



**“A moment's insight is
sometimes worth a
lifetime's experience.”**

**European Microsoft
SharePoint Conference 2007**

Andrew Spalding
Dow Jones
Consulting Services Director, EMEA
February 12th to 14th, 2007
Convention Center
Hotel Estrel, Berlin, Germany

 Microsoft®
**Office SharePoint®
Server 2007**



**"A moment's insight is sometimes worth
a lifetime's experience."**

Oliver Wendell Holmes Jr.
US jurist (1841 - 1935)

Outline



- Brief look at Factiva as an organisation and how we provide external information
- Look at two examples of how the consulting group has provided a solution using Microsoft SharePoint to provide external information
- Follow-up with Q&A

Information Chaos

“At least **50%** of searches are **unsuccessful.**” (Source: IDC)

“75% of executives think information is important, but **60%** think their employees are **not finding the right information.**” (Source: IDC)

“Most business professionals spend **more than 2 hours per day** searching for information.” (Source: Delphi Group)

“**70%** of business professionals have **difficulty finding** information” (Source: Delphi)

\$



The opportunity cost to an enterprise employing 1,000 knowledge workers is about \$300,000 per week or \$15MM per year. (Source: IDC)

“An enterprise employing 1,000 knowledge workers wastes \$5MM per week... duplicating knowledge that already exists” (Source: IDC)

“Cost of unproductive searches per employee/per year: \$6,000 on average.” (Source: Delphi Group)

US knowledge workers spend about 4hrs/wk looking for, gathering and pulling information together. This activity costs \$107B to US companies every year. (Super I-Aim Study, Outsell, Inc.)

Cost of Information Chaos

Only Factiva Provides

**All of the relevant content from
the most trusted sources...**

and **only** the relevant content

to the right place

to the right person

at the right time

in the right language

in the format of your choice...



The Essence of 'Business Quality' Content

Print Media



Business-critical newspapers, magazines and trade journals covering more than 120 countries ...

such as *The Harvard Business Review*, *Barron's*, *Forbes*, *Economist*, *Financial News*, *Financial Times Deutschland*, *Les Echos*, *Hong Kong Economic Journal*, *L'Expansion*, *The Standard*, *Business Times*, *Economic Times (India)*, *Nikkan Kogyo Shimbun* ...the list goes on and on.

More than 1800 active vertical trade publications, covering more than 120 industries.

Broadcast Media



Breaking business news from premier newswires such as PR Newswire, Associated Press, *Agence France Presse*, *Agencia EFE*, *AFX Asia*, *Xinhua*, *Kyodo*, *Ralph Wragg Australian Business News* and more.

Internet



- **More than 10 million blogs**
- **More than 10,000 influential web sites**

25 Years of Proven Experience Managing and Integrating Content



Handles massive volumes of data every day:

- More than 200,000 documents per day
- 1,500,000 company records
- More than 11,000 Web sites
- More than 10 million blogs
- More than 9,000 print and broadcast sources

Editorial expertise to create and maintain a robust taxonomy including:

