

Case Study—
LexisNexis Business
Insight Solutions



Cision North America

Overview

Location: Chicago, IL.

Industry: Public Relations Services

Customer Profile: Cision North America is the market leader in public relations software and media tools, with operations in Europe, North America and Asia, and partners in an additional 125 countries.

Business Situation: As provider of the market's leading software platform for PR professionals, Cision looks for partners in the business information space that can help them deliver the best possible solution to their customers. One key ingredient in this strategy is to deliver a robust media coverage monitoring capability to PR professionals.

Solution: Cision entered into a strategic alliance with LexisNexis to fully integrate news content from LexisNexis® into its online media monitoring software. This relationship seamlessly integrates LexisNexis worldwide content from more than 20,000 news sources with Cision's media monitoring software.

Results:

- The combination of LexisNexis content with Cision's Internet monitoring capability enables Cision to deliver the most comprehensive media monitoring solution available to PR professionals
 - Collaborating with LexisNexis gives Cision confidence that the content they are delivering to customers is compliant with all relevant copyright laws and permissions requirements
 - LexisNexis has demonstrated a major commitment to meeting customer needs with innovative product development and a flexible approach to problem solving
 - Cision's relationship with LexisNexis has driven a measurable increase in sales of its CisionPoint media monitoring service, leading both companies to enter into an expanded, exclusive agreement in 2012
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Cision U.S. Collaborates with LexisNexis® to Help Deliver Powerful Media Monitoring Solution to Customers.

Cision goes back to 1892 as a company providing press clipping services in Sweden. Over the years, the company expanded throughout Europe and North America, and added a media contact database and media analysis to its product offering. The roots of Cision are traced to 1932 with the founding of Bacon's Clipping Bureau. In 2007, the company rebranded its various operations throughout the world as Cision.

Today, Cision is the market leader in public relations software and media tools, with operations in Europe, North America and Asia, and partners in an additional 125 countries.

Situation

CisionPoint, Cision's award-winning flagship software solution, is used by more than 95 percent of the top PR agencies. The software brings together all the elements that PR professionals need to engage the right influencers, get coverage, achieve measurable results and manage their campaigns.

"One of the cornerstones of our CisionPoint offering is media monitoring," explained Dawn Conway, senior vice president of global licensing for Cision.

"For PR professionals, shaping what the media is going to say tomorrow starts by knowing what they're saying today. It's strategically important to us that CisionPoint allows our customers to monitor media coverage all over the world, from newspapers and social media to TV networks and bloggers."

In order to build the most robust possible media monitoring capability into CisionPoint, Cision relies on strategic alliances with respected business information solutions providers and then integrates that "best in class" content into their CisionPoint platform in a way that is seamless to customers.

"We look for partners that have existing brand recognition that will be immediately trusted by our customers," said Conway. "But it's also important to us that we're working with a partner that shares the same core business values as Cision and has a similar focus on keeping the customer first in its product development efforts."

“Cision has been in North America for 80 years and has built a strong reputation in the public relations space, so it’s important for us to partner with other companies that also have a solid reputation for excellence. For purposes of delivering a powerful media monitoring solution to our customers, LexisNexis was clearly the best brand available to us as a partner.”

—Dawn Conway, senior vice president
of global licensing for Cision

Solution

In 2009, Cision entered into an alliance with LexisNexis to integrate content from the vast LexisNexis® news databases into the CisionPoint media monitoring service for Cision customers. This relationship seamlessly integrates LexisNexis worldwide content from more than 20,000 news sources with Cision’s media monitoring software, giving Cision’s customers worldwide access to the extensive archive of LexisNexis content to monitor and analyze their news coverage.

“LexisNexis was a very attractive partner to us first and foremost because of the tremendous brand strength they have in the business information industry,” said Conway. “Cision has been in North America for 80 years and has built a strong reputation in the public relations space, so it’s important for us to partner with other companies that also have a solid reputation for excellence. For purposes of delivering a powerful media monitoring solution to our customers, LexisNexis was clearly the best brand available to us as a partner.”

Once the two companies began working together and collaborating on various innovations in the service they offered to Cision customers, another key lesson was learned.

“Perhaps the biggest synergy for us with LexisNexis has been the cultural fit between our two organizations,” said Conway. “We have just clicked as great collaborators and have shared the same vision for the kind of product innovation that will benefit Cision’s customers.

“LexisNexis content is now fully integrated into the end-to-end media monitoring solution we offer our customers,” explained Conway. “Our CisionPoint users are able to search the LexisNexis content database, receive alerts as new content is posted, and quickly understand what’s being said about their organization, brands and competitors or virtually any topics they choose across the globe.”

// Partnering with LexisNexis gives us a high degree of confidence that the content we push out to our customers is compliant with all appropriate copyright laws and permissions requirements. //

—Dawn Conway, senior vice president of global licensing for Cision

Results

According to Conway, Cision's alliance with LexisNexis has been very successful by a number of measures.

1. More robust product offering

With the LexisNexis content, Cision provides the industry's most comprehensive monitoring solution, seamlessly integrating content from all media channels into a single online software application. CisionPoint now features real-time access to thousands of LexisNexis traditional news sources as well as online news, broadcast news and multiple social media platforms. The combination of LexisNexis content with Cision's Internet monitoring capability provides marketing and PR professionals with the background and insight they need to manage their campaigns more effectively than ever.

2. Confidence in compliance

"Partnering with LexisNexis gives us a high degree of confidence that the content we push out to our customers is compliant with all appropriate copyright laws and permissions requirements," said Conway. "By working with LexisNexis, we know that we're abiding by all governing regulations associated with publisher rights and copyright protections."

3. Innovative and flexible product development

LexisNexis has demonstrated a major commitment to meeting customer needs with innovative product development and a flexible approach to problem solving. "A great example of this is a situation we had where one of the LexisNexis product offerings lacked the precise solution that our customers needed in order for them to share content in their internal management reports with embedded links to online press clippings," recalled Conway. "LexisNexis quickly modified their offering to make it possible for our customers to create the reports they wanted, with embedded links that could be clicked-through to go directly to the underlying news story. That flexibility and commitment to meeting customer needs is what sets our companies apart."

4. Sales

The bottom line is always the bottom line—and by that account, the partnership has been a success as well. Cision’s alliance with LexisNexis has driven a measurable increase in sales of its CisionPoint media monitoring service.

“Our relationship with LexisNexis has been a great success. The best barometer of this success is that we recently entered into a new, exclusive partnership agreement that expands on the previous deal,” said Conway. “Cision’s relationship with LexisNexis has brought together two respected brands in the B2B information solutions category to deliver an even more robust offering from Cision to our customers. We benefit, LexisNexis benefits, and most of all our customers benefit from this excellent partnership.”

About LexisNexis

LexisNexis® www.lexisnexis.com is a leading global provider of content-enabled workflow solutions designed specifically for professionals in the legal, risk management, corporate, government, law enforcement, accounting and academic markets. LexisNexis originally pioneered online information with its Lexis® and Nexis® services. A member of Reed Elsevier [NYSE: ENL; NYSE: RUK] www.reedelsevier.com, LexisNexis serves customers in more than 100 countries with 15,000 employees worldwide.

The opinions expressed within this case study represent customer opinions. LexisNexis believes this case study experience generally represents the experience found with other similar customer situations. However, each customer will have its own subjective goals and requirements and will subscribe to different combinations of LexisNexis services to suit those specific goals and requirements. This case study may not be deemed to create any warranty or representation that any other customer’s experience will be the same as the experience identified herein. LexisNexis uses the customer’s trademarks herein with the customer’s permission.