

LexisNexis® Analytics for Information Professionals



Effective Collaboration. Seamless Integration. Efficient Delivery.

As an information professional (IP), your organisation depends on you to categorise, annotate, synthesise, archive, search and distribute critical information. The most successful IPs must enable connections among users and knowledge in the most efficient and effective way possible, often with limited resources. IPs must know how to answer the following questions:

- **What is the best way to pull media, consumer and internal information together quickly and distribute that information effectively?** If you could compile all of your relevant business information and quickly get it into the right hands, would you have an edge over your competition?
- **What is the most effective format for delivering important information to key executives and decision makers?** How can you ensure that the most critical information is clear and easy to understand?
- **What are the hot trends and issues and how could they affect my business? How can you track a topic and see how it evolves over time?**

LexisNexis® Analytics combines premium and web-based content with market leading analytics technology to generate insight into the business issues most important to your organisation.

▶ Gain Valuable Insight

Our reporting features produce easy-to-understand Newsletter to help the right people quickly spot patterns, draw conclusions, and gain valuable insight from the information.

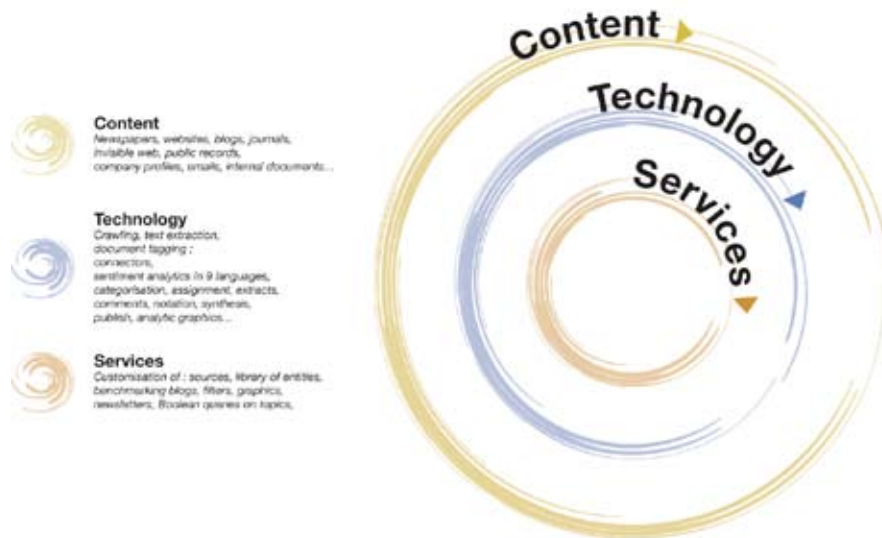
▶ With state-of-the-art text mining and sentiment analysis techniques, LexisNexis Analytics can:

- **Manage the volume** of information you receive on the topics and entities most important to your business with advanced filtering and categorisation tools by topics, by entities, by context...
- **Evaluate the tone** (positive, negative or neutral) of a newspaper article, blog or other content as it relates to the topics, companies and people of your choice in **nine different languages**.
- **Track the coverage** you, and your competition, receives by region, source, frequency and tone.



- Deliver clear, **easy-to-read newsletter and alerts** on important issues relating to the topics, people, companies and industries that affect your business.
- Compile and add **sentiment analytics** to information from all of the sources you currently use: premium subscriptions, free web sites, public records.

LexisNexis Analytics provides the content, technology and customised services you need to analyse your data and determine the best way to use the insights you've gained.



▶ What can LexisNexis Analytics do for you?

- Automatically monitors blogs, web sites, forums, internal content and press coverage through a single interface.
- Gives you the convenience of having all of your information in one place.
- Gives you the confidence that you are not missing key information or leaving out important information sources; eliminates the time spent checking multiple sources and trying to piece all of the information together.
- Categorises and sorts information by volume, source, topic, company, person and region.
- Allows you to pinpoint the source and track the spread of information that may affect your business
- Presents sentiment analytics in nine different languages.
- Ensures that you are able to take a global view of your company and measure your organisations' impact and reputation.
- Synthesises information with easy to read graphics that enable you to make a quick assessment of what is happening with specific products, companies, people or within an industry.
- Allows you to spot, track and act on trends that may affect your business without using more time or resources.

For over 30 years, LexisNexis has been a world leader in information services and information management tools. To find out more about how LexisNexis Analytics can make a difference in your business, contact one of our sales people.

FOR MORE INFORMATION CONTACT:

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