

# Nexis<sup>®</sup> Direct

**BUSINESS INTELLIGENCE.**  
**IN TIME.**



Desktop access to premium global news & business information – no research training required.

SOLUTIONS FOR KNOWLEDGE-DRIVEN PROFESSIONALS

Client Development

Research & Knowledge Solutions

Practice & Productivity Management

Risk & Compliance

 LexisNexis<sup>®</sup>

# Introducing Nexis® Direct - 'sit down and search' access to premium content dating back 35 years

Increase your organisation's business IQ by providing your teams with instant access to key news, company, executive and industry information. Improve your performance in difficult conditions by equipping your people with the facts they need to work more productively and compete more successfully.

## Sit down and search – no training required

- Quick search interface means no need for training
- Reduce hours wasted around your business on search engine dead-ends
- Set up to 500 alerts – so nothing gets overlooked and awareness increases, ideal for competitor tracking, reputation risk management and prospecting
- "Results grouping" – shows where information is coming from at a glance and helps users understand emerging trends

## Put the right information in the right hands – quickly & cost-effectively

- Users anywhere in your organisation can access the facts they need straightaway, so they can work more effectively
- Information professionals can focus on adding strategic value to complex projects – rather than responding to ad-hoc requests
- Inform decisions across your business with premium content – ensuring your people identify opportunities, manage risks and compete more effectively

## Access 15,000 specially selected premium news & business sources

- Major UK, Irish and international newspapers, including The Times, The Telegraph, Irish Times, Ulster Herald, New York Times, Times of India, Moscow Times and many more
- UK regional content from 15 of the top 20 providers
- Licensed newswires, including Associated Press, PR Newswire and Business Wire
- Company snapshots and profiles from multiple providers
- Thousands of business and trade journals, market research articles and company profiles
- Key biographical sources – including Debrett's, Who's Who & ICC Director profiles
- Webnews – run searches over 200 specially selected online sources

## Your business intelligence partner

We make sure NexisDirect is adding value to your business through:

- Proactive account management – regular meetings, business reviews and content bulletins
- Dedicated specialist teams of support, consulting and content experts
- Information audits and account planning – making sure you have the coverage your team needs and that you're getting the best value from your information budget.

The image shows two screenshots of the NexisDirect interface. The left screenshot is the 'Quick Search' homepage with a search bar containing 'Dell Smartphone' and a 'Search' button. Below the search bar are filters for 'Date' (set to 'Previous 3 months') and 'Advanced options'. The right screenshot shows the search results page for 'Dell Smartphone', listing various news items from sources like 'The Calgary Herald' and 'EWeek.com'. A 'Filter Your Results' sidebar on the left allows filtering by 'Publication Type', 'Publication Name', and 'Industry'. A 'Multiple Download Features' callout box with icons for print, email, and save is positioned above the results. A 'Company Snapshot for "Dell"' callout box is positioned below the results, showing detailed information about Dell Inc., including its address, phone, website, and financial data.

Multiple Download Features

Results page for "Dell Smartphone"

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

## Nexis®UK – the information professional's choice

Experienced information professionals who want increased control over their search strategies and sources can opt for NexisUK. As well as giving you extra power-user functionality, NexisUK has extra legal, regulatory and research content not available in NexisDirect.

The image shows the NexisUK search interface, which is more advanced than NexisDirect. It features a 'Power Search' section with multiple search criteria fields, including 'Search terms', 'Terms and Connectors', and 'Natural Language'. There are also fields for 'Specify date' and 'Show options to search specific document sections'. The interface includes a 'CLICK HERE TO VIEW NEW SOURCES ADDED' button and a 'Save this search' option.

Get in touch today

To find out more, call us today on 020 7400 2984 (or in Ireland call 0868 221 156) or email [nexismarketing@lexisnexis.co.uk](mailto:nexismarketing@lexisnexis.co.uk) to arrange a meeting and a FREE trial

# New from Nexis® – introducing Nexis®Direct

## NexisDirect – key features and functionality

- Sit down and search from our Quick Search screen – pre-configured search strategies help users get to the information they need quickly and easily
- Archive information going back over 35 years – not just 12 months
- Direct access to over 15,000 authoritative global sources – thousands more than the nearest similar offer
- Advanced search options give users the option of searching specific items and content types
- Company information and snapshots are flagged, where they are available
- Filter sources by type, subject and industry to spot trends
- Webnews – run searches over specially selected online sources
- Set up personal alerts – maintain awareness on key companies and issues with tailored emails straight to your PDA or desktop

## NexisDirect – ideal for:

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

**Marketing** – track product launches, competitors, campaign performance and key trends & issues

**Corporate Communications & Public Relations** – monitor coverage and share of voice, pick up on negative stories as they break and protect your reputation

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

**Consultants** – understand clients, their competitors and their markets without losing unnecessary time on web research

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

**Information Professionals** – reduce your workload and focus specialist skills on projects that matter, rather than ad hoc requests

**Investment Bankers** – gain insight into M&A activity, develop business pitches and use for idea generation

[www.lexisnexis.co.uk/nexisdirect](http://www.lexisnexis.co.uk/nexisdirect)

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