

SAGENTIA

“We have saved 20 percent on information services by switching to Nexis.”

Sarah Hinton, Corporate Librarian, Sagentia

Sagentia's Requirements

Sagentia has been creating, developing and delivering business opportunities for clients for more than 20 years. With its headquarters in Cambridgeshire's renowned 'silicon fen', the consultancy works in partnership with clients to help them grow and become more competitive. It specialises in consumer and medical markets, and has teams based in Frankfurt, Washington DC and Hong Kong.

Sagentia operates in an environment that is constantly evolving as scientific and medical breakthroughs are made, so it's crucial that the company is able to keep up-to-date with the developments of its clients and their competitors. Because so many of its clients work in highly specialised and niche areas, gathering relevant information is challenging. With a history of using multiple information suppliers, Sagentia wanted a single partner that could help them improve research efficiency, control costs and ensure users were able to access the highest quality content with confidence.

The LexisNexis Solution

To help Sagentia stay ahead of the competition and better manage its increasing information requirements, LexisNexis recommended their Nexis® Business Intelligence suite. Nexis is one of the world's largest collections of premium news, company, industry, executive and regulatory information.

LexisNexis recommended that Sagentia's research experts use the core Nexis service with its advanced search capabilities, whilst their front-line staff use the new highly intuitive NexisDirect service designed for business users with no prior research training. These two services are complemented by Nexis Company Dossier which enables Sagentia to obtain detailed information on over 46 million companies and save costs on buying expensive one-off reports.

In total, Sagentia's Nexis Business Intelligence suite brings together more than 23,000 sources of premium news and business information, delivered in a format tailored to the needs of their various user communities.

How Sagentia Benefits

“Our three criteria when making this switch were good value for money, depth of content and ease of use,” explains Sarah Hinton, the Corporate Librarian at Sagentia. “We have achieved all three.” By working with LexisNexis, she was able to show the company's Finance Director an immediate and significant saving. But that, alone, would not have been sufficient. “In the current financial climate that was important but I also had to be sure we did not sacrifice quality.”

Switching to a single platform for electronic information will bring another important benefit. “Having many information providers was confusing,” she says. “The level of information literacy varies among our users and some of the databases we had were not very accessible.” As a consequence, Mrs Hinton had found that the core of users of information systems at Sagentia, which employs 220 people across its global network, had dwindled.

“In addition to delivering better value for money I want to encourage more people to use the system and I believe that will happen with Nexis. Most of the information they need is now under one roof and, with good training, it is easily accessible with fewer clicks. I expect there will be significant time savings by those carrying out research.”

“We require a heavyweight database and Nexis delivers. It provides us with a strong, professional research tool.”

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