Factiva

CUT THROUGH COMPLEXITY TO ACTIONABLE INSIGHTS WITH FACTIVA'S POWERFUL BUSINESS INTELLIGENCE PLATFORM

Every professional has a daily, intense need for information—and the tools that deliver insights and help define strategy. Power strategic business decisions with Factiva's business intelligence platform and renowned content collection. Factiva's premium sources include exclusive access to The Wall Street Journal, Dow Jones Newswires and Reuters, plus influential websites, trade magazines and regional papers from around the world. With extensive private and public company data, robust search and discovery tools, Factiva helps users cut through complexity to make decisions with confidence.

INFORMATION & RESEARCH PROFESSIONALS

Provide trusted research and insight from an unrivalled collection of news and data

To power informed decision-making, information and research teams need relevant news and data, accessible where it's most useful to serve internal customers. Factiva's premium content and capabilities empower information professionals to deliver high level insights that help leaders and stakeholders make decisions with confidence.

- Efficiently access content with advanced search tools and an archive of thousands of licensed sources.
- Push relevant news automatically to internal customers with a customizable alerting system.
- Distribute news and analytics to internal teams or across the company with a newsletter-building tool.

CONSULTING & PROFESSIONAL SERVICES

Inform strategic and tactical plans with a deep collection of relevant content

To effectively provide expertise for strategic guidance, improving performance, and reaching other business objectives, having relevant information and research tools is critical. The Factiva research platform and global news database provides essential and actionable information for in-depth analyses of markets, industries and competitors.

- Identify new business opportunities from news and company data.
- Guide recommendations for clients with content from 33,000 global sources.
- Perform due diligence on partners, clients and prospects.
- Analyze business' positioning with economic information and financial data.

STRATEGIC COMMUNICATIONS

Manage reputation and critical topics

Communicators need fast, precise results when monitoring news on companies, clients or competitors. Factiva helps corporate communications and PR teams stay ahead of stories that matter, uncover trends, inform strategy development and identify reputational threats.

- Closely monitor topics that are important to the business.
- Strengthen communications plans with deep news coverage and analytics.
- Stay informed with email alerts on critical topics and quickly share with stakeholders.
- Easily create and distribute news using Factiva's newsletter builder.
- Communications teams can also access premium Dow Jones and Factiva content in Cision's industry-leading media intelligence solutions.

INVESTMENT BANKING

Uncover strategic opportunities and deals faster

With Factiva's global news database, millions of company profiles and powerful research tools you can offer unique insights, deal and transaction ideas to clients.

- Stay informed of the latest developments for industries and target companies with scheduled alerts.
- Unearth insights and conduct due diligence for a pitch or public information book.
- Analyze the market and competitive landscape to prepare for an M&A evaluation.
- Build target lists and analyze competitor sets with Factiva's Companies & Markets data and tools.

SALES & BUSINESS DEVELOPMENT

Surpass pipeline and sales goals by finding opportunities in news

Gain a pipeline edge with Factiva's premium sources—74% of which are not available on the free web—as well as influential websites, trade magazines and regional papers from around the world.

- Uncover targets and contacts, and create ongoing alerts on companies in a territory.
- Grab a prospect's attention with highly relevant, actionable news stories.
- Expand business by identifying companies, executives, and subsidiaries with Factiva's screening tools.
- Access key stats to understand a company's business more clearly.
- Maximize sales team efficiency by integrating Factiva into your CRM.

WORKFLOW & CONTENT INTEGRATION

Boost efficiency by providing content precisely where it's needed

Developers are asked to support a range of applications, and need a straightforward set of content tools to increase workflow efficiency. With the flexibility of Factiva Integration Tools, developers can integrate content into a range of applications: publishing platforms, newsletters, portals, intranets and more.

- Enhance applications and platforms with Factiva content and research tools.
- Provide access to critical content where it's needed.
- Integrate Factiva content and functionality into any application with APIs, RSS feeds, and alerts.

> " Factiva continues to grow its content sets in emerging markets and to include more technical websites; APIs are also an area of focus, with a view to making integration of content easier with its customers' platforms. "
>
> **SOPHIE ALEXANDER, CONTRIBUTING EDITOR, JINFO**

A Reimagined Factiva Product Experience

Personalized search and discovery experience that delivers the best business content anywhere, anytime
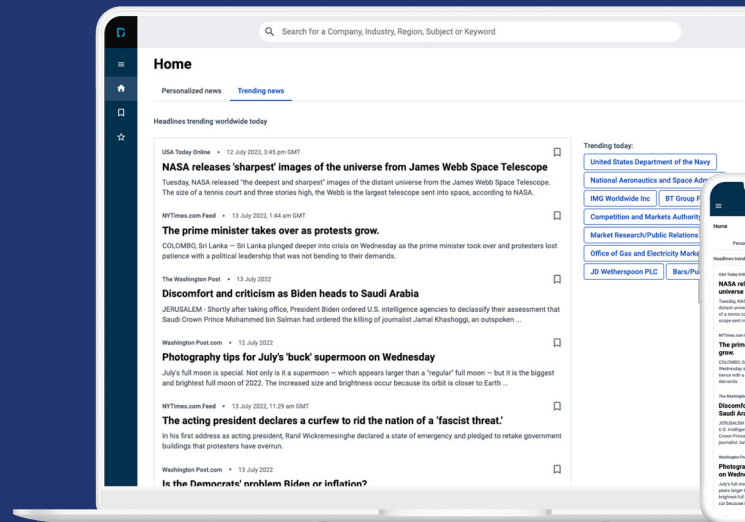
Redesigned Search for Targeted Results

- Fast, semantic free text search powered by an enhanced algorithm.
- Powerful results boosted by each user's specified interests.