- 1,500,000+ company codes
- 850+ industries
- 600+ subjects
- 350+ regions

5 Million+ Documents/Month → **700 Feeds** → **22 Languages** → **152 Countries**



320 Million+
Documents



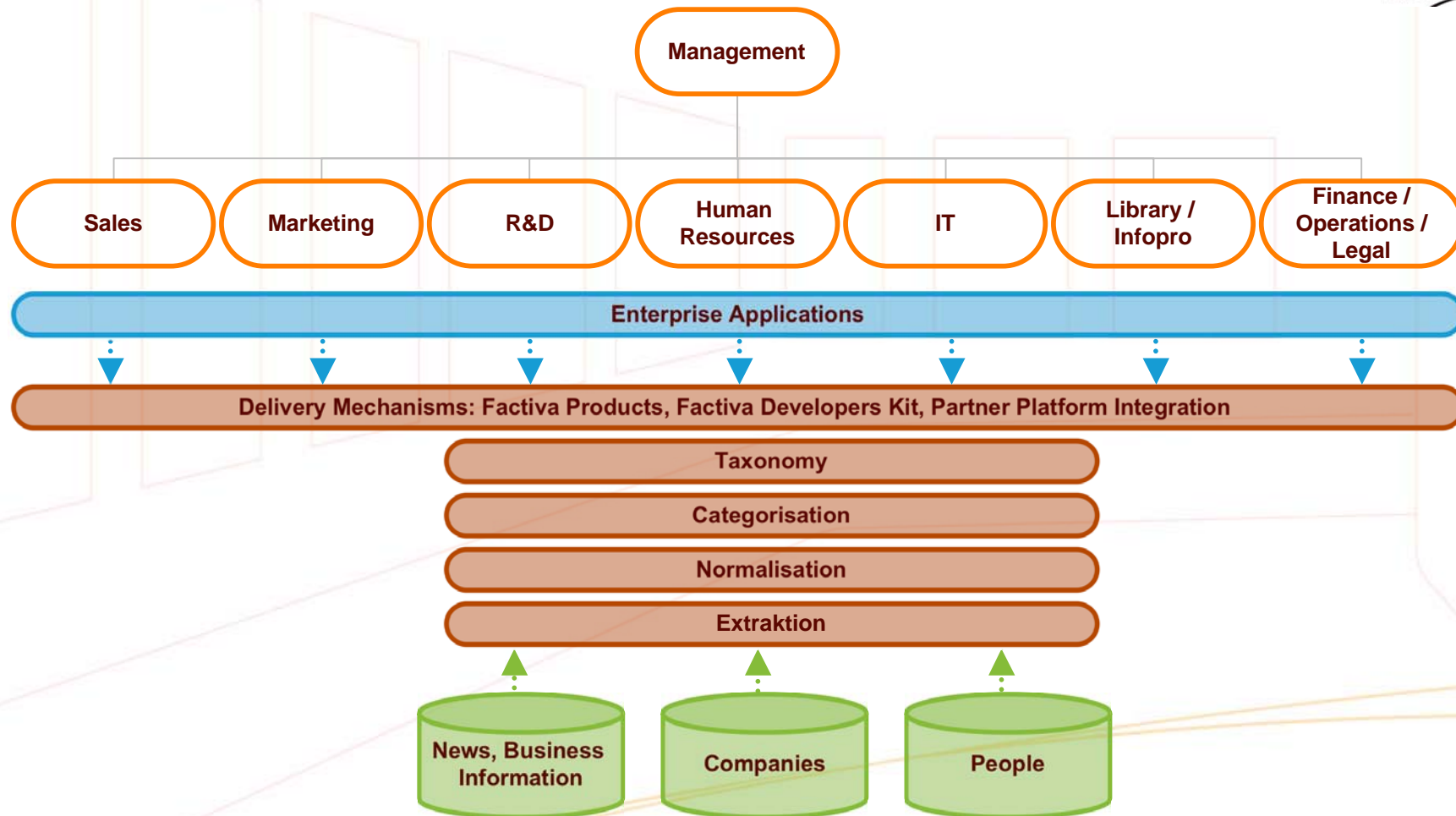
Technological Innovation



- Modular XML- Web services- and open standards-based platform
- Built on best-in-class, industry-standard commercial software
- Delivers scalability and flexibility
-
- Power of Factiva's platform
 - **1st** to business information provider to deliver consistent multi-language interface
 - **1st** to provide standards-based Application Programming Interface
 - **1st** to be embedded in Microsoft Office System 2003
 - **1st** to offer RSS capability
- **Allows Factiva to anticipate and support leading edge technologies**
- **Supports your need to leverage investments in enterprise productivity tools**



Factiva Offering Model



Case Study



"The group was tasked with creating a technology solution to provide targeted competitive news to key decision makers while also reducing the cost of finding and disseminating this information"

Julian Garza, Executive Vice President for
Knowledge Management
of the Market Knowledge Group.



