

Maximizing the Value of the Corporate Intranet and Internet

A White Paper Prepared by

LexisNexis™

Jill Konieczko and Robyn Tolle

TFPL, Inc.

Cynthia Gagen and Willem Noorlander

Powell Consulting

Cynthia Powell

October 2002

Table of Contents

<i>Introduction</i>	3
<i>Insurance Information Institute and LexisNexis™ Web Publisher:</i> A Nonprofit Membership Organization Provides Daily Industry News Service to Members.....	6
<i>Jones Lang LaSalle and LexisNexis™ Intranet Publisher:</i> Intranet Becomes “The Place for Knowledge” for Employees of a Global Real Estate and Property Investment Management Firm	9
<i>United Grinding and LexisNexis Web Publisher:</i> The Largest U.S. Importer of Grinding Machine Tools Positions Its Web Site as the Industry’s Premier Comprehensive Daily News Source	12
<i>Analysis and Findings:</i> LexisNexis Publisher Tools Meet and Exceed Demands for Cost-Effective, Productivity-Enhancing Integration of Industry News on an Organization’s Internet or Intranet Site.....	15
<i>About the White Paper Developers</i>	16

Introduction

As the amount of information available via the Internet and other electronic sources continues to mushroom, many corporate, nonprofit, and government organizations face the challenge of streamlining and organizing relevant content for employees and customers—both current and potential.

Ideally, key internal and external audiences would have easy access to targeted industry news and information that is at least relevant to, if not integrated with, the organization's own focus and content. The goals of such content integration include the following:

- Enhance productivity
- Allow for informed business decision making
- Position the organization as savvy and proactive in the context of broader industry trends and events.

The Next Evolutionary Step: Integrating External Content with Corporate Information

By integrating targeted, up-to-date industry news into its intranet or public Web site, an organization enhances the likelihood that visitors—whether internal or external—will consider the site a resource. Such a site more likely entices visitors to return on a regular basis.

A still growing number of companies are investing energy and resources in their intranet to ensure that employees can leverage existing internal knowledge assets, resource materials, and overall intellectual capital. These corporate leaders recognize that a well-structured intranet can improve cost-effectiveness, productivity, and decision making by reducing redundancy of tasks and ensuring staff members have access to the most up-to-date corporate materials and data.

An effective intranet serves as a magnet that draws together people from across an enterprise regardless

of geographic location to do any or all of the following:

- Work collaboratively on projects
- Seek assistance
- Share information
- Learn from past performance.

Building an intranet capable of the above is a mighty achievement, particularly for larger, more complex global enterprises. Nonetheless, it is just the first step toward creating an optimally functional, productivity-enhancing resource.

The next step in the intranet's evolution is to weave in *external* content—industry news and information that directly affect the organization and should influence its decision making and strategic planning. According to a 2001 Outsell Inc. study, called Super I-AIMSM (Information About Information Markets), while 98 percent of U.S. business have a corporate intranet, fewer than one-third of employees turn to their corporation's intranet site for external industry news and business information.* Employees' tendency to seek information on their own—spending an average of eight hours a week surfing the Internet for business-related content—is costing U.S. business about \$107 billion a year, according to estimates by Outsell, the leading information industry research and advisory firm, which is based in Burlingame, Calif.

Clearly an opportunity exists for improving cost-efficiency and enhancing productivity. By feeding relevant external content directly into an intranet site, an organization can enhance employee efficiency at obtaining the news, statistics, and other information needed.

* Source: The May 2001 Super I-AIMSM (Information About Information Markets) Study by Outsell, Inc., an information industry research and advisory firm. The study, which analyzed 6,300 knowledge workers from 10 individual information end user functional groups in 20 different industries, was designed to present a complete picture of the demand-side of the business-to-business information market. For more information, visit www.outsellinc.com.

