

# Know More with Nexis® Direct

## The power you need to make the best decisions.

Increase your organization's business IQ by providing your teams with instant access to key news, company and industry information. Equip your employees with the facts they need to work more productively and compete more successfully.

## The ease of an Internet search combined with the power of Nexis®.

Organized around the frequent information needs of business professionals, **Nexis Direct** offers guided access to current and archival news and hard-to-find premium data on companies, individuals and industries.

The intuitive functionality of Nexis Direct allows effortless searching across the world's leading publications with an archive of up to 35 years. With no training needed, it offers the ability to pinpoint the answers you need in moments.

## Direct access to thousands of premium news and business information sources.

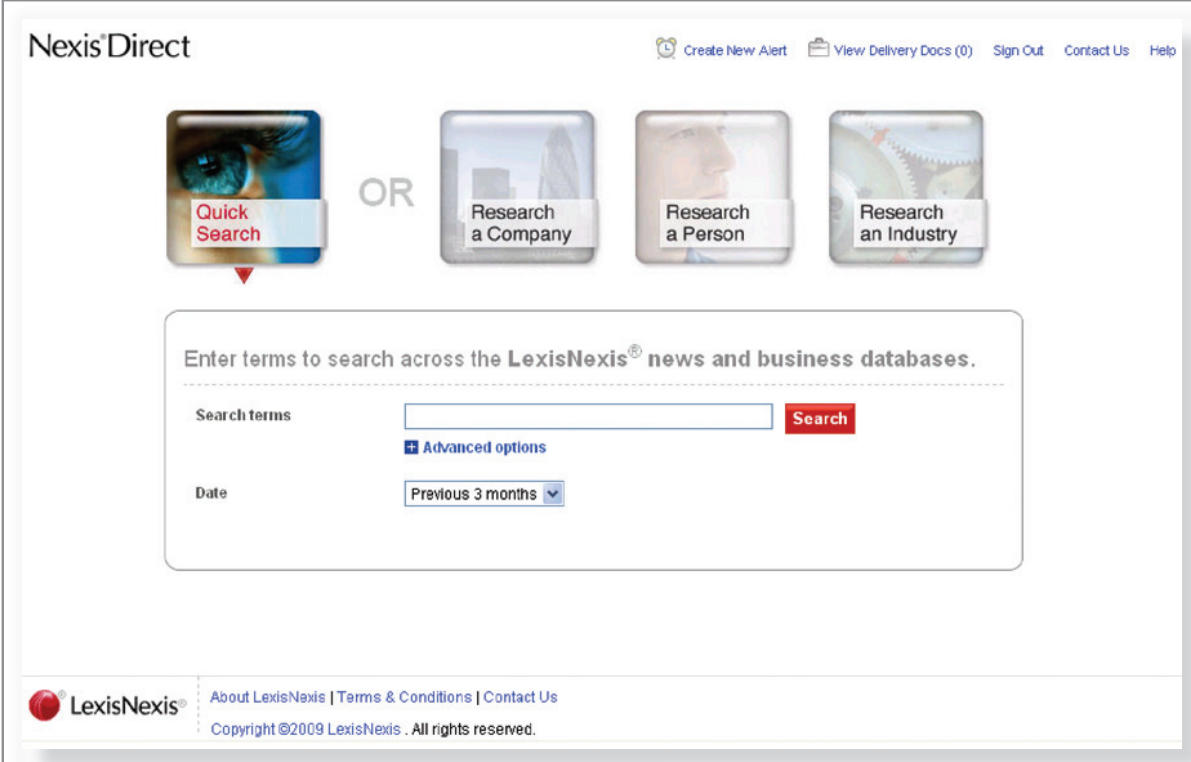
Improve the speed and quality of your information gathering with direct access to authoritative sources including:

- The world's **leading newspapers**, such as *The Globe and Mail*, *Financial Post* and *FP Investing*, *The New York Times*, *The Times* (London), *Süddeutsche Zeitung* (Germany), *South China Morning Post* and *Les Échos* (France)
- Well-respected **newswires** including The Associated Press, PR Newswire and Business Wire
- **Company snapshots and profiles** from trusted sources such as Datamonitor and Hoover's
- Thousands of **specialist industry publications**
- Over 200 specially **preselected web sites**
- Reports from **LexisNexis® Company Dossier**

By using Nexis Direct rather than relying solely on the open web, you can rapidly make business decisions backed by the confidence of high-quality information and data.

### An enterprise solution that can be deployed across multiple departments and job functions:

- **Marketing**—Track product launches, competitors, campaign performance, and key trends and issues.
- **Public Relations**—Monitor coverage and share of voice, pick up on stories as they break and protect your reputation.
- **Sales & Procurement**—Identify and profile customers and suppliers with the aid of premium company and biographical databases.
- **Competitive Intelligence**—Analyze and track competitors with clearly formatted company and biographical information from recognized sources.
- **Business Development**—Spot opportunities with key customers and prospects, be better prepared for meetings, and spend more time on selling, not homework.



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