Countrywide Financial - approach



Coupling Factiva's XML news feed, Factiva Select, with SharePoint's list feature, Countrywide has created custom views of news:

- today's news
- news by topic
- news by source
- news by date
- news by competitor

Case Study Countrywide financial



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HOME TOPIC BUSINESS ANALYTICS FAVORITES

Wednesday, September 21, 2005

Select a View
Today's News
Today's News by Topic
News by Topic
News by Competitors
News by Date
News by Source
Search
All News

COMPETITIVE NEWS DASHBOARD
TODAY'S NEWS

Headline	Source Name	Publish Date
HispanicLending.com Announces Home Loan Program for Undocumented Hispanics	Business Wire	9/20/2005
DALLAS - (BUSINESS WIRE) - Sept. 20, 2005 - HispanicLending.com announced today that they now have the capability of assisting undocumented employed Hispanics through the process of purchasing a home. "Homeowners are the backbone of the ..."		
Long & Short -- Fed Faces a Post-Katrina Conundrum: Slowdown in Growth, Rise in Inflation	The Wall Street Journal	9/20/2005
HOW DO YOU solve a problem like Hurricane Katrina? The Fed is humming that tune as it faces the resulting supply shock: a slowdown in growth (at least in the short term) and rise in inflation (maybe for a good, long while).		
Fed Keeps Focus On Inflation And Raises Rate --- Increase to 3.75% Shows Less Concern Over Impact Of Katrina on Growth	The Wall Street Journal	9/20/2005
WASHINGTON -- The Federal Reserve raised interest rates for the 11th consecutive time, concluding that Hurricane Katrina's impact on inflation is more worrisome than its effect on growth.		
For Mortgage Servicers, a Slew of Issues	American Banker	9/13/2005
With an estimated 360,000 home loans directly or indirectly affected by Hurricane Katrina, servicers are wrestling with a host of questions about what the storm will ultimately mean for their business.		

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Wednesday, September 21, 2005

Select a View

- Today's News
- Today's News by Topic
- News by Topic**
- News by Competitors
- News by Date
- News by Source
- Search
- All News

NEWS DASHBOARD: BY TOPIC

Headline	Source Name	Publish Date
+ Topics : Business Partners (2)		
+ Topics : Competition (162)		
+ Topics : Consumer (53)		
+ Topics : Economy (116)		
+ Topics : Industry (169)		
+ Topics : Other (11)		
+ Topics : Products (65)		
+ Topics : Regulatory/Legislative (49)		
+ Topics : Technology (39)		

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Back
News Dashboard

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REUTERS

Countrywide mortgage portfolio tops \$1.0 trillion

9/12/2005
Reuters News
(c) 2005 Reuters Limited

Lead Paragraph:

NEW YORK, Sept 12 (Reuters) - Mortgage lender Countrywide Financial Corp. on Monday said its mortgage loan servicing portfolio surpassed \$1.0 trillion in August despite the effects of Hurricane Katrina.

It also said its August mortgage loan fundings rose 71 percent from a year earlier to \$53 billion. It said August average daily loan application activity was up 54 percent from a year ago, to \$3.2 billion.

The company said it continues to assess the impact of Katrina on its businesses, assets and operations, and believes the financial impact "will not be insignificant."

...

Read more:
[http://knowledgeNOW/aitca/newsdashboard/ layouts/1033/Factiva/FactivaArticleViewer.aspx?ref=LBA0000020050912e19c0012q](http://knowledgeNOW/aitca/newsdashboard/layouts/1033/Factiva/FactivaArticleViewer.aspx?ref=LBA0000020050912e19c0012q)

Topics:

Company: Countrywide Financial Corp,

Industry: Credit Types/Services, Mortgages/Real Estate Credit, Business/Consumer Services, Banking/Credit,

News Subject: Political/General News, Disasters/Accidents, Storms, Natural Disasters/Catastrophes, Risk News, Weather,

Reference Codes: LBA0000020050912e19c0012q / 30923

Last modified at 9/12/2005 5:45 AM by [Factiva News](#)
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Countrywide Financial - Outcome



"Factiva's content experts were instrumental in helping us define and target our news topics to further our goal of getting all the right coverage, and only the right stories out to our audience"

*David Sakayeda, First Vice President,
Market Research of the Market Knowledge Group.*

The KnowledgeNow Competitive News Dashboard Sees a 51% Increase in Usage

Case Study – French Financial Institution



- Factiva Consulting Services were asked to provide a solution which would demonstrate, high adoption rates for a major new portal initiative:
 - Maximise current information investments
 - Drive portal usage
 - Aid sponsorship of technology investments
- The project was as follows:
 - Develop a pilot for accelerating internal sponsorship and prove viability to major stakeholders.
 - Custom developments, to fit usage patterns.

Case Study – French Financial Institution



- Benefits of approach
 - Encourages collaboration, cohesion
 - Accelerates decision and assessment cycles for Risk Managers
 - Leverages technology investments
- Deliverables
 - Sharepoint custom webparts for plug&play compatibility with their Portal environment.