As for the Internet, the trend continues for corporations to view their *public* Web presence as more than simply a one-way transmittal of marketing materials, office locations, staff bios, and corporate history—essentially, an electronic version of a company brochure or annual report. Instead, more visionary executives see opportunities to position their Web sites as a *resource* for clients and other external audiences. Business-to-business and business-to-consumer sites alike increasingly rely on *content* to attract and retain regular Web visitors.

To achieve this broader goal, an Internet must not only present but also effectively integrate accurate, reliable content from trusted outside sources to complement and enhance corporate information. Possible topics include any regulatory hot buttons under discussion in Washington; the latest competitor initiatives or personnel changes or other news; international policy or trade issues that directly affect transactions and the bottom line; and, of course, where and how the organization itself appears in the news.

By providing this valuable service, enterprises can convert one-time Web site visitors into regulars, thereby strengthening the loyalty of existing clients and attracting potential new ones.

Tools to Catalyze Intranet/Internet Evolution: LexisNexis™ Offers Powerful Solutions

Through ongoing discussions with clients, LexisNexis™ has recognized a need and opportunity to help enhance the power and effectiveness of external Web sites as well as corporate intranets. Following numerous focus groups, extensive market research, design, and testing, LexisNexis developed and refined two tools launched in early 2001 that allow corporations to access, sort, and incorporate into existing sites any directly relevant industry news in an intuitively accessible manner: *LexisNexis™ Intranet Publisher* and *LexisNexis™ Web Publisher*.

LexisNexis Intranet Publisher is a publishing tool that allows an organization to post applicable news and critical business information on its intranet. The *LexisNexis Intranet Publisher* administrator can select, annotate and disseminate relevant, reliable, and organized content to specific groups of people within an enterprise. Since it can be custom-packaged with links and editorial comments, such content can enhance business decision making and can be integrated easily with internal reports.

LexisNexis Web Publisher provides access to premium content from more than 4,000 sources spanning 2,000 topics. Through LexisNexis SmartIndexing Technology™, this vast repository is scanned for on-target, relevant articles and data, which then are captured and displayed in a format consistent with the overall “look and feel” of the organization’s Web site. A regularly updated site that is rich in content from authoritative sources more likely will draw clients and customers to visit repeatedly.

Application and Evaluation: Three Case Studies Demonstrate Successful Use of Tools

Just over a year after its intranet and Web-site publisher tools were launched, LexisNexis set out to evaluate whether the integration of external content into organizations’ intranets and public Web sites indeed is a value added. In other words, have *LexisNexis Intranet Publisher* and *LexisNexis Web Publisher* helped corporations and other organizations build and maintain superior intranets and Web sites?

To ensure objectivity, LexisNexis engaged the services of TFPL, Inc., a London-based international information advisory services company, to investigate formally how these two LexisNexis products have improved the internal processing of information and how these products benefit the business user. Since its founding a decade and a half ago, TFPL has provided a range of professional services to the rapidly expanding and changing corporate

information market, including specialist consultancy, research, recruitment, executive search, training, and conferences. With this broad background in the knowledge management arena, TFPL was the logical pick to conduct such an analysis.

LexisNexis identified three clients willing to participate in the study who had used either *LexisNexis Intranet Publisher* or *LexisNexis Web Publisher* since the products were launched in early 2001.

- A nonprofit membership organization—Insurance Information Institute (Madine Singer)
- A global real estate and property investment management firm—Jones Lang LaSalle (Debra Hammond)
- A machinery importer and distributor—United Grinding (Dave Barber)

With these clients' permission, TFPL then conducted in-depth interviews following a model format covering topics such as those listed here:

- An overview of each organization, its culture, mission, and goals

- Client objectives in launching a partnership with LexisNexis to enhance either the intranet or external Web site
- Any particular challenges the client hoped the LexisNexis tool would help address
- The design and implementation process for the intranet or Internet project, including tools or unexpected hurdles and how the latter were addressed
- The client's relationship with LexisNexis in setting up and customizing the tool
- The selection of content and indexing terms and trial-and-error procedures
- Metrics used, including anecdotal, to measure the return on the investment (ROI) or the program's value

Once all three interviews were complete, TFPL analyzed the findings, comparing and contrasting responses and experiences where possible. A case study for each institution follows, along with an overarching summary analyzing the findings and highlighting common themes.

