



Nexis® Direct... the dynamic combination of Internet search simplicity and the premium news and business sources of the Nexis® service.

## Nexis® Direct

Designed around your business information needs, Nexis® Direct offers instant access to current and archival news and hard-to-find intelligence on companies, industries and executives.

The Web-like interface has functionality that is truly intuitive – no training needed to complete a search form. Just enter your terms in the appropriate fields and/or choose from drop-down menus on the selected form.

# Introducing Nexis®Direct - 'sit down and search' access to premium content dating back 35 years

Increase your organisation's business IQ by providing your teams with instant access to key news, company, executive and industry information. Improve your performance in difficult conditions by equipping your people with the facts they need to work more productively and compete more successfully.

## Sit down and search – no training required

- Quick search interface means no need for training
- Reduce hours wasted around your business on search engine dead-ends
- Set up to 500 alerts – so nothing gets overlooked and awareness increases, ideal for competitor tracking, reputation risk management and prospecting
- "Results grouping" – shows where information is coming from at a glance and helps users understand emerging trends

## Put the right information in the right hands – quickly & cost-effectively

- Users anywhere in your organisation can access the facts they need straightaway, so they can work more effectively
- Information professionals can focus on adding strategic value to complex projects – rather than responding to ad-hoc requests



- Inform decisions across your business with premium content – ensuring your people identify opportunities, manage risks and compete more effectively

## Access 15,000 specially selected premium news and business sources

- Major UK, Irish and international newspapers, including The Guardian, The Telegraph, Irish Times, Ulster Herald, New York Times, Times of India, Moscow Times and many more
- More UK regional content than any of our competitors
- Licensed newswires, including Associated Press, PR Newswire and Business Wire
- Company snapshots and profiles from multiple providers
- Thousands of business and trade journals, market research articles and company profiles
- Key biographical sources – including Debrett's, Who's Who & ICC Director profiles
- Webnews – run searches over 200 specially selected online sources

## Your business intelligence partner

We make sure NexisDirect is adding value to your business through:

- Proactive account management – regular meetings, business reviews and content bulletins
- Dedicated specialist teams of support, consulting and content experts
- Information audits and account planning – making sure you have the coverage your team needs and that you're getting the best value from your information budget.

**i** Give your decision-makers direct access to content they can rely on - that they can't get for free



## NexisDirect – key features and functionality

### NexisDirect – key features and functionality

- Sit down and search from our Quick Search screen – pre-configured search strategies help users get to the information they need quickly and easily
- Archive information going back over 35 years – not just 12 months
- Direct access to over 15,000 authoritative global sources – thousands more than the nearest similar offer
- Advanced search options give users the option of searching specific items and content types
- Company information and snapshots are flagged, where they are available
- Filter sources by type, subject and industry to spot trends
- Webnews – run searches over specially selected online sources
- Set up personal alerts – maintain awareness on key companies and issues with tailored emails straight to your PDA or desktop



## NexisDirect – ideal for

### **C-level executives**

Access accurate, succinct and snapshot information in an instant on companies, industries and issues

### **Marketing**

Track product launches, competitors, campaign performance and key trends & issues

### **Corporate Communications & Public Relations**

Monitor coverage and share of voice, pick up on negative stories as they break and protect your reputation

### **Business Development**

Spot opportunities with key customers and prospects, be better-prepared for meetings and spend more time on selling, not homework

### **Consultants**

Understand clients, their competitors and their markets without losing unnecessary time on web research

### **Product Development**

Understand product performance and expansion opportunities by tracking coverage of key issues and competitors

### **Information Professionals**

Reduce your workload and focus specialist skills on projects that matter, rather than ad hoc requests

### **Investment Bankers**

Gain insight into M&A activity, develop business pitches and use for idea generation

## Get in touch

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