Personalized News Stream

- View of the latest news and information on the user's personalized interests.
- Easily track priority topics, industries, and companies

Mobile-First, Multi-Platform Experience

- Factiva's unparalleled news and information available anytime, anywhere.
- Optimal functionality on all devices, ensuring that no mobile app is needed.

GLOBAL NEWS DATABASE

Extend knowledge across the organization with 33,000 global sources

Stay ahead of competitors and make better business decisions with access to trusted sources not available on the free web. Whether a request for research, creating a company newsletter or looking for the right opportunity to reach out to a prospect, Factiva's content set provides a clear information advantage.

- Expand the scope of research with all types of sources—major and regional papers, industry news, newswires—in 29 languages.
- Stay informed of the latest events and developments from around the world, with coverage from nearly every country.
- Leverage influential global sources including *The Wall Street Journal, Barron's, Dow Jones Newswires, The New York Times, The Washington Post, The Times, Handelsblatt, Reuters News, The Australian, South China Morning Post* and *Valor Econômico.*

RESEARCH & DISCOVERY TOOLS

Identify actionable information with a portfolio of research and analysis tools

Factiva's smart indexing, powerful search and visualization tools help identify both local insight and global perspective on business issues and current events. Researchers can zero in on news and information on companies, industries and financial markets.

- Conduct more detailed and flexible searches based on topics, industries and regions, and filter results by keywords, source, company and date.
- Set up ongoing alerts of vital information.
- Track the most influential news sources for brands, products and topics, and discover trends.
- Analyze news and industry trends on up to 30 years of news content through enhanced charting capabilities.

COMPANIES & EXECUTIVES DATA

Analyze public and private firms with Companies & Executives data

Identify potential risks, act quickly on opportunities and make better decisions, faster with Factiva's Companies & Executives data. Bringing together the most respected financial and business publishers into one comprehensive collection, analysts will uncover insights in company, industry and executive news and data.

- Track competitors and targets with a comprehensive database of millions of public and private company profiles, plus financials and top executives.
- Company information providers include Dow Jones' proprietary content, as well as D&B, FactSet, Hoppenstedt, Reuters, FIRA and more.
- Monitor the business events and signals indicating a potential shift in strategy.

NEWSLETTERS & SHARING

Connect and inform teams with newsletter and sharing tools

Efficiently manage communication across the organization with custom newsletter-building tools. Tailor newsletters for different audiences to provide readers a highly relevant reading experience, selected from Factiva's global news database.

- Keep teams on top of brand, trend and competitor news.
- Easily share key news stories and comments across teams in a clean, readable format.
- Ensure copyright compliance across the organization.
- RSS feeds and links from external sources can be exported to a variety of formats including PDF, .doc or html.

FACTIVA MOBILE

Stay ahead from anywhere with the Factiva mobile app

Receive information where it's needed, whenever it's needed. Stay up-to-date with access to thousands of premium content sources through custom alerts, newsletters and newsstand features.

- Easily share news with colleagues—whenever, wherever—via SMS, email, and more.
- Easily track highly specific news that is tailored to drive business decisions—even when team-members are on-the-go.
- Search for news and key data on hundreds of thousands of public and private companies directly.

POWERFUL TAXONOMY

Identify highly relevant content for strategic decisions with Dow Jones Intelligent Identifiers

Across industries and professions, the demand for high-quality news and data that informs strategic insights is growing. The Dow Jones Intelligent Identifiers (DJID) taxonomy helps customers identify valuable, meaningful content for business-critical decisions.

- Pinpoint news and data on specific topics.
- Analyze sectors, competitors and trends.
- Find the most relevant content from around the world—in all formats and languages.
- DJID taxonomy covers subjects, industries, regions, listed and unlisted companies, and organizations.

FLEXIBLE DELIVERY

Supercharge workflow with Factiva Integration solutions and tools

As the volume of information across print and web media increases, so does the time spent looking for relevant business information. Improve productivity with customized integration of Factiva content and functionality into any application, with APIs, RSS feeds, alerts, sharing from Factiva.com or the mobile app and newsletters.

- Developers can use Factiva APIs to enhance existing applications, customize existing Factiva products and combine third-party content with Factiva content.
- Share information with employees via newsletter, intranet or portal.
- Cut through the noise by accessing industry-leading content from within an essential workflow.