Insurance Information Institute and LexisNexis Web Publisher

A Nonprofit Membership Organization Provides Daily Industry News Service to Members

The gathering, packaging, and dissemination of insurance-related happenings have been the Insurance Information Institute's (I.I.I.'s) primary function since this nonprofit membership organization was founded more than four decades ago. Based in the heart of Manhattan's financial district, the I.I.I. today is recognized nationally by the media, government bodies, regulatory organizations, universities, and the public as a primary source of information, analysis, and referral concerning insurance—including auto, home, business, and disaster.

The Institute's information center staff, headed by Madine Singer, vice president, is charged with helping the public understand insurance *and* providing members with timely information on issues of interest to them. In addition to fielding tens of thousands of inquiries a year from reporters, consumers, and organizations, the I.I.I. publishes a host of helpful pamphlets and books ranging in subjects from *9 Ways to Lower Your Auto Insurance Costs* to the *I.I.I. Fact Book*.

While consumer education is a major focus, the I.I.I. also packages and provides targeted industry information to its 275 member companies and groups. Three such products, which are available on I.I.I.'s members-only intranet, include:

- The organization's signature product, the *I.I.I. Insurance Daily*—a compilation of abstracts of published news articles and briefs relating to property/casualty, life, and health insurance
- *Industry News*—published and wire stories on insurance company news
- *International News*—articles covering major insurance-related developments around the globe.

Through its ongoing monitoring of its intranet, the I.I.I. has determined continually that news is an extremely useful and well-liked feature. With a membership roster that includes leading international property casualty companies and groups such as the American International Group, Inc.; St. Paul Companies, Inc.; and the Chubb Group of Insurance Companies, international news has become increasingly valuable to these and other members.

The Challenge

In 2000, Ms. Singer worked closely with Ruth Gastel, vice president of publications, and John Spagnuolo, director of new media and manager of the I.I.I.'s Web presence, to enhance the existing *International News* content on the site.

Objectives

In selecting a new provider of international insurance content for its member site, Ms. Singer's criteria included the following:

- Trusted, reliable news sources
- Broad spectrum of international coverage
- Targeted search capabilities to ensure capture of all relevant stories and to eliminate unrelated news items
- Responsive customer service
- Cost-effective product that meets I.I.I. member needs without tying up staff time managing the service

The Solution

After comparing the features of several intranet content providers, Ms. Singer selected the then-newly launched *LexisNexis Web Publisher*, which best addressed the criteria she and her team had identified. Specifically, *LexisNexis Web Publisher* offered I.I.I. the following:

- International sources from 34 countries spanning six continents that include more than 180 media outlets—wire services and news publications alike. Overall, LexisNexis content is drawn from more than 4,000 premium U.S. and non-U.S. sources such as news, legal, legislative, reference materials, wires, and transcripts.
- Highly refined search and filter capabilities based on its proprietary LexisNexis SmartIndexing Technology, which includes more than two dozen existing insurance-related subcategories, covering topics as specific as *errors & omission insurance*, *employer liability*, *sports & entertainment*, and *insurance fraud*.
- The package included managing all licensing rights, hosting the content, and streamlining content directly to I.I.I.'s site; it required no additional investment by I.I.I. in servers.
- On-site assistance in tailoring search parameters, implementing the system and training I.I.I. staff users.
- Cost-effectiveness.

Ms. Singer and her staff—long-time, seasoned users of LexisNexis™ at www.nexis.com, a powerful LexisNexis research tool that delivers quick and easy desktop access to increase efficiency and productivity—were familiar with the company's strong reputation for world-class content and good customer service.

Implementation

The LexisNexis team worked closely with the I.I.I. staff on initial installation, customization, and training to ensure that the revamped *International News*

section would be a value-added service for the Institute's members.