Business Information Grid

Company	Corporate/Industrial News	Contracts/Orders	Political/General News	Prime/National Security	Contracts, Non-government	Armed Forces	Government Contracts
European Aeronautic Defence and Space Company N.V - EADS	■	■	■	■	■	■	■
The Boeing Co	■	■	■	■	■	■	■
Airbus Industrie	■	■	■	■	■	■	■
Lockheed Martin Corp	■	■	■	■	■	■	■
US Airways Group Inc	■	■	■	■	■	■	■
Delta Air Lines Inc	■	■	■	■	■	■	■
Southwest Airlines Inc	■	■	■	■	■	■	■

[Reset Grid](#)

The size of the blocks at the intersection of a given company and subject reflects the amount of articles on that company and subject over an agreed time period. Clicking on the block...

Factiva Headlines ▼

Airbus Industrie | Corporate/Industrial News

- **AIRBUS ORDER CONFIRMED**
China Daily, 26 January 2005
- **Airbus Wants A330s, A340s Checked**
Aviation Daily, 19 January 2005
- **Jumbo-sized prospects at cargo ruler of the skies**
The Express on Sunday, 23 January 2005
- **Aerospace Brief -- Airbus: Chinese Airline Is Expected To Purchase Five A380 Planes**
The Wall Street Journal, 24 January 2005
- **Battle Of Aircraft Giants Turns To Boeing 747**
Dow Jones International News, 18 January 2005
- **BAE looks longingly to the escape hatch**
The Daily Telegraph, 22 January 2005
- **Is bigger better, Airbus?**

...opens up the headlines. Clicking on the headline in turn opens up the full article.

World News Map



The size of the blocks reflects the amount of articles on on search criteria over an agreed time period. Clicking on the block...

Factiva Company News Headlines

Africa

- **BRITISH AIRWAYS' NEW CUSHIONED SEATS LAND IN THE UAE**
Al-Bawaba News, 26 September 2005
- **Emirates completes Airbus A340-500 financing program**
Al-Bawaba News, 26 September 2005
- **NATIONWIDE SOURCES EXTRA CREW AHEAD OF PLANNED STRIKE**
SAPA (South African Press Association), 23 September 2005
- **Business Day (South Africa): IN BRIEF - BUSINESS TRAVEL.**
Business Day (South Africa), 20 September 2005
- **Vanguard (Nigeria) - AAGM: Nigeria on Emergency Day.**

The figure is a scrollable list of news headlines for Africa. The list is titled "Factiva Company News Headlines" and "Africa". It contains five items, each with a blue bullet point, a bolded headline, and the source and date. A vertical scrollbar is on the right side of the list.

The size of the blocks reflects the amount of articles on on Client ABC over an agreed time period. Clicking on the block...

Address/Contact

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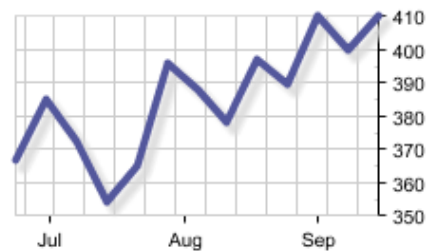
<http://www.about.reuters.com/>

Ownership Type: Public
 DUNS provided by D&B : 510327760
 Auditor/Accountant: PWC LLP

Location Type: Headquarters
 Global Ultimate: [Reuters Group plc](#)
 Domestic Ultimate: [Reuters Group plc](#)
 Immediate Parent: [Reuters Group plc](#)
 This company has 228 family members

Stock Price Activity

3 Months Weekly



Reuters Investor

Symbol

RTR.L

Price

422.00

Change

8.25 ▲

Volume

1,335,547

Exchange

LSE

52-Week High

467.75

52-Week Low

345.25

Currency

GBp

Market Index

FTSE 100,
 FTSE 350 Index,
 NASDAQ

Discovery Pane (Beta)

News discovered around this company.

Companies



Subjects



Industries



News Clusters

reuters group plc : ordinary shares
 american chamber : wall street journal
 foreign news agencies : xinhua
 pdex : philippine dealing
 kondor global risk management

Questions?

Sweepstake

Complete your Feedback form
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* English US version