

Press release

pressrelations and NR SWISS integrate Microsoft Teams in virtual realtime newsroom

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The two media intelligence providers NR SWISS AG and pressrelations GmbH present their jointly developed newsroom solution. The real-time virtual newsroom combines cross-media monitoring and analysis of both owned and earned media as well as early detection of strategic topics with the newly integrated capabilities of the leading collaboration tool Microsoft Team.

“By linking our digital newsroom solution with MS Teams, we live up to our customers' desire, which has particularly grown in these Covid times, to use their corporate newsroom completely virtually and virtually,” says pressrelations Managing Director Jens Schmitz. “Without unnecessary changes of tools and workspaces, the work of teams extending across locations can now be organized flexibly and extremely efficiently.”

The integration of Microsoft Teams includes, amongst other features, a new function for sharing and editing of news pieces directly from the virtual newsroom. This enables the news stream from Teams to be orchestrated and managed with the media news. Important news are thus made available to all participants without them having to leave the usual working environment. In addition, the two full-service media monitoring providers announced the integration of additional tools and interfaces into the proprietary developed NewsRadar technology.

“Our newsroom solution provides optimal conditions for communication teams to respond quickly to a changing news situation,” says Katrin Frei, Head of Key Account and Product Development at NR SWISS. “News that can be shared quickly and easily with all team members enables joint and therefore better decisions in real time.”

About pressrelations

Founded in 2001, pressrelations GmbH, headquartered in Düsseldorf and with eight other business locations in Berlin, Austin (Texas), Dublin, Moscow and Singapore, is a full service provider for cross-media monitoring and analysis services. The company combines its in-house developed AI-based technology with the expertise of its news managers, analysts and consultants. In addition to the real-time customer portal NewsRadar®, pressrelations offers custom-made reporting formats, scalable newsroom solutions and the DPOK-awarded analysis method for early trend detection FirstSignals®. On this basis, pressrelations provides more than 600 customers with practical insights and recommendations for action for planning, controlling and evaluating their communication work.

About NR SWISS

Zurich and Stans-based NR SWISS AG offers comprehensive and flexibly adaptable solutions for media monitoring, media analysis and influencer research across all media channels (print, online, social media, radio & TV). Consultants with NR SWISS consider themselves as personal advisors for their customers and support them in the digital transformation of their business with expertise, commitment and proven NewsRadar technology.