Design

With input and direction from Mr. Spagnuolo, the LexisNexis team provided design options and recommendations for how to incorporate the daily feed of international insurance-related stories in a format consistent with the I.I.I. members-only site's look and feel. With I.I.I.'s design team based on Austria, Ms. Singer said she and Mr. Spagnuolo particularly appreciated the on-site design support provided by LexisNexis.

Search Terms

Ms. Singer worked closely with the LexisNexis staff to create customized search filters that ensured a comprehensive capturing of relevant content without yielding multiple unrelated stories.

LexisNexis Web Publisher searches are based on the LexisNexis SmartIndexing Technology, a highly refined directory structure of categories and subcategories as well as thousands of concepts that define them. LexisNexis SmartIndexing Technology has been developed, tested, and perfected by recognized taxonomy and classification leaders over the last quarter century.

With the LexisNexis SmartIndexing Technology list of 30+ insurance subcategories as a guide, Ms. Singer specified exactly what kinds of stories the I.I.I. members want and need. LexisNexis then developed precise search parameters to yield all such stories and to weed out irrelevant ones.

I.I.I. Control

Every day, *LexisNexis Web Publisher* automatically conducts a sweep of all its international sources and stores relevant content in a temporary folder. Ms. Singer then previews these articles and selects those

to be displayed on the members-only Web page that day.

LexisNexis Web Publisher provides Ms. Singer, as *LexisNexis Web Publisher's* "administrator" at I.I.I., more control than did the previous content provider in customizing and enhancing this Web page feature. First, *LexisNexis Web Publisher* allows her access to unlimited content—Ms. Singer can post as many stories as she deems relevant on a given day, with no daily or annual cap. Secondly, she can annotate the stories she selects, which is a key distinguishing feature of *LexisNexis Web Publisher*. As administrator, Ms. Singer can add commentary to any article, flag it for someone's attention, or reference internal information on the same topic.

Results

While I.I.I. has not yet conducted any formal, qualitative evaluation of member satisfaction with the revamped *International News* section and *LexisNexis Web Publisher* specifically, all anecdotal evidence to date has been positive.

Some member-company executives apparently already check *LexisNexis Web Publisher* as part of their daily routine. One morning when the Institute's Web page was down, a member called Ms. Singer to express his disappointment at not having access to his daily dose of international stories for that brief period. Evidently that insurance executive has found it to be a valuable information source that enhanced his daily decision-making abilities.

Since the search performed by *LexisNexis Web Publisher* is highly refined and specific, Ms. Singer and her staff do not need to spend time sifting through and deleting dozens of stories, many of which may not be relevant to I.I.I. members. That time instead can be spent customizing, annotating, and flagging key stories for members and staff, all of which enhance the information's applicability and usefulness.

Finally, Ms. Singer expressed complete satisfaction with the LexisNexis technical support team. In addition to a 24-hour, toll-free line, the staff members assigned to work with I.I.I. have been very responsive in providing phone as well as on-site support.

Jones Lang LaSalle and LexisNexis Intranet Publisher

Intranet Becomes ‘The Place for Knowledge’ for Employees of a Global Real Estate and Property Investment Management Firm

For any property or real estate investment manager, keeping up to speed on relevant current events is a challenge—and it is only half the battle. Identifying an opportunity based on the day’s news is the real key to success in this industry.

Jones Lang LaSalle (JLL)—the world’s largest property management firm (overseeing 700 million square feet) and the second-largest real estate investment management firm (handling \$22.5 billion in assets)—clearly has demonstrated success in recognizing and acting upon opportunities.

But as the company continues to grow, internal information sharing about such opportunities has become increasingly challenging—and all the more critical. With 7,500 employees worldwide serving clients in more than 100 markets on five continents, JLL identified the need to foster communication and cooperation among its geographically dispersed staff, which cover a wide range of specialties. Unless staff can effectively share information, JLL executives realized, their overall corporation would not be as competitive or productive.

