

Dow Jones Companies & Executives

Business Information You Can Act On



Today's organizations have high expectations. No matter your title, you're expected to be aware of breaking news as soon as it happens, to develop critical business insights and to help your business always stay two steps ahead. Whether you require in-depth company, industry and executive information for extensive research, or to quickly identify, understand and act on the latest opportunity or looming risk, Dow Jones Companies & Executives provides the critical information you need at the right time.

Dow Jones Companies & Executives brings this essential company, industry and executive information to life by combining it with the world's best collection of timely, comprehensive, global news – to help you research, discover, monitor and assess the information that matters most to you.

Know First and Act Fast

Comprehensive News Coverage

Dow Jones Companies & Executives includes news from more than 28,500 leading global news and business information sources, with coverage of 800 local markets. By combining world-class news with alerting and event-detection capabilities, the service becomes the foundation for your organization's business intelligence, providing the breadth and depth you need to act upon.

Detailed Company Profiles

Covering 19 million public and private companies worldwide, including data on small- and medium-sized businesses, **Dow Jones Companies & Executives** provides a wealth of company information for quick consumption or in-depth research, including:

- **Signals** that scan and extract details from the news to help you detect business events indicating a call to action
- **Corporate family trees and company brands** to help you efficiently locate valuable information to build market research, product or campaign analysis
- **Peer comparisons** that help you view industry players, relevant news and revenue, with links to company websites for easy access to peers' and competitors' data
- **Financial results and regulatory filings** that provide streamlined research to assess competitors or prospects in seconds
- **Latest news** to ensure you are up-to-date on companies that are meaningful to you

Industry Snapshots

Access comprehensive snapshots for 30 industry and 970 sub-industry categories. Each provides details plus intuitive views to help you quickly assess and drill down to:

- Industry rankings
- Peer comparisons
- Expert analysis

Executive Snapshots

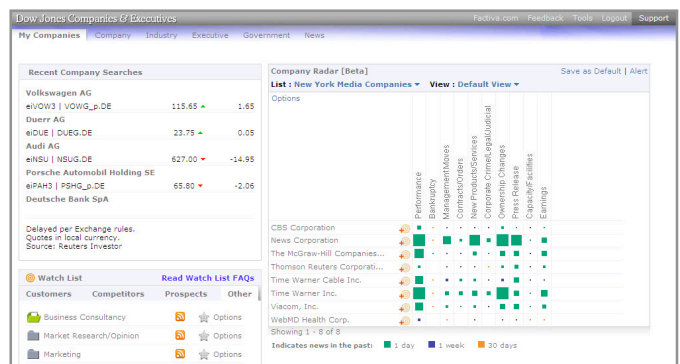
View profiles of 37 million key executives, drawn from a robust database of information from leading reputable sources including D&B® and Investext. Snapshots include:

- Current contact information
- Biographies
- Current and past colleagues
- Executive details, including compensation
- Latest news

Features to Help Your Business Succeed

Dow Jones Companies & Executives includes features and functionality based on advanced Web technologies that continuously seek and deliver the most up-to-date information and detect events that are relevant to you.

- **Company Radar** helps you keep track of accounts, targets and key events. This visual dashboard displays a steady stream of pertinent business news that's always up-to-date, so you can understand the news at a glance and prioritize your activities.



Get a visual display by company, showing events, news volume and timing

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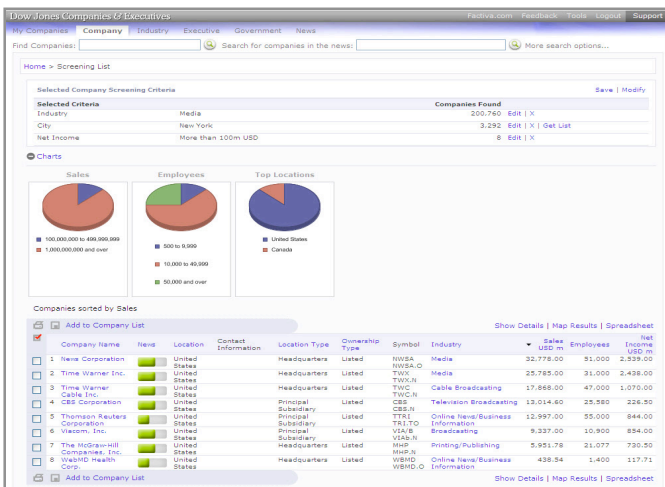


- **Customized Alerts** enable you to keep track of your customers, their peers and their competitors. Delivery is automated and alerts can be customized based on any combination of your criteria, such as geography, industry and company revenue, to keep track of accounts and opportunities.
- **Create Targeted Lists and Build Reports** using broad selection criteria, including mentions in the news, that focus in on key information for lead generation and account development efforts. Lists and reports contain live links to extensive company and executive profiles.

Put Information to Work in Any Environment

Integration capabilities ranging from straightforward enterprise widget applications to custom installations utilizing the expertise of Dow Jones Client Solutions place **Dow Jones Companies & Executives** where your employees use it most, such as a portal or CRM, increasing end-user value and enabling users to act quickly and decisively. With Dow Jones Companies & Executives, users of Salesforce CRM can access the universe of more than 19 million public and private company profiles, 37 million executive profiles, and the global collection of 28,500 sources, all within their Account, Lead and Contact Records.

The Dow Jones Client Solutions team can advise and collaborate with your team to design customized information solutions, including integration into third-party or proprietary applications, third-party content or widgets, and tailored workflow and visualization.



Build targeted lists to gain a greater view of your customers, prospects, partners, suppliers or competitors

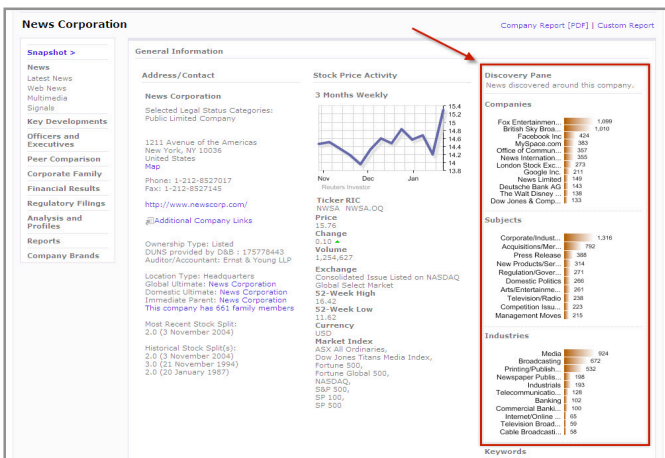
- **Discovery Panes** provide immediate, visual analysis of your search results, using charts and graphs for timely, targeted insight about business trends and industry challenges faced by your accounts.

Committed to Your Success

Combining our specialized resources with the Factiva research platform, Dow Jones provides news coverage of unequalled breadth and depth. Our ongoing quality assurance process incorporates automated checks and editorial research to ensure data accuracy and completeness.

For more than 130 years, Dow Jones and its flagship publication, *The Wall Street Journal*, have defined business news. Put its extraordinary collection of news, information and analysis to work for you to find new opportunities, emerging risks and important events affecting your business.

Dow Jones provides 24/7 online access to Customer Service telephone support, with technical consultants available to assist you locally.



For more information:

www.dowjones.com/djce