

# Empower your enterprise... with business intelligence from LexisNexis® Publisher

Increase productivity... Become more competitive... Positively impact your bottom line



Relevant, reliable business intelligence. It's the foundation for building a better business, helping you compete in an ever-changing marketplace. With LexisNexis Publisher you deliver critical news and information across your entire enterprise—through your intranet, Web site, portal, e-mail or BlackBerry™ Wireless Handheld.

- **First**—LexisNexis Publisher mines relevant content from an array of respected news sources—more than 12,000 for your intranet or portal and more than 4,000 for your Web site.
- **Next**—through a single interface, it lets you edit, annotate and distribute key topics of interest to users on your intranet or Web site and to employees via email or BlackBerry Wireless Handheld.

LexisNexis Publisher delivers crucial insight and information on everything from industry trends and competitors to your own company's current news and brand awareness issues. The result? Information is in the hands of the people who need it most—people throughout your organization who make the critical day-to-day business decisions that keep your company more competitive, more productive, and more profitable.

## Unmatched media monitoring capabilities

Your organization's reputation often rests on perception. How well you manage those perceptions can be a key to your success. That's why LexisNexis Publisher provides a robust—and copyright compliant—media monitoring and alerting service available anywhere, ensuring you can identify opportunities, uncover threats and benchmark successful media strategies.

## Strengthen your competitive advantage

LexisNexis Publisher helps you build much more than simply solid PR. It brings added value to every corner of your enterprise. How? By delivering crucial information to other key departments such as sales, business development and procurement, you quickly and completely compile competitive intelligence that can impact your bottom line.

## Build a bridge to your audiences

LexisNexis Publisher also helps you cost-effectively attract visitors to your Web site. It can be a critical component in making your site the go-to source for insight and expertise. And it can play a key role in improving traffic flow and building stronger, longer-lasting relationships with your audiences.

## More options... More flexibility

We've enhanced LexisNexis Publisher with new setup options that give you even greater searching flexibility:

- **QuickPicks Topics**—for those who need a fast and easy search selection and coverage of broad topics. QuickPicks Topics lets you choose from a list of more than 2,000 topics, based on LexisNexis patented SmartIndexing Technology™—the perfect solution for companies who need a standard, non-customized set of data.
- **YourPicks Topics**—allows you to customize searches for more precise results.
- **ProPicks Topics**—an option for those who need custom searches provided with the assistance of LexisNexis professionals.

And, of course, LexisNexis Publisher comes complete with this full array of built-in benefits:

### LexisNexis Publisher features

- Set update times to meet your needs
- Choose multiple sources for your topics
- Topic “staging” which allows for testing prior to publishing
- Document “staging”
- Grouped answer sets
- Multiple searches per topic
- One-step publishing of multiple documents to multiple topics
- Links to the published document
- Add your own content to topics
- Several options for document display order
- Automatic duplicate detection options
- Topics accessible on the BlackBerry Wireless Handheld
- .XML integration options
- Available as a portal component
- Add your own comments to topics or individual documents
- Use reports to identify the topics most frequently viewed
- Email notification to editors that there are new topic updates
- Customized topic settings
- Easy source selections

### And for LexisNexis Publisher for Intranets—Even more features

LexisNexis Publisher now offers you the ability to receive content through Really Simple Syndication (RSS) feeds, allowing you to disseminate information in a standardized format, and to include LexisNexis Publisher topics among those chosen by your employees for their RSS readers.

- Full text document redistribution to your users via email or newsletters, without violating copyright agreements
- Email notification option for your employees of new topic results sets
- Emails can update as frequently as hourly for more “real-time” notification of updates

- “Notify Now” functionality lets you send e-mail to make sure end users are notified as soon as possible of important updates
- The ability to upload existing email lists directly into the tool
- The option of saving a search as a “persistent query” to be run in the future, allowing you to get a head start on alerting even before an event takes place
- Enhanced topic reports and use reports, allowing you to easily see who in your organization is receiving what information
- You can easily identify which end users have subscribed to e-mail notification for each topic, so you know which topics are most popular with employees
- Customizable subject line so end users can easily see what the email is about
- Enhanced topic and article archiving capabilities
- At-a-glance recognition of newly published documents

### Anytime, anywhere

For more than 30 years, LexisNexis has been perfecting the art of turning passive information into active intelligence. LexisNexis delivers customized information solutions that drive smart, efficient decision-making across the enterprise. Combining advanced Web technologies, proprietary brands and comprehensive news, business, legal, government and industry information, LexisNexis gives you... the power to get there.

#### *Empower your enterprise*

See for yourself how LexisNexis Publisher can deliver relevant, reliable information across your organization. For more information, contact your LexisNexis account representative or call 1-800-227-4908.

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