

Dow Jones & Company

Case Study



How Factiva Helped a Prominent Private Bank Efficiently Manage & Distribute Essential Daily News



ROTHSCHILD

Rothschild is one of the largest private banks in the world. For more than 200 years, it has provided Investment Banking, Corporate

Banking and Private Banking & Trust services to governments, corporations and individuals worldwide.

Rothschild's success has been dependent on staying ahead of the curve. It is the job of Rothschild's Information Centre, headed by Martine Méheux, to help executives identify and monitor relevant market events, trends and developments.

The Problem: Inefficient Production of Daily Press Reviews

Each business day, the Information Centre completes a review of news coverage for 30 industries and distributes up to 40 articles to professionals in the Investment Banking, Private Banking / Wealth Management and Corporate Marketing groups.

To ensure timeliness, the press reviews must be available before 10 a.m. each day. For years, the Information Centre devoted more than two hours of staff time each day to manually produce press reviews – a drain on productivity and a distraction from the Centre's other duties.

The Solution: Speeding Newsletter Creation with Factiva

Fortunately, Rothschild had an existing partnership with Dow Jones Factiva. The enhancements and formats available via the Factiva newsletter tool made it the obvious answer to speed the press review process.

Step 1: Centre staff creates alerts & searches on key topics.

Step 2: A template is made via the Newsletter Builder – with custom layout & sections, company logo, etc.

Step 3: Daily editions are created by simply adding & updating content & selecting a publication date

Step 4: Deliver via e-mail, RSS feed or widget in a chosen format (HTML, PDF, mobile)

Objectives

- Produce attractive daily press reviews before 10 a.m.
- Improve press review quality & streamline production
- Raise profile & awareness of Information Centre

Why Factiva

“We chose to use Dow Jones Factiva because it had the timely, reliable news we were looking for, coupled with the easy-to-use online newsletters we need.”

– Martine Méheux,
Manager,
Information Centre,
Rothschild & Cie

Dow Jones & Company

Case Study



The Information Centre uses Factiva.com to access more than 28,000 sources in 23 languages and select relevant content for daily press reviews. Using the embedded Newsletter Builder, an attractive, high-quality press review is then created in a matter of minutes and distributed in a variety of formats, including HTML, mobile and RSS feeds.

Rothschild uses Factiva Reader to improve news distribution within the organization. “Not only does [Factiva Reader] offer a simple, read-only experience for busy executives, it’s also a great way to distribute premium news while complying with copyright restrictions,” says Mr. Méheux

The Result: Significant Time Savings & Improved Productivity

The new daily press reviews saw very strong adoption due their attractive features. “The customization tools like article comments and table of contents help our readers quickly find articles that are especially interesting to them,” says Meheux.

The ability to deliver the newsletters to BlackBerry devices and smart phones also proved key: “Our bankers appreciate the ability to stay informed wherever they are, even when they’re travelling for business or leisure.”

	Before 2005	2006/07	2007/08	2008/09
Article Selection	Newspaper cuttings	Selection in Factiva.com	Selection in Factiva.com	Selection in Factiva.com
Editing and Formatting of the newsletter	Manual layout and photocopies	Conversion of the articles in PDF, Manual layout	Use of the PDF features of Factiva	Newsletter format of Factiva, End of PDF for HTML
Distribution media	Paper	Paper & Email	Email	Email & RSS on portal
Time to produce each edition	2 hours	2 hours	1 1/2 hours	45 minutes

In just two years, Rothschild saw significant return on its investment in Factiva. The Information Centre reduced the time required to produce press reviews from two hours to 45 minutes, giving its staff more time to focus on selecting the most important, critical news.

The Information Centre now delivers a more streamlined newsletter that reflects Rothschild’s corporate identity while elevating the reputation of the Centre itself. According to Mr. Meheux: “We consider this newsletter a real marketing tool because it showcases our department in a positive and proactive light by really adding to the company’s overall strategy and bottom line.”

Moving forward, the Centre plans to create new, additional press reviews and extend its reach within the organization via Factiva widgets and RSS feeds that work within Rothschild’s intranet.

The Outcome

“We believe that the strong adoption of our press newsletters is due to the combination of highly relevant information delivered in a professional, user-friendly format.”

– Martine Méheux

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

– Martine Méheux

For More Information: +1 800-369-0166 | +44 (0) 203 217 5176 | www.dowjones.com

Dow Jones & Company

Case Study



* * * *

About Factiva

Factiva (www.factiva.com) brings together more than 28,000 leading news and business sources from 200 countries and in 23 languages providing both a global view and local perspective for a complete information landscape. With flexible information solutions, Factiva can power intelligent workflow applications, drive collaboration among teams and filter business-driving news across the organization. Factiva Developer's Kit leverages standard Web Services API technology to integrate Factiva content and tools into business applications such as Portals, CRM/SFA systems and Intranets.

About Dow Jones

Dow Jones & Company (www.dowjones.com) is a News Corporation company (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV; www.newscorp.com) and a leading provider of global news and business information. Its principal products include The Wall Street Journal, Dow Jones Newswires, Factiva, Barron's, and MarketWatch. Its Local Media Group operates community-based newspapers and websites. Dow Jones also provides news content to television and radio stations.

For More Information: +1 800-369-0166 | +44 (0) 203 217 5176 | www.dowjones.com