	23%
Estonia	23%
Egypt	20%
Croatia	20%
Slovakia	19%
Poland	19%
Romania	16%
Hungary	16%
Lithuania	15%
Latvia	15%
Bulgaria	15%

Source: Datamonitor

Buyer Satisfaction

	Onshore				Offshore			
	2002	2004	2005	2006	2002	2004	2005	2006
Satisfied	68%	74%	81%	59%	57%	70%	82%	71%
Neutral	1%	10%	11%	24%	10%	15%	20%	19%
Dissatisfied	22%	16%	8%	16%	17%	7%	8%	11%

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Real-time, concurrent access to a large bulk of data

Press, marketing and analyst professionals no longer need to spend hours manually gathering information in order to compile a digest. Luxoft Media Digest generates the entire document automatically.

Analytical system of information preparation

File Settings Help

Digest Open Refresh Settings

Select materials Digest - Press

Sources All sources (20)

Author	Title	Source	Publish ...
Shane Schick	Luxoft aims to offer nearshore component to global development serv...	IT Business...	15.03.2007
Unknown	Luxoft has plans for Germany and France	IT Europa	15.03.2007
Dmitry Loschinin	Luxoft President on Best Practices for Outsourcing Success	American E...	15.03.2007
Unknown	Nearshore challenging the offshore advantage	Kommercant...	15.03.2007
Alexey Shapovalov	Neil Vereshagin, CFO Luxoft offers his view on special economic zone...	NeoIT	15.03.2007
Juliana Gidwani	Offshore Insights	BusinessW...	15.03.2007
Rachael King	Outsourcing, Beyond Bangalore	BusinessW...	15.03.2007
Stan Gibson	Outsourcing: The Russian Revelation	eWeek	15.03.2007
Andy Reinhardt	PECIAL REPORT -- OUTSOURCING: Angling To Be The Next Bangalore	BusinessW...	15.03.2007
Ivan Gavriluk	Security in outsourcing	Business M...	15.03.2007
Detlev Hoch, Michal Kwiecinski, ...	The Overlooked Potential for Outsourcing in Eastern Europe	McKinsey	15.03.2007
Stan Gibson	The Russian outsourcing industry, though small, is gaining maturity an...	eWeek	15.03.2007

Luxoft aims to offer nearshore component to global development services

Content Images

A Russian application outsourcing provider has chosen Vancouver as its first Canadian location and as an expansion of its North American presence.

Luxoft, based in Moscow, has been in BC since late November and intends to employ about 15 people by April. The company's Canadian operation is being led by Michael Vax, a Russian native who originally formed a relationship with Luxoft when he designed some software for IBS Group, one of the country's biggest IT companies. Luxoft is IBS's development arm.

Vax, who came to Luxoft from WebCT, said the Canadian office is already deploying some of its staff to work on projects at locations in Seattle (near to Boeing, one of its biggest customers) and Paris, France. Luxoft has not signed any

Context - based search

Given today's content overload, tailored and timely information retrieval is critical. Luxoft Media Digest delivers an efficient means of compiling relevant hypertext data from the web based upon user criteria.

Content presentation via Microsoft Publisher

The look and feel of any digest is important. Luxoft Media Digest incorporates images and text to prepare a digest with its own unique style.

Stay Competitive with Luxoft Media Digest

By capturing the full picture via compilation and analysis that spans web-based media sources, blogs and message boards, an organization can improve decision making and gain competitive advantage.

Luxoft has the tools and content to provide competitive advantage — delivering relevant, insightful information in an easily digestible form — right at the point of decision.

For more information about Luxoft Media Digest please contact:

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