



FACTIVA®

FOR INFORMATION MANAGEMENT PROFESSIONALS:

Strengthen your ability to analyze and share business-critical information to foster intelligent business growth



“47% of end users (information workers) report insufficient time as an obstacle to getting information.”

Outsell End-User Update, April 2011

Q: What if you could save time and effort by streamlining resources and activities?

Every day, you have to manage the information needs of diverse teams across your organization. You and your staff are under constant pressure to:

- Stay on top of breaking news and relevant industry information
- Perform quick analysis of key trends and industry changes
- Distribute critical information in a timely manner

But with multiple information resources and tightening budgets, it's difficult to stay on top of all these important dynamics. As a result, you frequently find yourself reacting to information rather than playing a more proactive role in your company's strategy.

On top of all this, you are combating the misconception that critical information can be accessed easily through free Web channels. As a research professional, you understand that while the free Web offers billions of pieces of information, there is often little ability to validate content, and searches can often be both time consuming and corrupted by search engine marketing.

FACTIVA HELPS YOU...

- Clearly demonstrate the value of timely, accurate information with innovative solutions and knowledge-sharing tools that provide your users with direct access to the information that matters most to them.
- Meet the needs of diverse teams in a cost-effective manner with integrated solutions that align with your organization's internally supported processes and tools.
- Minimize your basic tasks by utilizing advanced searching and indexing tools that allow you to collect and share information quickly and easily.

With Factiva, you can acquire, organize and index the most authoritative, accurate information based on the information needs and budgetary restrictions of your organization.



“Thanks to Factiva newsletters, my team has cut the time spent on newsletters every day from two hours to 45 minutes.”

Martine Méheux, Manager of the Information Centre, Rothschild & Cie

Q: What if you could clearly demonstrate value to diverse stakeholders?

Every day, you are tasked with not only sharing information, but conveying the significance of that information to a variety of stakeholders. Along the way, you meet multiple roadblocks, including:

- Existing processes
- Incompatible technologies
- Budgetary restrictions

Keeping your eye on market moves and significant changes is taxing enough, but having the ability to communicate the importance of the information you provide to a variety of diverse departments is a true challenge.

Without the information you provide, sales teams may miss out on key opportunities, M&A departments may lose big deals, supply chain managers may experience significant financial losses and C-level executives may miss out on changes looming in the competitive landscape.

FACTIVA HELPS YOU...

- Demonstrate forward-thinking and unique solutions to problems using innovations designed specifically to support today's knowledge worker.
- Overcome your resource constraints with a single, powerful information solution that provides a common, highly reliable body of content and tools to fuel strategic decision making.
- Demonstrate best practices by enforcing a high-quality information distribution model with complete copyright compliance while also utilizing existing investments to your advantage.

With Factiva, you can distribute content and educate end users on the value of information and tools.



60% of Factiva's key sources are not available on the Web for free.

Q: What if you could proactively access, interpret and share business-critical information?

Every day, your company is impacted by a host of external factors. Your responsibility is to detect and track those that may influence your organization's ability to make strategic decisions that align with its business objectives. You do so by:

- **Responding to ad hoc requests for information and analysis**
- **Keeping track of critical market changes or events that affect your prospects, customers, suppliers and competitors**
- **Proactively searching for emerging trends or events that may affect your organization or industry**

You are responsible for so much information that it can feel almost impossible to keep up with the sheer volume, filter out the clutter, digest the important news and put it to good, effective use. Without the ability to access the right data points and the means to extract and correlate key information to potential actions, you run the risk of wasting your valuable skills on research and compilation and not investing enough time performing the critical analysis your organization needs to succeed.

FACTIVA HELPS YOU...

- Demonstrate your analysis skills with tools built specifically to help you interpret and share information of interest to you and your organization, such as Factiva's exclusive Snapshots and Signals.
- Have confidence in the accuracy of the information you provide with the backing of the established credibility and unmatched resources of Dow Jones.
- Be a critical part of your organization's business strategy by implementing Factiva's global content set, powerful functionality and rich features.

With Factiva, you can perform research and offer analysis in a rapid and responsive manner to further organizational objectives and assist in decision making.

LEARN MORE For more information about Factiva, contact us at: factiva.com