

# Empowering the Information Generation.

## Get the information you need to see trends over time.

Ongoing tracking and analysis delivers value by letting you access and analyze facts over an extended period of time. If, for example, you want to study patterns in how customers buy and use one of your company's products, you'll want to recall past searches on the topic, as well as any current information to pick up relevant insights and predict trends.

Looking at historical records, future predictors, and what's happening now can make ongoing tracking and analysis particularly challenging in today's overloaded information environment. This quick reference guide contains tips and techniques that will help you get the information you need accurately and efficiently.

## Success factors

These guidelines will help you get dependable results quickly. And with the power of Nexis® you can improve the process even more, for the fastest, most productive research possible.

### Focus on value-added information.

The accurate, inside information you need to understand and track trends on a continuous basis is not always available on the free Web. Instead of taking your chances, invest in value-added information like content from the Nexis service that will ultimately pay off for you with more reliable insights.

### Get what you pay for.

Once you find a viable information resource with the facts you need, make sure you can get back to it on an ongoing basis with a bookmark or use Nexis saved search feature that will let you return to the source at your convenience.

### Stay informed.

Keep up on your target subject and track trends and changes with Nexis alerts that will automatically keep you apprised of areas of interest—shifts in the market or news about specific companies—without requiring you to run a new search every day.

## Nexis® quick tips

1. **Customize how you search.**  
The new My Nexis™ feature makes searching for news and business data easier and faster with customizable tools. Set a search form as your default start page, or link to your favorite search forms and organize them the way that works best for you.
2. **Sort and save your searches.**  
Save time with the Nexis auto-save function that lets you automatically save your searches and viewed documents so you can easily access them in the future. Plus, you can sort your results alphabetically, by source, or by date—at the click of a button.
3. **Set up alerts.**  
Get updates when you need them by scheduling your alerts several times a day, daily, weekly, or monthly.
4. **Choose a delivery format.**  
Take advantage of format options to have information delivered the way you like it (emailed, downloaded, or printed).
5. **Find the right sources.**  
Determine the type of information you need, and use trusted sources from Nexis to get that information. For example, to learn about emerging issues and trends, look at newswires, industry publications, and university and college newspapers. Or if you're seeking opinions from experts, look at blogs and industry analyst reports.

## Key sources at-a-glance



Nexis® gives you everything you need to perform ongoing tracking and analysis. The Nexis service also provides you access to a wealth of subscription-based content from credible sources unavailable anywhere else.

Tap into this Nexis resource...	...when you need this...	...and get these benefits...
University Wire	A complete collection of college newspapers across the country to supplement mainstream media	Track a key consumer base for insights about products, technology, and entertainment
Newstex Blog Collection	Aggregate key industry and subject blogs	Read the opinions of key trend experts and enthusiasts
Vickers Securities Report/ Institutional Holdings	Comprehensive securities trading and ownership information	Get reliable insight about financial performance and company health

## Favorite features



Use these Nexis features for faster, easier, better searches. We've simplified Nexis forms and have added a customizable homepage to speed and guide your progress.

Alerts	This search tool provides you with automatic updates on desired subjects that are delivered on a schedule you choose (several times a day, daily, weekly, monthly).
Search recent and past searches and results	Recall recent searches, results, and search histories. Easily incorporate target research results and queries into your workflow.
Highlighted live links	Browse documents easier, and jump from search term to search term using "hit to hit" navigation in full text document view.

## Did you know



- Virtually all Fortune 500 companies use LexisNexis® solutions.
- Nexis has coverage of over 43 million companies and over 58 million executives.
- Only 30% of the world's information is free on the internet. And 70% is available by subscription or pay-per-search resources.

## Refining a search request

### Precision Search Commands

- atleastn(word)** atleast10(investment) finds documents that mention investment at least 10 times. Find documents with major coverage of your topic. Use any number from 1 to 255.
- allcaps(word)** allcaps(ebit) finds words with all capital letters, e.g., EBIT.
- nocaps(word)** nocaps(aids) finds aids but not AIDS
- caps(word)** caps(gross) finds first-letter capital, e.g., Gross Domestic Product but not gross income.
- plural(word)** plural(job) finds plural forms only, e.g., Steve Jobs but not job market.
- singular(word)** singular(job)/5 discrimination finds singular form only, e.g., job discrimination.

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