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Leveraging Verity Intellectual Capital Solutions with Role-Based Content Challenges

- **Disparate information** intellectual capital is spread across multiple applications and systems
- **Role-based needs** specific roles and/or departments are require external content to be integrated into their systems and/or workflow processes
- **Search inefficiency** information retrieval is complicated by search inefficiency and a disconnect between structured and unstructured information
- **Information disconnect** lack of relational associations between company, business news, internal information and specific roles
- **Visualizing results** developing an integrated solution that visualizes results and empowers better business

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 Webcast Alert: Oscient Pharmaceuticals Announces Date for Release of Fourth Quarter and Year-End Financial Results
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 SFBC International Announces Upcoming Conference Call to Discuss Fourth Quarter and Full Year 2004 Financial Results on February 24, 2005
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Factiva Select dashboard

Solution

Factiva, Raritan and Verity have developed a dashboard to illustrate how Verity software can be leveraged with Factiva content and Raritan integration work. This application, Factiva Select Dashboard, allows customers with Verity K2 enterprise software to capitalize on robust search capabilities with reliable global content. Factiva Select content is the only customizable news feed that enables trusted business news and information to be integrated into a portal, intranet or dashboard. Factiva Select content can be automatically loaded into a dashboard, portal or intranet or surfaced via search.

Result

- **Thorough analysis** making intellectual capital accessible in one place and visualizing the results to facilitate decision making
- **Competitive advantage** through integrating Factiva Select business news and information into the dashboard
- **Search efficiency** by integrating Verity software business logic with Factiva content and company taxonomy

Custom Solutions

- **Integration** co-mingling structured and unstructured information together with role-based taxonomy solutions
- **Role-based solutions** Factiva news feeds can be pre-classified by company, industry, subject and region. In addition, taxonomy can be defined to meet specific role or job function requirements
- **Information connection** relational associations can be linked between company, business news, internal information and specific role-based taxonomy
- **Graphical visualization** integrating internal information with external news and visualizing results—end users will be empowered to make better decisions faster

Verity

Verity K2 Enterprise gives you the ability to find the complete answers you need to identify and capitalize on opportunities, accelerate business cycles, and implement and execute effective strategies. Intellectual capital is spread across your enterprise in file and content managements systems, databases, email and wide range of enterprise applications. Pre-built Verity Gateways provide this access to most common enterprise information repositories.

Factiva Global Content and Company Taxonomy

Factiva Select is the only customizable, current awareness news feed that enables you to integrate filtered XML content from the world's best collection of global news and business information. Factiva also specializes in creating accurate relationships between data sets (company, subject, industry and region) to provide a unified view of all available company information to your users. By applying Factiva taxonomy, users will receive only relevant information about key companies, subject matter, industry trends and regional information.

How can you connect your company data?

The solution is Factiva's Company Taxonomy. Factiva's relationships with its parents, Dow Jones & Reuters, and its unique global multi-lingual content set allow it to maintain knowledge on every listed company in the world—and hundreds of thousands of unlisted companies—and to keep that knowledge constantly up to date.

How can company taxonomies be implemented?

The Factiva Company Taxonomy is available in XML format via FTP or HTTP. Updates are available as a complete file on a weekly basis, or via a daily incremental update (which contains changes for a 24-hour period). Factiva editorial consultants can work with you to provide editorial assistance, develop custom solutions and mapping tools and share best practices from Factiva's extensive experience of integrating company data from multiple environments.

Leverage information assets, integrate taxonomy and provide valuable role-based solutions

Raritan Technologies (a Verity partner) has expertise combining data from subscription content providers, internal databases and other corporate resources seamlessly into a single search interface. Raritan Technologies is a full service consulting company with expertise in Verity's product line and specialization in search applications for KM resource centers—providing development, customer software and database solutions.

Raritan Technologies has built a set of Verity compatible taxonomies using standard sources such as ClinicalTrials.gov, the Library of Congress Subject Headings (LCSH) and the NLM's Medical Subject Headings (MeSH). By using LCSH as a base, Raritan Technologies has built role-based taxonomy solutions (Business, Finance, Law, Sales & Marketing) that can be used as is or refined for different users across an enterprise.

For a free trial log on to www.factiva.com/verity

