

INFORMATION

Its use and how to manage it.

Information is power but you've got to have it when you need it. Managing information is not easy. If you're like most of us you've stashed bits and pieces of paper, magazine articles, reports and all kinds of important information here and there, in file cabinets or desk drawers *without keeping a log of where you filed it. It's almost impossible to retrieve it and even if you do* you'll have to read through an awful lot of paper to find that word or phrase or sentence you really need. The information either winds up missing or takes so much time to retrieve that it's not worth retrieving.

The information Age!

We're being held hostage by a base of information so wide, that it threatens to exceed our ability to manage it. This can cost businesses and individuals valuable time, effort and additional resources...and the costs are rising. As information increases our horizon of ignorance increases as well. In today's society, the success and survival of many companies and individuals hinges on their ability to gather, store, retrieve, disseminate and analyze information skillfully and appropriately.

Knowledge is power! The most important asset an individual has is knowledge. The most important asset an enterprise has is the collective knowledge of its people. Knowledge gives you or your business an advantage. It means better and faster decisions, greater sales, more money, faster promotions, and more power.

It all starts with gathering, storing, recalling, disseminating and analyzing information.

Transforming information into knowledge.

Much has been made about overload of information but a more accurate description of the problem is what to do with the information we acquire. The easy answer is of course, "use it." But the true value of information doesn't necessarily come from its immediate use, but rather from its use at some point in the future.

InfoRecall

This is why we've created InfoRecall. With the retrieval powers of InfoRecall, you can have instant access to all the information that shouldn't be in filing folders or a filing cabinet or all over your desk. InfoRecall has no structure to impede it. It's a free form, variable size database. InfoRecall provides individuals, business, industry and governmental organizations with software tools that capture and disseminate information. The thrust of InfoRecall is to capture information and make it quickly available whenever and wherever it is needed. We offer a surefire way to make you more intelligent and to protect you from Information Overload. That means that you can put any kind of knowledge in it without worrying about a structure and unlike other data bases the size of the documents depend entirely on how much information they hold and is not determined by a structure.

And you can link the data with InfoRecall's hyperlink and hypertext capability. That means the

whole is greater than the sum of its parts because your search can reveal relationships and patterns that otherwise would have remained buried in a sea of paper.

InfoRecall permits you to create documents as short as a few words or as long as you want in a freeform manner without worrying about fields or structures. It offers you a word processing environment that allows you to change individual fonts or font color and embed pictures but also lets you establish links to URL's and e-mail addresses.

Strong searching tools make it possible to zero in on needed data in seconds. Searches can be conducted by keyword, phrase or block of text, by phonetic (fuzzy) match, by date, by number, by logical operators like AND, OR, IF NOT and across multiple files. Nothing stays hidden. InfoRecall can sift through megabytes of information in a flash. It'll save you countless hours!

Use InfoRecall for:

- Contact management
- Address book
- Store e-mail addresses with hot links
- Keep your favorite URL's with hot links
- Expert system
- Store pictures
- Keep your personal stuff
- Store random knowledge
- Keep your book by chapters
- Make your phone calls
- Personal and/or Business Inventories
- Customized dictionaries
- Corporate Policies, rules and regulations
- Foreign Languages aid
- Specialized lists, Personal or Business knowledge
- Corporate Expert System
- Random information normally stored in filing cabinets or file folder or drawers, etc.
- Contracts, Contractual terms or contract clauses, provisos and stipulations.
- Health and medical terms
- Business terms, concepts, practices, policies.
- Words and terms
- Campaigns indexed
- Product Lists , Client Lists, A collection of Letters
- Membership Lists
- Fitness charts or details
- All types of Lists
- Corporate training aid for all kinds of subjects.

What can be stored and retrieved is limitless. With InfoRecall this data can be found nearly instantaneously and manipulated, printed or faxed, e-mailed or "Exported" for use with other programs. Furthermore, InfoRecall has hypertext and hyperlink abilities that allow linking keywords to other bodies of information or the Internet instantly.