

Litescape OnCast Desktop Outlook Plug-in

Financial Use Case

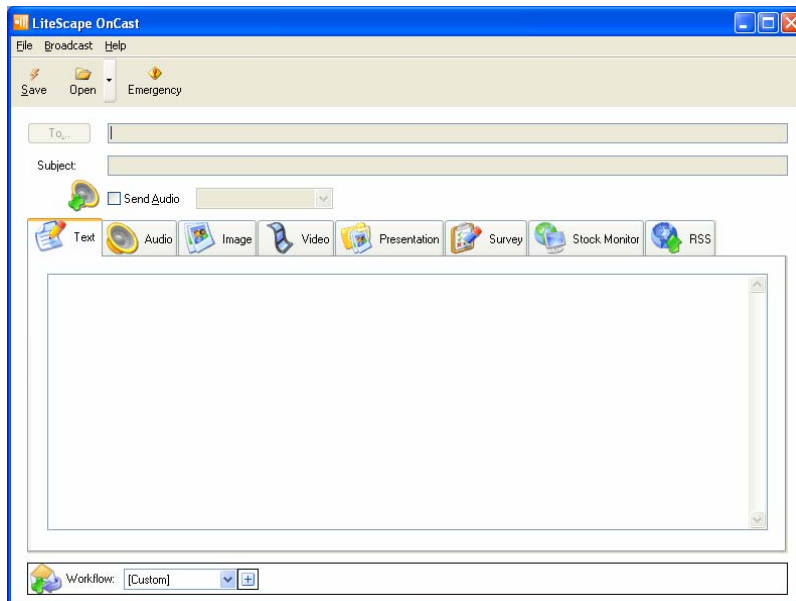
The logo for LiteScape, featuring the word "Lite" in blue and "Scape" in yellow, with a small yellow dot above the 'i' in "Lite".

LiteScape

OnCast Desktop Financial Use Case


This use case describes how you use OnCast Desktop in the financial industry. In this example, you will use OnCast Desktop to create a template to send stock ticker feed information along with news articles about the same companies to specified IP phones.

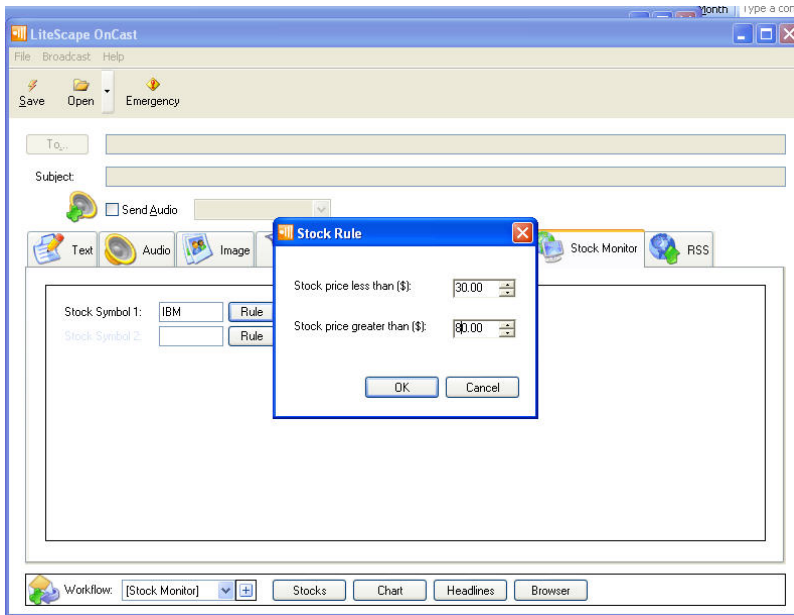
Step 1 Begin in Microsoft Outlook and click  to open the LiteScape OnCast window.



Use this window to design the template you will use for the stock monitor and RSS news messages. You can then save the message template for later use when you want to send the messages to specific recipients.