Given Jones Lang LaSalle’s phenomenal track record over the years, it is no surprise that its leadership had the vision to recognize and embrace the power of knowledge management as a way to drive continued success and growth.

Employees needed a “place for knowledge,” JLL leaders decided.

The Challenge

When Debra Hammond was hired in July 2001 as JLL’s intranet manager for the Americas, senior management gave her a tall order: Deliver 35 separate intranet sites designed for the JLL offices from Vancouver, British Columbia, to Sao Paulo, Brazil, which house more than one-third of the firm’s employees. Each site was to be tailored to a business unit or practice area (e.g., tenant representation, leasing and management, hotels, capital markets) or a corporate-wide department (e.g., marketing and communications, research).

First, Ms. Hammond worked with the groups’ business sponsors to identify for each area an individual or team of staff members to manage the intranet content. These subject matter experts were charged with providing input in developing each site’s organizational structure, design, and material. Then, she began working closely with these three dozen content management individuals and teams to develop site-specific business objectives with evaluation criteria to measure success. She also sought input and assistance from Kim Palmbush of JLL’s research group, who provided invaluable support and insight.

Through these discussions, she realized what would make these sites a true value-added for employees: *The integration of targeted, relevant “real-world” news and information tailored to each area’s focus.*

If JLL management’s vision of the intranet as “the place for knowledge” was to be realized, each

Americas site not only would capture that business unit's intellectual assets and resources, but also would integrate appropriate external content in a way that enhanced decision making and drove productivity. Ms. Hammond and Ms. Palmbush saw an opportunity—and acted on it.

Objectives

When Ms. Hammond and Ms. Palmbush met with LexisNexis, they had the following objectives in mind for a partnership with an information services provider:

- To launch and maintain a tailored daily search for the latest industry news and other information on topics of direct relevance to the JLL Americas offices.
- To display this external news and information in a manner that fosters staff's recognition of opportunities, as well as subsequent internal communications and actions on these items.
- To replace the existing clipping service that JLL public relations staff had been using to capture "JLL in the news" with one that supplies a daily feed of only stories in which JLL is the major focus or prominently mentioned; articles with only casual reference would not be included, per JLL public relations staff request.

Solution

LexisNexis Intranet Publisher not only would help Ms. Hammond and Ms. Palmbush meet their objectives. It offered JLL additional features and customization options to foster the true integration of external news and information with JLL's in-house assets and resources. Such features included the following:

- Uses highly refined taxonomy and concept definitions under LexisNexis SmartIndexing Technology, which ensures a comprehensive yet discriminating sweep of sources.

- Allows content managers to preview stories resulting from daily searches, select the most immediately applicable ones, and reorder them based on level of importance.
- Provides several ways to highlight, editorialize, and comment on articles, including the following:
 - *Flag* articles of particular interest
 - *Attach* accompanying notes to staff, putting a news article in the context of JLL (such as offering suggestions for capitalizing on the situation described in the news)
 - *Link* a news article to an internal document or resource (such as a photo of the property featured in a story) or a company biography and contact information for the employee mentioned in the news.
 - Is seamless, quick, and easy to use even for non-technically savvy subject matter experts such as the JLL Americas intranet content managers.

Implementation

For the main Americas intranet homepage, LexisNexis technical support staff worked closely with JLL public relations staff to set up precise search parameters based on their needs and specifications. Topic areas include JLL itself, its competitors, key clients, real estate market trends and events, and significant property developments.

Following an initial pilot site, the Americas intranet was launched officially in Spring 2002. Since then, the Americas intranet homepage is the default page employees come to after logging on each morning. Search results are displayed in *JLL In the News*, as well as select news about competitors and other relevant happenings in *Industry News*. Beyond the homepage content, which is managed by the marketing staff, each business unit and some subcategories within those areas have their own intranet presence with key documents and materials found there.

