

**LexisNexis Customer Testimonial**  
**LexisNexis™ Intranet Publisher**  
**Erika Kuecker, Project Coordinator, Corporate Communications**  
**Getty Images**

## **LexisNexis™ Intranet Publisher Helps Leading Global Company Visualize Future Trends in \$6 Billion Creative Imagery Industry**

Getty Images provides moving and still imagery to creative professionals around the globe, particularly those in advertising, public relations, news and publishing. With a big idea *and* a big name—co-founder Mark Getty is indeed the renowned oil magnate's grandson—Getty Images has attracted the media's eye. Further, the innovative company relies upon regular news scans to maintain its creative, competitive edge.

*LexisNexis™ Intranet Publisher*, according to Erika Kuecker, a project coordinator in Corporate Communications, has proved to be invaluable for tracking company mentions in the press and uses of its images, as well as staying ahead of the curve in imagery trends.

### **ANTICIPATE MARKET DEMAND:** **Keeps tabs on trends and future directions**

In just seven years, Getty Images has zoomed past or acquired its competitors, and now leads the \$6 billion photo and video image industry, collaborating with top photographers and cinematographers to produce and distribute unique, current and striking imagery.

Yet despite its unquestioned "first-place" position, Getty Images tirelessly strives to stay on the leading edge in creating and furthering visual trends. *LexisNexis Intranet Publisher* helps in Getty Image's quest to anticipate the popularity of certain images *ahead* of market demand. Its sizable creative research staff relies on the tool to track key industries and sub-industries such as pharmaceutical advertising, keeping them informed of current trends and sparking ideas for the future.

### **OPTIMAL PRODUCTIVITY:** **Unifies and informs globally dispersed staff**

Getty Images is a truly global company: With customers in more than 50 countries, nearly 40 percent of revenues come from outside North America. While the primary offices are in New York, London and Seattle, the rest of its 2,000 employees are dispersed among 50 wholly owned offices as far flung as Tokyo, Munich and Sao Paulo.

Having acquired an average of one company every quarter since its founding, Getty Images faces the ongoing challenge of ensuring that its geographically dispersed employees feel united and fully informed of the firm's accomplishments and culture. When the company is featured in high-profile stories—such as recent coverage in CNNfn, CNBC, *Investor's Business Daily* and *Financial Times*—staff around the globe can stay abreast of how Getty is portrayed in the news. In addition, they rely on *LexisNexis Intranet Publisher* for its depth and breadth of international content.

"*LexisNexis Intranet Publisher* definitely helps us achieve our internal communications goals by keeping employees educated and informed," Ms. Kuecker reports. "Employees enhance their awareness of our company via 'Getty Images In the News,' as well as by reviewing examples of how and where our images are published."

### **TIME SAVER:**

#### **Allows for instantaneous global news sharing**

“Clips distribution is something we’d struggled with,” says Ms. Kuecker, who helps manage internal communications. “The challenge was: How to share news with colleagues around the world as cost efficiently as possible.”

Getty Images had been subscribing to several clipping services, none of which met the firm’s diverse information services needs, Ms. Kuecker reports. Furthermore, since most provided only hard copies of stories, distribution was challenging. Once she had obtained an electronic version, along with necessary licensing rights, the article was out of date.

Getty Images—a pioneer in migrating the management and distribution of visual content online—clearly has leveraged the Internet’s ability and power since day one. Signing on with *LexisNexis Intranet Publisher* for media tracking was a logical step, she says.

### **EFFICIENT INFORMATION PACKAGING:**

#### **Streamlines internal communications**

In the past, according to Ms. Kuecker, employees became disillusioned with the Intranet, as much of the material there was stale—news stories were at least a week old.

“Now *LexisNexis Intranet Publisher* offers an incentive for employees to visit the Intranet on a regular basis—the promise of continually updated news stories,” says Ms. Kuecker. “As a result, Intranet visits become part of a staff member’s daily routine. And as employees become ‘re-trained’ to rely on Intranet for internal communications, we can begin weaning them off e-mail altogether.”

### **NECESSARY BACKGROUNDER:**

#### **Allows for informed decision making**

The sales team uses *LexisNexis Intranet Publisher* to keep regular tabs on major prospects, e.g., top advertising and public relations firms, as well as magazine publishers.

In addition, when approached by a gallery or visual arts trade association to sponsor an exhibit or event, the Getty Image corporate communications staff turns to LexisNexis for an initial scan of the organization. Once a sponsorship is launched, Ms. Kuecker adds, the staff continues tracking media coverage of the organization over time via *LexisNexis Intranet Publisher* to ensure continued consistency with Getty Images’ giving goals.

### **COOPERATIVE APPROACH:**

#### **Offers customer service beyond trouble shooting**

Getty Images already had a well-developed Intranet, with homepages for each office, as well as functional communities such as creative (e.g., photo editors and artist liaisons), corporate communications, marketing and human resources.

With *LexisNexis Intranet Publisher*, each administrator has editing capabilities. While some are tentative about this new technology, most are relieved to learn that the tool is user friendly and intuitive, Ms. Kuecker says. She has collaborated with LexisNexis to offering virtual trainings—allowing staff around the globe to view a demonstration from their own desktop monitor. In addition, Ms. Kuecker expresses delight at the availability and accessibility of LexisNexis staff for help refining search terms.

“With internal communications, you know when you are hitting the mark because employees are *not* complaining,” Ms. Kuecker said. “In our eyes, *LexisNexis Intranet Publisher* is a natural fit on Getty Images’ already impressive employee site.”