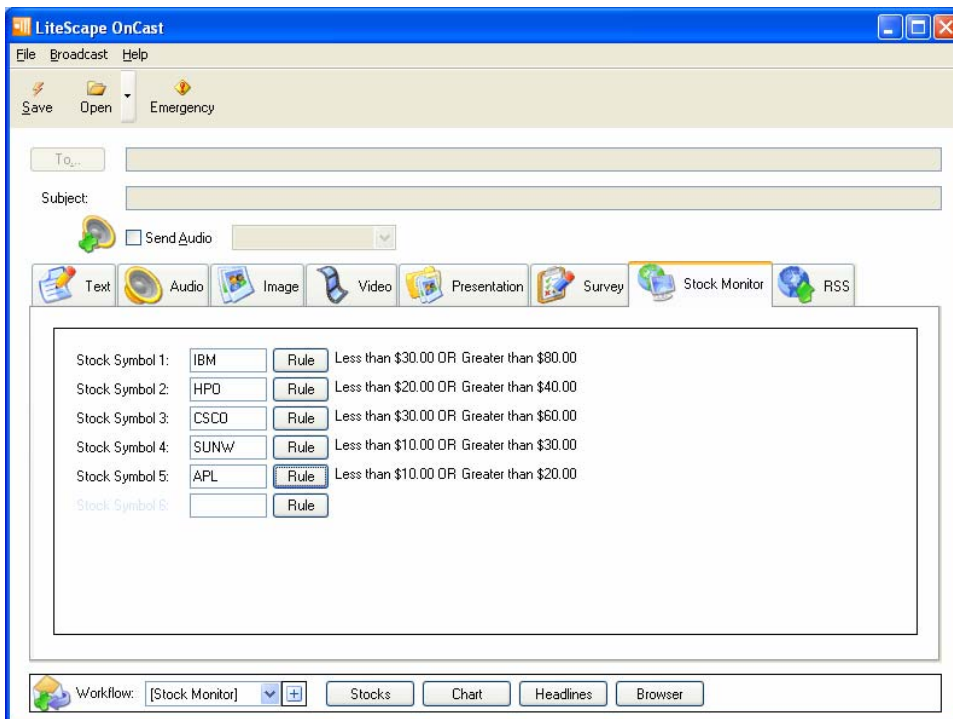
Step 2 Click  to open the Stock Monitor Message window. Use this window to define the stock ticker information you want to send.



Step 3 Type the first stock ticker symbol into the **Stock Symbol 1** field, click  to open the Rule window, then enter a lower and upper threshold for the stock price, as shown below.





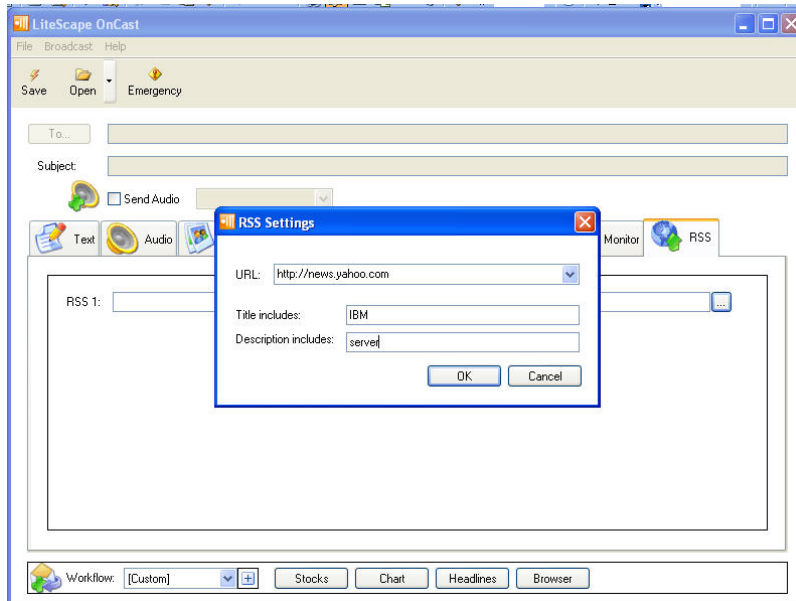
When the stock price falls below the low threshold or climbs above the high threshold, an alert is triggered that sends you the current stock price. Click **OK** to save the thresholds and close the window. The low and high thresholds are displayed next to the stock ticker symbol

Step 4 Continue adding more stock symbols that you want to track, as shown below.



Click  to save your work. This closes the window and returns you to the Untitled – Appointment window. Click  to re-open the window you save.

Step 5 Now add RSS news feeds associated with each company whose stock you've listed above. This is similar to what you did above except you're working with news articles. You will specify an RSS news feed and conditions that filter for news articles you think or important. Click  to open the RSS Message window, click  to open the RSS Settings window, then type the information you see below.


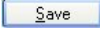


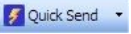
In this example, you are specifying the RSS news feed *Yahoo! News*, and you want to filter for articles that contain *IBM* in the title and *server* in the description. (You can use uppercase or lowercase characters - filtering is case insensitive.) This will let you track news articles that contain information about IBM's server business.

NOTE For more information about the RSS news article format, including information about titles and descriptions, visit any popular news web site and click RSS.

Click **OK** to close the window and save the settings. These are displayed in the RSS 1 line, while a new blank RSS 2 line is displayed. You can add more than one news source for each company. There are several thousand RSS news sites on the Internet, however, the top 20 financial news sites provide 95% of all information.

Step 6 Continue defining RSS news settings for each company and news source you want to use.

Step 7 Click . This opens the Save Message window, which lets you locate the folder where you save your messages and specify a file name. Click  to save the file and close the window.

Now whenever you want to send the stock and news feeds to specific IP phones, begin in Microsoft Outlook, click  on the OnCast Desktop toolbar. This opens the Add Address window which lets you specify recipients for the message. Once you've added all the recipients, click **OK** to close the window. This automatically sends the message to the specified recipients.