



NexisDirect®

Gain insights before your competitors do.

NexisDirect® helps increase your organisation's business IQ by providing your teams with instant access to key news, company, executive and industry information. Improve your performance by equipping your people with the facts they need to work more productively and make better business decisions.

Fast, accurate answers to your queries...

🔍 NexisDirect®

- 🔍 Quick search
- 🔍 Research a company
- 🔍 Research a person
- 🔍 Research an industry



To find out more call us today on **1800 772 772**
or visit www.lexisnexis.com.au/NexisDirect.

Give your decision-makers direct access to content they can rely on – content they can't find for free

What is NexisDirect®?

NexisDirect®, our business research service, enables users with no research training to run searches in moments, across premium Nexis® content dating back 35 years. It gives you instant access to market, executive and industry information that you can't find on the open web.

“Sit down and search” – no training required

- **Find facts quickly** from our news, company, people and industry information - there's no need to run complex searches.
- **Search across 15,000 premium sources** of Australian national, local newspapers, leading international newspapers and rapidly updating news wires, trade press, key blogs, industry newsletters and executive databases.
- **Reduce hours wasted** throughout your business on search engine dead-ends.
- **Set up to 500 alerts** that go straight to your inbox so nothing gets overlooked. Ideal for competitor tracking, reputation risk management and prospecting.
- **See where your information is coming from** at a glance with our 'Results grouping' – identify emerging trends and different perspectives.
- **Advanced search options** allow users to search specific items and content types. Web news and Boolean-search are still available for advanced users.

NexisDirect® provides you access to the following premium news & business sources

- More than 300 Australian and NZ publications including: *The Australian*, *The Sydney Morning Herald*, *The Age*, *The Australian Financial Review* (abstracts), *The Canberra Times*, *The Daily Telegraph*, *The Herald Sun*, *The Courier Mail*, *The New Zealand Herald*. Also included are more than 200 Australian regional newspapers, covering Cairns to Kalgoorlie!
- Thousands of global newspapers and major publications; including *Forbes*, *Harvard Business Review*, *Spectator*, *The New York Times*, *The Economist*, *The Washington Post*, *The Guardian*, *The Observer*, *Le Monde* and coverage across many more countries.
- Major business and trade publications from around the world.
- News sources from emerging markets.
- Extensive coverage of people and biographical information.





NexisDirect® – is ideal for professionals in your organisation including

C-level executives – access accurate, succinct and snapshot information in an instant on companies, industries and issues.

Marketing Managers – track product launches, competitors, campaign performance and key trends and issues.

Corporate Communications and Public Relations Managers – monitor coverage and share of voice, pick up on negative stories as they break and protect your reputation. Receive both trade press and daily news media to your inbox.

Business Development Managers – spot opportunities with key customers and prospects, be better prepared for meetings and spend more time on selling, not homework.

Consultants – understand clients, competitors and markets without losing time on irrelevant web research results.

Product Development Managers – understand product performance and expansion opportunities by tracking coverage of key issues and competitors.

Information and Knowledge Managers – reduce workload and focus specialist skills on projects that matter, rather than responding to ad hoc requests which colleagues can now access through NexisDirect® on their own.

Investment Bankers – gain insight into mergers and acquisitions activity, develop business pitches and generate ideas. Reduce the amount of irrelevant information on searches.

Journalists – track the development of a particular story/issue, find out which competitors are writing about the same or similar issues and check facts easily before publication, with accurate premium content.

Experience the NexisDirect® advantage today
with a complimentary 2-week trial.

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