

# NewsEdge for Salesforce

## Turn today's headlines into tomorrow's opportunities

NewsEdge for Salesforce arms you with real-time access to over 29,000 global newswires, newspapers, transcripts, filings, and business-relevant websites keeping you informed on company news and events to effectively manage your account and pipeline strategies. We process over 1.2 million stories daily, enriching each item with valuable metadata for fast filtering and delivery of key news and information you need to know for more successful outreach and engagement.

### KEY FEATURES

- For each company lookup in Salesforce, the NewsEdge app uses the Orbis ID (a Moody's proprietary identifier) and other industry standard identifiers to surface the top company headlines and sentiment analysis.
- Expand your company analysis with news through a risk-focused lens, choose from 7 pre-defined areas of risk such as financial, cyber, and adverse media risks.
- Tailor your news searching with NewsEdge metadata filters and sentiment analysis to help you gain the insights you need to take your next steps with confidence.
- Boost your research with up to 90 days of news archives to gain a better understanding of news events occurring in recent history.

Linking the news to the company data you use within Salesforce is easy. As a Moody's solution, NewsEdge for Salesforce leverages Orbis IDs (a proprietary entity identifier) for quick and efficient links between news items and Orbis company data to make account management and new business prospecting more productive. In addition to Orbis IDs, we also include other industry standard entity identifiers such as Legal Entity Identifiers (LEIs) and tickers symbols/exchanges.

Our news story enrichment not only help you to identify news on your companies, we also add granular metadata including subjects, industries, locations, and sentiment analysis to cut through the noise to pinpoint the top stories matching your criteria. Use these to find very specific information or use our pre-defined risk categories to give you an understand of potential risks that could impact your business. Stay up-to-date on breaking news and get access to recent history with up to 90 days of archived news accessible from the NewsEdge for Salesforce application.

## BENEFITS OF NEWSEdge FOR SALESFORCE



**Timely access:** Get access to a robust, global set of premium news and online content to keep you in the know on the latest developments involving companies in your portfolio or pipelines.



**More effective outreach:** Leverage news events such as a company's expansion or new product launch to reveal a demand for additional resources or services, presenting the right time for strategic sales outreach.



**Industry insights:** Stay at the forefront by monitoring industry trends and competitors' activities to keep your outreach more meaningful and increase engagement



**Signals in the news:** Combine company news with any of our defined risk categories to get ahead of early signs of risk, or customize your search to identify emerging opportunities.



**Data visualizations:** Tap into news volume and sentiment analysis visualizations to quickly spot emerging activity to prioritize and refocus sales strategies as needed.

## YOUR CALL TO ACTION

Turn news events into your call to action, to expand an existing relationship or to engage a new prospect at just the right time. With NewsEdge for Salesforce, you can empower your business with the critical insights needed to stay ahead in the competitive landscape.

# MOODY'S

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