

## ***National Geographic Society Enhances the Value of Information With Integrated Solutions by LexisNexis®***

---

Since its inception in 1888, the National Geographic Society (NGS) has become an international icon as one of the world's largest nonprofit scientific and educational institutions. Boasting over 9 million subscribers, its flagship *National Geographic Magazine* is published in 26 language editions in more than 60 countries. The Society is also responsible for several other titles including *National Geographic Traveler*, *National Geographic Kids* and *NG Explorer Magazine*, a classroom publication. NGS also operates The National Geographic Channel, which reaches 46 million U.S. homes. Its international counterpart is broadcast in 147 countries. NGS has funded more than 7,000 scientific research projects. Furthermore, the organization has a books division and recently expanded into product licensing, including toys, furniture, and clothing.

### **Diverse Information Needs**

As a large and diverse international organization, NGS has a team of editorial researchers that need vast amounts of global information available at their fingertips. The Society required a relationship with an information provider that could provide the depth of content and ease of use it needed to support its researchers. In 2003, after evaluating other services on the market, NGS adopted LexisNexis as a primary news research provider for the entire Society.

"It all comes down to the price, the content and the interface," said Barbara Ferry, senior manager of business and editorial research. "Our staff needed to have quick and easy access to a wide variety of sources, including industry publications like *Variety*. Other information providers simply didn't have the content we need."

Another contributing factor in the decision to expand the relationship with LexisNexis was the level of customer service. "For the 15 years I have worked at the Society, I have always been impressed with the Nexis® Help Line," Ferry said. "LexisNexis' customer service staff is flexible, professional and helpful, and I always get a sense that they are there to make it work for us," she continued.

### **Delivering Added Value**

LexisNexis provides integrated solutions, including LexisNexis® Publisher and customized interfaces, to help information professionals deliver added value to the entire organization. One way that NGS is using LexisNexis Publisher is to set up customized portal searches that are integrated into its internal Web site.

"The customized interfaces have given staff that only need to search a few key publications, quick and easy access to those sources so they can save time and effort when looking for key information.



**LexisNexis®**

It's how you know™

This has saved us hours of training and support time for infrequent users,” Ferry said. “Because these customized searches exist as a link, we can place them anywhere on our Web site and integrate it into the rest of our content.”

In addition to personalized searches, NGS depends on LexisNexis to support the publication of an extremely valuable internal document, the Business Intelligence Report (BIR). Distributed company-wide every day, the BIR is a compilation of news and analysis relevant to the Society and media industries. Although NGS previously produced the BIR using a different information provider, they have seen usage of the report go up since the company began using LexisNexis Publisher to develop this tool.

“I think usage has gone up because we’re providing more access to the content within our organization’s needs,” explained Ferry. “Using the editorial tools to add comments to the articles also saves our staff a lot of time.” According to NGS’ advertising manager, “The BIR to me is like someone doing all my homework in the middle of the night and laying it out for me each morning.”

“After seeing the usefulness of the BIR and the experience and knowledge of our staff, we now have departments asking us to go beyond straight news compilation and to provide news analysis and trends research for top executives,” said Ferry.

LexisNexis Publisher also provides the Society with the platform to compile its BIR Executive Briefing, a monthly publication for the top leaders in the company focusing on major news of the month and relevant trends.

The product has also provided the flexibility to modify the BIR as appropriate. “With LexisNexis Publisher, we can create new folders and headings in a matter of minutes, instead of waiting in line for our technology staff to make the changes,” Ferry explained.

NGS is leveraging the metrics feature on LexisNexis Publisher to ensure the BIR is effectively meeting the information needs of the organization. “There are metrics built into the software. We can get usage reports to see how many people used the BIR yesterday, instead of having to wait until the end of the month for that critical information,” Ferry said. “LexisNexis Publisher has saved us hours each month in compiling metrics.”

### **An Enterprise-Wide Solution**

In addition to relying on LexisNexis for research support and development of the BIR, NGS is identifying ways that LexisNexis can be used to support the entire organization. “For example, the licensing department does a lot of research on *nexis.com*<sup>®</sup>. When we’re considering a licensing deal with a company, we know we can gather crucial information about that organization through LexisNexis, and this really helps support our business decisions.” Ferry explained. “LexisNexis offers NGS a solution that is truly enterprise-wide.”

LexisNexis, nexis.com, and the Knowledge Burst logo are registered trademarks of Reed Elsevier Properties Inc., used under license. Other products or services may be trademarks or registered trademarks of their respective companies.

© 2004 LexisNexis, a division of Reed Elsevier Inc. All rights reserved. NXE00551-0



**LexisNexis<sup>®</sup>**

It's how you know<sup>™</sup>