In addition to providing the on-site technical support in setting up, launching, and maintaining the JLL Americas intranets, LexisNexis staff has played a major role in enhancing Ms. Hammond's internal education and marketing efforts. Through ongoing demonstrations and trainings, the LexisNexis team has helped raise awareness throughout the JLL Americas offices about the availability and power of this productivity-enhancing tool.

Impressed with the *LexisNexis Intranet Publisher* feature on the Americas intranet homepage, some content managers have requested daily searches targeted for their business unit's individual area. For example, *Leasing and Management* has started tracking its clients and competitors in the news; LexisNexis worked closely with this business unit content manager to develop and refine several daily, targeted searches. Another product group, called *Industrial Services*, has launched a daily search for news that may lead to business development openings (such as a massive layoff and plant closing), where JLL could offer to help with the property closedown and sale.

Results

During its first few months, JLL Americas employee feedback on the new JLL intranet has been overwhelmingly positive. Staff members are noticing that the articles listed each day on the intranet homepage are on point. Rather than having to sift through multiple unrelated stories, employees now find that a daily check of *LexisNexis Intranet Publisher's* search results is time well spent.

The homepage content managers, too, have taken advantage of the ability to editorialize and comment on daily stories. While the process of scanning the stories and inputting remarks is new, these managers already are becoming accustomed to this new daily task. At least several articles each day are accompanied by some notation or link.

The so-called "early adopters"—those who have embraced the new intranet's power from the outset—are spreading the word among colleagues, and the site's popularity continues to grow. As a true testimonial to the tool's value, two other JLL areas—Europe and Asia—now are working with LexisNexis to develop pilot intranet sites based on the Americas model.

United Grinding and LexisNexis Web Publisher

The Largest U.S. Importer of Grinding Machine Tools Positions Its Web Site as the Industry's Premier Comprehensive Daily News Source

According to executives at United Grinding, the U.S.'s largest importer of grinding machine tools, being number one is reason to celebrate but not an excuse to coast—especially given today's unpredictable and volatile economy. In a competitive industry such as manufacturing import/export, the more visionary and successful companies constantly seek ways to provide a value-added service that will give them an edge. United Grinding falls into this category.

Formed in 1994 through a series of mergers by a Hamburg, Germany-based grinding machinery company, this firm offers total grinding solutions for practically any type of parts-manufacturing applications. Roughly 8,000 of its machines are in operation at manufacturers across the United States—from job shops to large-scale industries such as turbine and automobile makers.

While pleased with United Grinding's accomplishments over such a short period, the firm's management does not take its current position for granted. Instead, its leaders continually strive to keep the company's presence fresh in the minds of current and potential customers. United Grinding's marketing staff embraced this charge with dedication and creativity.

The Challenge

The marketing staff wanted to drive more traffic to the company's Web site by enhancing its design and content. To entice visitors to return to the site on a regular basis, United Grinding's marketing team wanted to include continually updated news about United Grinding, its customers' industries, and its markets. The goal was to position United Grinding as

the site to go to for grinding information, while at the same time promoting the company, its product, and its services. The company's new marketing director, Dave Barber, emphasizes that the goal remains the same today.

Objectives

United Grinding former marketing director talked to numerous information services providers to determine the optimum fit given its clear requirements:

- *Trusted, high-quality content*
Since these news stories would be posted on the firm's public Web site, the marketing staff wanted assurance that the sources were legitimate, reputable news and information outlets.
- *Simple, hassle-free implementation*
United Grinding marketing managers did not want to be bothered with complicated licensing and royalty arrangements.
- *Selective and targeted search capabilities*
The staff did not have a lot of time to skim an extensive list of articles to select truly relevant news items.
- *Customizable look-and-feel*
In the overall revamp, United Grinding sought to create a site that was visually appealing, unified in its design, and easy to navigate. The news listings needed to blend in well with the new site.

Solution

Of all the news dissemination products United Grinding considered, *LexisNexis Web Publisher*—which at the time still was in the development phases—best met the firm’s needs. After learning about the soon-to-be-launched product in the local newspaper, United Grinding’s marketing team met with LexisNexis staff and then agreed to beta test *LexisNexis Web Publisher*.

