



Log In

Joined-up marketing

In Scope

The FT stays different, and other developments

Insight

Online Information over the years

Insider

Free from a vendor near you

Tap the Wire

The Giants woo the global audience for online news

Focus On

The Big Three: comparing news products from Factiva, LexisNexis and Thomson

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In Scope

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Insight

Martin White of Intranet Focus reflects on the continuing significance of the Online Information event, which he chaired from 1999 to 2006.

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Insider

Shirl Kennedy is our guide to gratis content lurking on database vendor websites.

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Tap the Wire

Industry news, new products and product update:

Industry News:

As Murdoch plans to free up WSJ.com, FT.com enhances its high-end image; ICC Information merges with ICC Credit; LVMH to acquire the Les Echos Group; Thomson-Reuters merger moves closer; OCLC explores social networking; the best business books recognised; Emerald expands; ACAP unveiled.

New Products:

MultiLingual guides recommended; an innovative news service; pharmaceutical market trends reported; Euromonitor ranks top cities; LexisNexis UK launches EU Tracker; Brad Group announce new media guides; Complinet establishes compliance community; top UK newspapers release digital archives; new Inderscience journals; VentureNavigator to advise UK entrepreneurs.

Product Update:

Alacra Store adds content; a new media measurement tool from Factiva; The Training Manager's Yearbook comes online; Thomson focus on hedge funds and insurance; Mergent WebReports revamped.

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Focus On

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"The Finishing Line"
Simon Foster

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Log In

By Pam Foster



One of the advantages of reviewing products is that it enables me to both establish new and extend existing relationships with information providers and publishers. During the course of a review I'm likely to speak to members of the product development and marketing teams, as well as some of the companies' senior managers. Naturally, most companies are prepared to pull out all the stops and, on the whole, this leads to a very satisfactory two-way relationship.

In the run-up to preparing this month's review of the 'Big Three' - Factiva, LexisNexis and Thomson, I asked the *VIP* and *FreePint* communities for any feedback on the three companies/products that they thought might be useful. A lot of the feedback involved Thomson and its plans for migrating previous Thomson Business Intelligence users to either *NewsRoom* or the *Thomson ONE* platform. The word 'confusion' was mentioned frequently, and after speaking with a number of Thomson people myself, I can see why. The Thomson folk were all extremely helpful and professional, but it soon became apparent that the Thomson Financial people don't really know very much about the Dialog Scientific products, and vice versa. Well, you might say they serve different markets and indeed they do, but there is such a cross-over of content that all Thomson marketing/sales personnel need to know what's available for existing and would-be clients. I appreciate that Thomson is a huge company and has undergone immense changes over the last few years, but a joined-up approach to marketing would better meet client needs.

Joined-up thinking is very much a part of Free Pint Limited – *VIP* reviews, for example, often include feedback and comment from the *FreePint* as well as the *VIP* community; *VIP*'s *Insider* section includes items from Free Pint Limited's other newsletters – *FreePint*; *ResourceShelf*; *DocuTicker*; and *Jinfo*. And this leads me to this month's *Insider* piece, which is a very helpful and quick *ResourceShelf* guide to what's available, for free, from some of the largest and best known vendors.

Many *VIP* subscribers will currently be busily preparing for next month's Online Information show. Spare a thought then for the organisers, who have been planning the event since early in the New Year. Martin White, previously Chairman of Online Information from 1999-2006, has been attending Online for over 30 years. In this month's issue he offers some personal reflections of what the event has meant to him over this period of time. Read what he has to say inside.

This is the last *VIP* before Online. It's a rather special event for *FreePint* this year as the company is celebrating its 10th birthday. Please do drop by stand 122 and help us celebrate, as well as telling me in person what you'd like to see included in *VIP* in 2008!

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