

Dow Jones & Company

Case Study



How Factiva Helped a Prominent Law Firm Share Timely, Strategic Information With Key Staff



Taj, a member of Deloitte Touche Tohmatsu, is a French law firm with 370 professionals, including 42 partners, that specializes in tax and legal strategies for French and foreign multinationals, small and medium size enterprises, public and private institutions, and government organizations.

The Problem: Compile & Distribute Daily Press Review

With a large and diverse staff working across a number of industries, Taj must ensure its employees are always aware and up-to-date on key news and events affecting their industry, clients and casework. Compiling and distributing this information in a timely fashion – and in a user-friendly format – proved challenging.

The Idea: L EXPRESSO

The Information Center of Taj decided to develop L EXPRESSO, a daily press review designed to inform the partners and principals every morning about the business, tax and international news featured in the mainstream French and international press. The review would have to be compiled within an hour and distributed to staff before 10 a.m., as well as be accessible via Blackberry® and other mobile devices.



Challenges

- Share critical tax, business & international news with staff
- Compile info & distribute before 10 a.m. daily
- Ensure info is accessible via mobile devices

Why Factiva

- Content from 28,000+ news sources in 23 languages
- Advanced content delivery, integration & search capabilities
- Newsletter Builder creates professional e-newsletters with desired content

L EXPRESSO, Taj's daily internal e-newsletter of 10 articles covering business, tax and international news, is compiled and created via Factiva's news alerts and newsletter tools.

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The Solution: A Simple, Easy Newsletter Accessible By All

When creating L EXPRESSO in the summer of 2009, the Information Center used Factiva's Newsletter Builder to quickly and easily generate a personalized and professional-looking e-newsletter. Content for the newsletter was selected from saved alerts and the Newstand section of Factiva.com. Each daily issue of L EXPRESSO features 10 articles covering business news, tax news and international news.

The Result: Better Information Sharing, Better Visibility

After initial rollout and two months of peer review, L EXPRESSO proved to be a positive addition to Taj's information workflow, resulting in significant time savings for management. The press review not only helped staff get quickly up-to-speed on market events but also proved to be a great complement to specialized reports and raised awareness of the firm's Information Center and its resources. L EXPRESSO is currently circulated to all Taj partners and principals.

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About Factiva

Factiva (www.factiva.com) brings together more than 28,000 leading news and business sources from 200 countries and in 23 languages providing both a global view and local perspective for a complete information landscape. With flexible information solutions, Factiva can power intelligent workflow applications, drive collaboration among teams and filter business-driving news across the organization. Factiva Developer's Kit leverages standard Web Services API technology to integrate Factiva content and tools into business applications such as Portals, CRM/SFA systems and Intranets.

About Dow Jones

Dow Jones & Company (www.dowjones.com) is a News Corporation company (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV; www.newscorp.com) and a leading provider of global news and business information. Its principal products include The Wall Street Journal, Dow Jones Newswires, Factiva, Barron's, and MarketWatch. Its Local Media Group operates community-based newspapers and websites. Dow Jones also provides news content to television and radio stations.

The Outcome

"L EXPRESSO, the press review of the Information Center, produced with Factiva.com, has become a necessary outlet to help circulate strategic information every morning."

**– Isabelle Brasseur,
Head, Information
Center, Taj**