Familiar with the LexisNexis signature product, LexisNexis at www.nexis.com, the team knew the company’s reputation. Their general impression was reinforced by what they learned about *LexisNexis Web Publisher* during initial discussions with the LexisNexis team. Mr. Barber said he fully endorses his predecessor’s selection of *LexisNexis Web Publisher* given its outstanding features:

- *LexisNexis Web Publisher*’s 4,000+ news and business sources—a continually expanding list—were all world-class, reputable outlets. Any articles to be posted on the Web would not need to be vetted by United Grinding staff for accuracy; they could be posted with full confidence.
- LexisNexis, a pioneer and leader in the knowledge management industry, had long-standing relationships with media outlets and other information sources. Behind the scenes, LexisNexis lawyers would handle all copyright, royalty, and licensing issues; to United Grinding, this process would be invisible.
- After more than a quarter century defining and refining a taxonomy structure and corresponding content definitions, LexisNexis staff assured United Grinding that its LexisNexis SmartIndexing Technology would allow for sophisticated, narrowly defined searches.

Implementation

United Grinding’s marketing team worked collaboratively with LexisNexis to define clear, targeted search parameters that would yield exactly

the kinds of articles its target audience would find useful. For example, with *grinding* as a primary category, one subcategory is *machine tools*. Within that subcategory, more specific topics include *pre-cut grinding* and *surface grinding*. In addition, broad markets were included in the search terms, such as *automotive production* and *aerospace*; then, Standard Industrial Classification (SIC) codes were used to specify smaller sectors within these industries.

LexisNexis Web Publisher, designed to blend in with each customer’s existing Web site, now is a prominent feature of the United Grinding home page just below the company profile. Mr. Barber has heard from his United Grinding colleagues and customers alike that the page is exceptionally well organized and, as a result, is easy to use and navigate.

News sources include U.S. and non-U.S. wire services and publications as diverse as Agence France Press and its subsidiary, AFX News, which provides multilingual, global news coverage of financial markets, companies, and economies; the Regulatory News Service, which posts daily London Stock Exchange updates; trade publications such as *Industrial Distribution*, a monthly magazine with in-depth coverage of industrial and construction distributors who buy, stock, and sell products needed by end-user companies in manufacturing, construction, mining, oil fields, and utilities; industry newspapers such as *Defense Week*; daily newspapers in key markets such as *Seattle Post* and *Newsday*.

Daily news feeds are divided into two major categories: *Grinding News* and *Industry News*. Headlines are provided within each category and with just one click, the user is taken to any story that captures his or her interest.

Following thorough pre-testing and piloting, the site officially went live in June 2001 with a rollout at a United Grinding national sales meeting. In addition, United Grinding launched a targeted ad campaign to entice visitors to its newly remodeled site.

Results

The feedback about the service has been very positive, both internally from employees and externally from dealers and customers, according to Mr. Barber. For grinding manufacturing specialists, the United Grinding Web site has taken on the role of the industry's "daily newspaper"—the one place that captures key events and happenings of the day. Rather than plow through a stack of trade publications and daily newspapers, visitors log onto United Grinding's site for highlights of relevant news in a convenient, user-friendly format.

Mr. Barber and his marketing colleagues have been told that many United Grinding customers and suppliers alike now visit the site regularly to stay informed. In addition, *LexisNexis Web Publisher* has dramatically reduced the marketing staff's burden of publishing news. Mr. Barber is delighted that *LexisNexis Web Publisher* is hassle free, adding that he has complete confidence in the quality and reliability of the information United Grinding posts via *LexisNexis Web Publisher*. Mr. Barber and his staff members instead can spend people hours focusing on big picture strategic planning and other marketing ventures rather than the mundane chore of site maintenance or vendor management.

