



Publisher[®]

Delivering premium news and business content throughout your organisation

Business intelligence. Shared. Keep your organisation up-to-date with market insights, client news, industry analysis, and competitor intelligence by integrating premium news and business information into your organisation newsletters, intranets, knowledge portals and emails.

Publisher delivers important search results straight to the people who need it in your organisation, reducing the manual research time carried out in your company and alerting them to the key news stories for your sector or team.

Publisher allows your business to provide an ongoing flow of relevant, essential information to your key stakeholders

Strengthen your competitive advantage.

Deliver critical information to key departments in your organisation, enabling them to understand and gain valuable insight into your market and competitors.

Improve productivity and efficiency. Save time and money on your firm's research. With Publisher® you can control the information pushed out to the wider organisation and avoid duplication.

Improve intranet usage. Increase the return on investment of often costly intranet and portal development projects by boosting their usage through the integration of premium content. Make these sites the first place your teams go.

Win new business. Find new business opportunities and maintain existing relationships. Use recent articles as a reason to contact your customers.

Reduce licensing or copyright concerns.

Disseminate premium content without having to worry about multiple agreements.

Publisher accesses the sources of Nexis® to provide you the following premium news and 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; includes *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.



Simple to administer and use

You choose the information your employees need and publish 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 need additional software or servers.

Advanced editorial and administrative features include:

- Set update schedules and plan how often your employees receive updates and news alerts.
- Add commentary to the articles you distribute, enabling you to highlight particular documents of interest.
- Update topics automatically or manually edit content before alerting your users – the choice is yours.
- Create customised, branded newsletters to collate and disseminate information to your colleagues.

- Monitor your employees' usage and produce reports to ensure topics and search queries remain relevant.
- View Publisher feeds from your mobile phone, including full access to selected articles.

Full integration options – Publisher can be easily integrated into a variety of IT systems and solutions, delivering premium news and business content via email, intranet mobile phones, RSS feeds and the internet. Options include:

- Portals – integrate Publisher feeds into intranet portals and SharePoint sites.
- RSS – use feeds to pull information out of Publisher and place in websites, intranets, portals and RSS readers, including Microsoft Outlook 2007 and Internet Explorer 7.
- Email – take advantage of our robust email subscription management tools.

“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, Procter & Gamble – UK

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

