

# Dow Jones Adviser

Intelligence delivered intelligently.



Your day is busy. Pressured. Client relationships and frequent communication are first and foremost. But business development is key, too. And every moment, you need to be in the know about what matters to your clients. You need insight, analysis, perspective and distilled wisdom from a trusted source. You need **Dow Jones Adviser**.

**Dow Jones Adviser** is built for the way you run your practice today. It starts with the extraordinary editorial and journalistic resources of **Dow Jones Newswires**, **The Wall Street Journal** and **Barron's**. In today's wired world, news may be available everywhere, but actionable trusted intelligence is not. The value is extended with superior presentation tools and analytic functionality making Dow Jones Adviser unique.

And you have access to it on any platform, any device, anywhere, any time.

Every day you'll get:

- **Market and Investing Awareness & Insight** – the most respected news, analysis, and insight from Dow Jones, Wall Street Journal and Barron's linked to market pricing, fundamentals and key economic updates
- **Practice Management** – philanthropy, compliance, healthcare, small businesses, retirement, estate planning, taxes and more – a full portfolio of wealth management tools
- **Tools and Analysis** – stock and fund screeners, advanced charting, company fundamentals, earnings, time-based studies, research and visual displays of data
- **Talking Points** – highly structured summaries of developments in markets that are moving – so you can quickly communicate the financial impact of major events to clients
- **Delivery** – delivered the way you work today: as a Web site, as an integrated tab in a portal or vendor work station, or in your briefcase as a mobile device

## Advisers: Be Smarter and Act Faster

No codes, no guides, no complexity. Our Web-based service means instant access to information critical to your business needs. Whether today's insights or our deep archive, it's all right there and integrated into your daily workflow.

For more information about **Dow Jones Adviser**, please contact us at [www.dj.com/wm/djafacts](http://www.dj.com/wm/djafacts).

© 2009 Dow Jones and Company, Inc. All rights reserved. SEGMKTG- 09-11229

## Beyond Scrolling News and Quotes

Advisers now have access to:

- Carefully curated commentary and analysis on up-to-the-minute news that's moving the markets from the best columnists in the industry, like Annie Gasparro, Tom Coyle, Suzanne Barlyn and Brett Arends
- Analytics, charting and screening tools that are invaluable for company profiling and security selection
- Pain-free information and intelligence that you can quickly scan and use without having to wade through large, diverse and fractionalized data sets
- Studies focused on equities, commodities, funds, FX and industries
- Advanced display functionality such as news radar and discovery capabilities
- Alerts on keywords, topics and pricing to identify money in motion and other relevant areas

# Dow Jones Adviser

Intelligence delivered Intelligently.



Dow Jones **Newsires** THE WALL STREET JOURNAL. **BARRON'S**

**Dow Jones Adviser**  
All the right intelligence - delivered where,  
when and how the adviser needs it - to grow,  
consolidate and retain client assets.

## When Clients Call

Communication with clients in good times or in a crisis is the best way to develop trust and loyalty, grow and consolidate assets or find new clients. Being prepared is even easier with Dow Jones Adviser. Whether you need information on markets and investing, or insight into a planning or tax strategy, Dow Jones Adviser delivers intelligence, ready to use.

**Talking Points** give you a smart framework for having a productive conversation with clients based on market conditions and more.

### TALKING POINTS

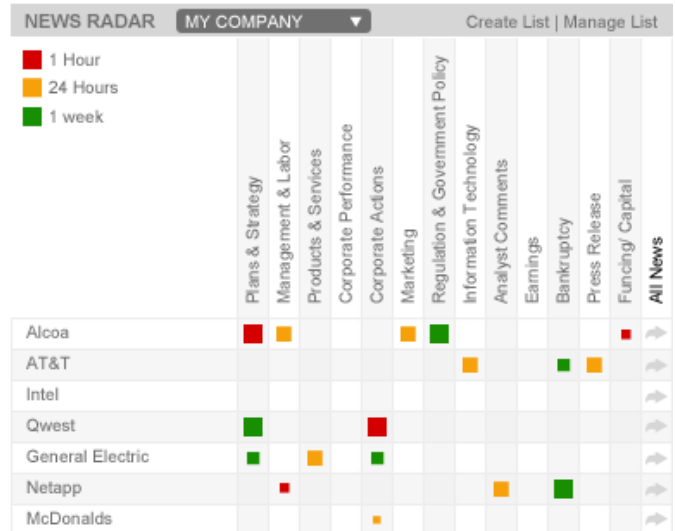
#### Consumer Goods Mixed

Only one sector showed negative price performance over the past one month. Activity during the period was led by the Automobiles & Parts and Household Goods sectors, up 14.70% and 6.14% respectively. The two worst performing sectors, Leisure Goods and Food Producers, were down -2.87% and up 0.41% respectively.

## If Time is Money, Speed is Wealth

You have no time to battle the daily onslaught of news and data, so Dow Jones Adviser uses advanced data visualization to illuminate hidden trends, unexpected patterns and off-the-radar issues.

For example, our **News Radar** is integrated into your workflow as a kind of graphic siren that lets you know when to pay attention.



## Flexible Integration Options

Where full insight meets full access

- Web destination site for easy, direct access 24x7
- Simple API, widgets and developer's integration library for internal systems
- Integration with vendor partners as components or a link; no need to change the adviser's desktop
- Two content packages designed for fee-based dually licensed or commission focused adviser requirements
- Mobile delivery via an interface designed exclusively for advisers

## Financial Intelligence You Can't Resist

Interested in learning more?

Try Dow Jones Adviser on us for two weeks and see if this adviser-focused tool from the world's premier editorial source is what you've been looking for. Contact us at [www.dj.com/wm/djafacts](http://www.dj.com/wm/djafacts) to sign up.

For more information about Dow Jones Adviser, please contact us at [www.dj.com/wm/djafacts](http://www.dj.com/wm/djafacts).

© 2009 Dow Jones and Company, Inc. All rights reserved. SEGMKTG- 09-11229