Analysis and Findings

Demands for Cost-Effective, Productivity-Enhancing Integration of Industry News on an Organization's Internet or Intranet Site

What LexisNexis and TFPL confirmed through developing these three comprehensive case studies is that demand exists for the skillful integration of relevant external news and information with an organization's internal content on Internet and intranet sites alike.

While the three organizations interviewed differed vastly in scope, structure, and industry focus, many common themes emerged in terms of their objectives and priorities in enhancing their internal or external Web presence.

Ultimately, the wish list for each organization contained most or all of the following criteria for selecting an information services provider:

- Trusted, reliable sources for external news and information
- Breadth and depth of content, from highly targeted trade publications to a full range of international media outlets
- Capability for highly refined searches through targeted parameters and a comprehensive taxonomy for organizing content
- Mechanism for content manager to annotate, flag, and otherwise editorialize on particularly relevant articles
- Customizable format to match existing site's look-and-feel
- Minimal investment of client time on administrative or legal requirements around licensing or copyright
- Accessible, responsive, and proactive customer service and technology support

Similarly, strong parallels were identified among all three case studies when results were discussed. Using a tool such as *LexisNexis Intranet Publisher* or *LexisNexis Web Publisher* to funnel industry news

and happenings into an intranet or Internet site indeed appears to be an added value, according to those interviewed. Jones Lang LaSalle, United Grinding, and the Insurance Information Institute reported the following advantages:

- ***Enhances productivity***
Staff and their managers spend less time searching for information and more time acting upon it.
- ***Drives decision making***
By integrating external news and information with internal content, *LexisNexis Intranet Publisher* and *LexisNexis Web Publisher* facilitate the conversion of knowledge into business intelligence.
- ***Bolsters new business efforts***
With *LexisNexis Intranet Publisher*, intranet users stay tuned to possible opportunities for business expansion based on current events as reported in the news. Similarly, with *LexisNexis Web Publisher*, Web site visits become a daily routine for key external audiences, which can include members or current and potential customers.
- ***Offers a cost-efficient alternative***
Researchers and information professionals—relieved of the daily barrage of straightforward “get-me” requests—can focus instead of big picture strategic topics.

The LexisNexis publisher tools help these organizations and many others stay abreast of key industry developments in their marketplace—information that can be critical to the bottom line. Each organization touts the benefit of using these tools to help position its intranet or Internet as the place to go for corporate/industry knowledge. From there, the conversion to business intelligence is well within reach.

About the White Paper Developers

LexisNexis—a global leader in comprehensive and authoritative legal, news, and business information and tailored applications—commissioned a study of three organizations' Internet and/or intranet design and function. The study was conducted by TFPL, an international information advisory services company.

LexisNexis, having served the business and legal community for more than 25 years, has demonstrated its commitment to the librarian profession through its outreach programs, leadership symposiums, and professional development program sponsorships and its active participation in conferences and seminars. LexisNexis led the way in partnering its own information professional consultants (IPCs) to work with clients in developing customized solutions and services for the clients' organizations.

Its online services combine searchable access to more than four billion documents from thousands of

sources. A member of Reed Elsevier plc (NYSE: ENL; NYSE: RUK), LexisNexis is headquartered in Dayton, Ohio, USA, and does business in 100 countries with 12,000 employees worldwide. The company offers an extensive range of products and customized tools that address job-specific and organization-wide information needs, driving productivity and confident decision-making. LexisNexis recently was named one of *KM World* magazine's "Top 100 Companies in Knowledge Management."

TFPL, Inc., the international information advisory services firm, has also been a leading advocate of the information professional. Its business focus has been to enable organizations to secure optimum value and competitive advantage from their information and knowledge assets.

LexisNexis and the Knowledge Burst logo are trademarks of Reed Elsevier Properties Inc., used under license. It's How You Know and SmartIndexing Technology are trademarks of LexisNexis, a division of Reed Elsevier Inc. Other products or services may be trademarks or registered trademarks of their respective companies.

© 2002 LexisNexis, a division of Reed Elsevier Inc. All rights reserved. NXE00224-0 1002