

Business intelligence to empower your enterprise ...

## LexisNexis® *Publisher*

*Increase productivity ... Become more competitive ...  
Positively impact your bottom line*

*Being the first to know critical business information about your customer, industry and competition is not just a luxury, it's a necessity. Delivering that information in the right way, at the right time, and to the right people gives you the edge you need to maintain and grow a successful, profitable enterprise.*

With LexisNexis *Publisher* you can deliver critical news and information across your entire enterprise—through your intranet, Web site, portal, e-mail or BlackBerry Wireless Device.

- LexisNexis *Publisher* mines relevant content from an array of respected news sources—more than 12,000 for your intranet or portal and more than 4,000 for your Web site.
- Through a single interface, it lets you edit, annotate and distribute key topics of interest to users on your intranet or Web site and to employees via e-mail or BlackBerry Wireless Device.

LexisNexis *Publisher* delivers crucial insight and information on everything from industry trends and competitors to your own company's current news. The result? Information is in the hands of the people who need it most—people throughout your organization who make the critical day-to-day business decisions that keep your company more competitive, more productive, and more profitable.

### Strengthen your competitive advantage

LexisNexis *Publisher* helps you build much more than simply solid PR. It brings added value to every corner of your enterprise. How? By delivering crucial information to other key departments such as sales, business development and procurement, you quickly and completely compile competitive intelligence that can impact your bottom line.

### Build a bridge to your audiences

LexisNexis *Publisher* also helps you cost-effectively attract visitors to your Web site. It can be a critical component in making your site the go-to source for insight and expertise. And it can play a key role in improving traffic flow and building stronger, longer-lasting relationships with your audiences.

### More options... More flexibility

We've enhanced LexisNexis *Publisher* with new setup options that give you even greater search flexibility:

- **QuickPicks Topics** – for those who need a fast and easy search selection and coverage of broad topics. The new QuickPicks Topics lets you choose from a list of more than 2,000 topics, based on patented LexisNexis SmartIndexing Technology™—the perfect solution for companies who need a standard, non-customized set of data.
- **YourPicks Topics** – allows you to customize searches for more precise results.
- **ProPicks Topics** – another new option for those who need custom searches provided with the assistance of LexisNexis professionals.
- **LexisNexis Consulting Services** – work one-on-one with highly skilled professionals to get the results you want. LexisNexis Consultants are knowledgeable about LexisNexis content, search strategies, and, most importantly, your industry.

And, of course, LexisNexis *Publisher* comes complete with this full array of built-in benefits:

### LexisNexis *Publisher* features

- Multiple sources for your topics and easy source selection
- Topic and document “staging” which allows for testing prior to publishing
- Grouped answer sets
- Multiple searches per topic
- One-step publishing of multiple documents to multiple topics

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## LexisNexis *Publisher*

- Links to the published document
- The ability to add your own content to topics
- Several options for document display order
- Automatic duplicate detection options
- Topics accessible on the BlackBerry Wireless Device
- XML integration options
- Available as a portal component
- The ability to add your own comments to topics or individual documents
- Usage reports to identify the topics most frequently viewed
- Customized topic settings

### And LexisNexis *Publisher* for Intranets offers even more features

If you are publishing information for your employees on your intranet, or delivering information via e-mail on the BlackBerry Wireless Device, you can enjoy even more features:

- Content available through Real Simple Syndication (RSS) feeds
- Full text document redistribution to your users via e-mail or newsletters, without violating copyright agreements
- E-mail notification option for your employees of new topic results sets, as frequently as hourly, for more 'real time' notification of updates
- "Notify Now" functionality lets you send e-mail to make sure end users are notified as soon as possible of important updates
- The ability to upload existing e-mail lists directly into the tool

- The option of saving a search as a "persistent query" to be run in the future, allowing you to get a head start on alerting even before an event takes place
- Enhanced topic reports and user reports, allowing you to easily see who in your organization is receiving what information
- Customizable subject line so end users can easily see what the e-mail is about
- At-a-glance recognition of newly published documents

### Anytime, anywhere

For more than 30 years, LexisNexis has been perfecting the art of turning passive information into active intelligence. Combining advanced Web technologies, proprietary brands and comprehensive news, business, legal, government and industry information, LexisNexis is dedicated to providing reliable, robust information delivered in the right way, to the right place, at the right time.

### Empower your enterprise

See for yourself how LexisNexis Publisher can deliver relevant, reliable information across your organization. For more information contact your LexisNexis account representative or call 1-800-227-4908.

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