



Deliver premium news and business content
straight to the people who need it

Nexis® Publisher

Keep up-to-date with market news, industry analysis, competitors and clients by integrating Nexis content into newsletters, intranets, knowledge portals and emails.

Nexis Publisher provides you with the ability to publish or distribute current news information to your colleagues through the delivery platform of your choice – including daily newsletter, email transmission, or intranet update.

Enable your employees to spend less time searching for information and more time applying it.

Keep your whole organisation up-to-date with market news, industry analysis, competitors and clients by integrating Nexis content into newsletters, intranets, knowledge portals and emails.

Nexis Publisher delivers premium news and business content straight to the people who need it, reducing the manual research time carried out in your company and alerting them to the key news stories for your sector or team.

Benefits to your organisation

Strengthen your competitive advantage

Deliver critical information to key departments in your organisation, such as sales, business development, marketing and procurement, enabling them to stay ahead of competitors by compiling crucial insights into your market, clients and industry, while working more efficiently and effectively.

Win new business and develop customer relationships

Find new business opportunities and develop relationships with existing customers through knowledge of their market activities and general news. Use recent articles as a reason to contact your accounts and so maintain them as customers.

Improve productivity and efficiency

Save time and money on your firm's research. Many premium searches may be duplicated around your firm. With NexisPublisher you can control the information pushed out to the wider organisation and save on multiple search costs.

Improve intranet usage

Improve the return on investment of often costly intranet and portal development projects by driving up their usage through the integration of premium content. Make these sites the first place your sales and marketing teams go to gather their customer and competitor information, and control what information they are viewing.

Grow website traffic

Drive up your website traffic in a cost effective manner and make it a "go-to" source for market insight and expertise.

This can improve communication flow between you and your customers, build stronger relationships and help improve your search engine rankings.

Disseminate premium content with no licensing or copyright worries

Keep your organisation up-to-date on critical business issues with 12,000 premium Nexis sources, and a 2 year archive.

- Major UK nationals, including The Guardian, The Independent, The Telegraph, The Daily Mirror, The Irish Times
- UK regional content from 15 of the top 20 providers
- Key International newspapers; New York Times, Sydney Morning Herald, Moscow Times, Le Monde, South China Morning Post, Frankfurter Allgemeine Zeitung
- Company information from Hoover's, ICC, Creditreform, Hoppenstedt
- Business and trade publications including The Lawyer, Euromoney, Accountancy Age, The Economist, Fortune, Spectator, Marketing Week
- People and biographies from Debrett's, Gale Biographies, Marquis Who's Who and ICC Directors

And there's no need to worry about copyright infringements or NLA licences, we have taken care of these for you!

“ The idea of simply expecting each individual to search the web for this kind of information on a regular basis is simply not practical. ”

Rob Patton, Purchasing Group Manager,
Proctor & Gamble



With advanced editorial and administrative features...

- Set update schedules and plan how often your employees receive updates and news alerts
- Add your own commentary to the articles you distribute, enabling you to highlight particular documents of interest
- Choose between publishing updates automatically as they come in or manually editing content before you send them out
- Develop branded newsletters to email to your colleagues, making sure they are aware when new stories break
- Monitor your employees' usage and produce reports to ensure relevant topics are maintained
- View NexisPublisher feeds from your Blackberry™, including full access to the selected Nexis articles

And full integration options... NexisPublisher can be integrated, with ease, into a variety of IT systems and solutions

- **Portals**
Use the Portal Component to integrate NexisPublisher feeds into portals and sharepoint sites, increasing their values and maximising your return on investment
- **RSS**
Use RSS feeds to pull information out of NexisPublisher and place in websites, intranets, portals and RRS readers, including Microsoft Outlook 2007 and IE 7
- **Nexis UK**
Integrate NexisPublisher into Nexis UK and view the selected news stories through the Shared Alerts page
- **NexisConsulting**
Use our innovative and experienced consulting team to integrate Nexis content into other solutions, such as CRM's and enterprise search, to maximise productivity and efficiency.

Simple to administer and use:

You choose the information your employees need and put it where it will have maximum effect.

- Develop links to other stories and websites, and add your own documents, pictures or comments alongside an article
- Choose complete editorial control over content, or go for low maintenance, automatic updating on topics you define in advance
- It is so easy to use that you don't even require additional software or servers.





NexisPublisher delivers for

Information Professionals

Easily and quickly disseminate business critical information to your whole organisation, saving employees hours of search time and monitor their usage.

Marketing Managers

Improve your website's stickiness by publishing relevant RSS feeds and also increase the amount of time people spend on your site.

Competitive Intelligence Departments

Efficiently gain insight into your competitors and disseminate key information to the teams that need it.

Internal Communications Departments

Save time when creating internal newsletters, add feedback and circulate internally.

Sales and Customer Service Teams

Ensure your workforce is up-to-date on industry and company information and has the edge over the competition.

Business Development

Enhance your team's current awareness; quickly and easily monitor your sector, prospects and current customers.

▣ NexisPublisher saves us hours each month. ▣

Barbara Ferry, Senior Manager of Business and Editorial Research, National Geographic

Your business intelligence partner

We make sure you are getting the most from your business intelligence through:

- Proactive account management – regular meetings, usage plans and content bulletins
- Dedicated specialist training team and information health checks, including help setting up your search strategies
- Account plans – that map key business deliverables and ensure you are getting to the people you need to

▣ We found Publisher to be very reliable, easy to use and the quality of the databases are excellent.

Publisher is a powerful product providing automated clipping but also allowing customised filtering. ▣

Lynn Fogle, Manager of Library Services,
Greenebaum Doll & McDonald PLLC

Get in touch

To find out more about LexisNexis solutions:

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