



# LexisNexis® Publisher Solutions—

Attract, inform and engage customers, prospects and your employees with current, business-ready information

LexisNexis® Publisher solutions provide access to targeted, real-time information for intranets, extranets, websites, e-mail delivery and mobile devices. Get updates from thousands of respected newswires, newspapers, magazines, trade journals and more, that track unlimited subjects, industries, companies, organizations, people and places.

Unlike other providers, LexisNexis doesn't rely on free content from the open Web. Publishers worldwide license their content directly to LexisNexis. That's why you get full-text premium publications not available via the Internet. And LexisNexis maintains the archives, so full-text information stays available without interruption or redirect.

Strengthen your business with LexisNexis Publisher solutions.

## Build relationships, brand—and competitive advantage

Give your customers and your employees access to the information they need to act faster and make better decisions. It's a great foundation for long-term working relationships. And when you provide relevant information from the world's foremost news sources, and showcase your organization's acumen on topics that matter to prospective customers, you can differentiate your business and its talent.

## Deliver the top names in news and stay copyright compliant

Distribute and post full-text news throughout your organization and beyond. Copyright requirements are covered.



## Focus the message to fit many audiences

Create focused results for specific customer types, business teams, departments, executives and more. Add comments, links, logos, pictures, files, videos, etc., to draw readers' attention to key points, further respecting their valuable time.

## Rely on a scalable solution (without adding dedicated headcount or IT support)

Expand readership and topics as needed. No IT management or special software required. Your assigned editor(s) can use the straightforward, Web-based tools to create, monitor and manage topics—and distribution—with a few keystrokes.

## Get the most value for your total information investment

Surface information needed from subscription resources automatically and fuse it with internal intelligence. Then run regular usage reports to discover who reads what—good feedback to assess ROI and to plan future information strategy.

The screenshot displays the LexisNexis Publisher Solutions interface. On the left, there's a 'Create Newsletter Design Using' section with radio buttons for 'Non-HTML Template' (selected) and 'HTML Template'. Below this are 'Choose Design Options' and 'Presentation Options | Fonts/Color Presets'. The 'Template Layout' section shows a preview of a newsletter design. Further down, there are options for 'Show In Browser Link', 'Header Logo' (with a selection of logos), 'Select LexisNexis Logo Size' (set to 'Small'), 'Select LexisNexis Logo Color' (set to 'White'), 'Table of Contents' (set to 'None'), 'Truncate Document Headlines?' (checked), and 'Truncate headline after' (set to '100' characters).

On the right, a preview of a newsletter titled 'Corporate Governance (Return To Top)' is shown. The preview includes a LexisNexis logo, a main headline 'Embracing the Changing Corporate Governance Landscape', and several article teasers with dates and times. The articles listed include: 'Rating the ratings: How good are commercial governance ratings?', 'Corporate Governance, the Economist, and a Criticism without a Purpose', 'Back steps with board of directors - watchdog', 'Speech by SEC Commissioner Troy A. Paredes: Corporate Governance and the New Financial Regulation...', 'Hostile Takeover Litigation', 'Why You Dig To Fall', 'WALL FACES TOUGH LEGAL OPTIONS: A Court fight is long shot to fend off CEO experts suggest', 'Shareholder Activism (Return To Top)', 'Shareholder activism and long-term value', 'Hedge fund activists plot a comeback', and 'Hostile Takeover Litigation (Return To Top)'. The interface also shows a 'Newsletter Home' button and a 'View in Browser' link.



# “Right-size” information

Get the Right **Intelligence** to the Right **People** at the **Right Time**

## “Right-size” knowledge for your organization

**LexisNexis Publisher solutions can help make sharing information across the company a success.** No matter the business-critical topics—customers/prospects, industry developments, M&A, financials, even competitors—you can create effective channels that filter and deliver the must-have facts.

Tap into thousands of **authoritative news** sources like *The New York Times*®, *USA Today*®, *The Washington Post*®, *Forbes*® magazine, *Fast Company* magazine, and the *Harvard Business Review*®. Post current-awareness content and *keep it published for 90 days or longer*. Add intelligence from **internal documents** and **other Web resources**, compiling one, unified package that saves valuable reading time and promotes quick comprehension. Here’s what you can accomplish with LexisNexis Publisher solutions:

**Deliver your message company wide**—even to staff members on the road. Access LexisNexis Publisher updates via intranet, portal, e-mail or mobile device. No log on required.

### Target any internal audience

Route specialized news—or create newsletters—for Sales and Marketing teams, your C suite, special account teams, R&D, competitive intelligence, compliance, etc. *Everyone can stay on the same page* regarding customers/prospects, industry developments and more. But you’re not limited to canned topics. LexisNexis Publisher lets you cover virtually any area of interest.

### Compile intelligence from many sources, including internal documents

Add RSS feeds from your go-to websites, online publications and specialized blogs. Even include your own press releases, executive announcements, memos, presentations and more as needed. One topic ... one secure resource to review.

### Create and publish customized newsletters

Publish e-mail newsletters efficiently using professional-looking templates. Even add customized logos, headers and links to more information.

## Add value with commentary and multimedia options

Your editor can review and arrange stories by relevance, add notes or important insights and include vital files, links, pictures and video as needed. Topics can be modified as news evolves.

## Increase updates as issues heat up

As vital issues heat up, send alerts daily, hourly or on demand, simultaneously notifying each reader via their preferred delivery method and format. Your editor can even combine multiple alerts into one customized communication.

## “Right-size” information for key customers and business partners

Many of the LexisNexis Publisher features and resources are available for your **customer portals and/or extranets** so you can securely distribute relevant information to key customers and business partners and show your commitment to delivering timely, updated communications. Add daily **current-awareness updates** on the vital topics your close connections follow, so they stay informed—and stay satisfied.

## “Right-size” information that speaks to prospective customers

With the right LexisNexis Publisher solutions, **you can post relevant news content to your public-facing Web site.**

Show your knowledge of the industries you cover and your awareness of prospective customers’ needs. Such targeted, updated content provides visitors vital information and gives them a reason to return.

*How can we help your organization?* For more information about LexisNexis Publisher solutions for corporations: contact your **LexisNexis® account representative** or **call 1-800-227-4908**.

