



## WELCOME AT DEEPDIVE

Although artificial intelligence is developing, at DeepDive we believe human intelligence is still needed to interpret data and turn it into a meaningful action for businesses.

We use **Open source** intelligence (OSINT) to track your reputation or relevant news across social networks like Facebook, Twitter and Instagram, in addition to news sites, blogs and traditional media; whether you want analysis of relevant news on a daily basis, need to track something or someone temporarily or want a cross-checked candidates list for your executive search assignment. We take a Deep Dive and use our search intelligence to find what you need.

Having worked for different companies with highly confidential information, we are used to handle private and sensitive information with care.

We learn quickly, ask the right questions so that we better understand what is going on in your business. Add to that our strong associative thinking skills and you know we will dig up the right and relevant information for you.

## MEDIA MONITORING SERVICES

### MEDIA MONITORING

After a thorough analysis of your information needs, we will monitor online and print media on a daily basis. DeepDive will analyse and provide feedback to you in the form of articles, press clippings, links and monitoring reports.

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### MEDIA MONITORING ADVICE

Do you have a media monitoring service or tool running and you are not sure whether it is finetuned enough for your information needs? Do you need help on your alerts?

We can give you advice and training on your media monitoring tool or customize your tool for you.

If you want to start using a monitoring tool, we can help you with the selection of the tool that best fits your information needs.

What happens with the clippings and news you received via media monitoring? Do you store the articles on your hard drive or in a database? Are you able to answer questions about when a certain issue happened in the media, or about the lifecycle of a certain issue? What are the most common issues for your company?

All news clippings and articles together will tell you a story in the future. So also for historical purposes, it is important to manage and store this information about your company.

## DEEP DIVES AND RISK RESEARCH

If you run into a security issue and you need to assess the risk, we can help you by taking a deep dive in the internet, especially the Invisible (but still OPEN) Web that refers to the part that is not indexed by the search engines.

We can track people, companies and subjects, make profiles or follow them for a period of time. With the extra information, it will be easier for you to manage your integrity- and security risks.

## RESEARCH FOR EXECUTIVE SEARCH FIRMS

We support executive search firms in their research activities. The support can range from generating target lists to complete search support for the duration of the assignment: from the search strategy and identification through to the delivery of a shortlist of qualified, checked and motivated candidates.

- assistance in developing the search strategy
- competitive landscapes
- mapping industries and sectors
- monitoring trends in industries, identifying disruptive technologies and disruptors
- generate company target lists
- search for candidates
- cross-checking candidates
- deep-dives on selected candidates using Open Source Intelligence
- optimisation of your candidate database

With our support, search consultants can focus on their clients, prospects and candidate interviews.

## MARKET INTELLIGENCE / BUSINESS RESEARCH

Market intelligence is the information relevant to a company's markets, gathered and analyzed specifically for the purpose of accurate and confident decision-making in determining strategy in areas such as market opportunity, market penetration strategy, and market development.

Our services offer a comprehensive view of the market landscape, a competitive analysis to understand how the industry as a whole is doing.

## ABOUT DEEPDIVE GELMAN

Eline has a bachelor's degree in Information Management. Searching for the needle in a haystack has been the recurrent theme in her career.

Always on top of the news to find information that can lead to better strategic decisions by her clients. It does not matter whether it comes from traditional print media, websites, blogs or social media.

She has experience in many different industries, and is specialised in working in sensitive environments.

Have a look at her LinkedIn profile for all details: [LinkedIn](#)



## OUR PARTNERS

Informatized is a professional boutique information service that specialises in serving executive search businesses.



Josta Vencken of Informatized supports Executive Search agencies – brainstorm research strategies, scope target markets, identify relevant candidates, initiate candidate contact, support business development and knowledge management projects.

Sometimes an assignment is best served when people work on it from different angles. So where appropriate Informatized and DeepDive work closely together to best serve our clients.

Have a look at Josta's profile on [LinkedIn](#).

## CONTACT

Please do not hesitate to call or e-mail me whenever you have a question or if you want to find out more.

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