

PARTNERSHIPS FOR SUCCESS



DOW JONES AND 3M

3M CORPORATION:

Mention 3M and an assortment of familiar products come to mind. The St. Paul, Minn.-based conglomerate has invented, manufactured and marketed everything from the ever-essential Scotch™ Magic™ Tape to the now indispensable Post-it® Notes, not to mention countless other products that are cornerstones in the industries and disciplines they serve. It goes without saying that the name 3M has become synonymous with innovation. And now, at 3M, the name Dow Jones has become synonymous with business information.

INNOVATIVE PRODUCTS, INNOVATIVE RELATIONSHIPS

At 3M, innovative product development is a way of doing business: 30% of each year's sales come from products that are less than four years old. As a result of this aggressive drive, 3M is today a \$14 billion company that sells more than 50,000 products in 200 countries around the world.

3M also prides itself on forming innovative relationships within its own organization, as well as with its customers and suppliers. For example, to serve the comprehensive needs of employees based world-wide, 3M's Information Services operates 10 information centers with a diverse staff of business information specialists, technical searchers and systems specialists.

"We have priorities that need to be addressed quickly, too quickly for the

corporate information technology channels," says Kristin Oberts, laboratory manager, Library Network, Information Services. "Because we needed to develop an information management perspective, a content perspective and a technology perspective simultaneously, we added information professionals who are also trained programmers and systems experts to our team." David Schrader, technical manager of Systems Services, in Information Services, leads this group.

"The fact that Information Services has a technology group does not stop us from cultivating close relationships with people in the corporate IT function; it simply allows us to work with them strategically," says Schrader. "We lead the identification, evaluation and

selection of information management technologies for 3M."

"The vision of Information Services is to bring the world to 3M through information," explains Oberts. This is quite a goal; 3M is a global company with more than 70,000 employees.

For more than 20 years, the company has had a relationship with Dow Jones. Dow Jones and 3M's Information Services have been doing business since Dow Jones News/Retrieval®, now Dow Jones Interactive™, featured just a handful of sources and 3M had a significantly smaller library staff. Today, the relationship has expanded dramatically. As 3M's needs for news and information have grown, Dow Jones has kept up, proving to be a truly innovative partner.

EVOLVING INFORMATION NEEDS AND SOLUTIONS

In the late 1960s—long before most other companies had even heard of the concept—3M had already developed electronic personal alerting services.

"Initially, our current awareness tools focused on patents and technical literature," says Martha Ellison, technical manager for 3M's Current Awareness and Patent Services. In the '80s, however, "we realized that we had to expand our offerings to include current business information, particularly newswires," she says.

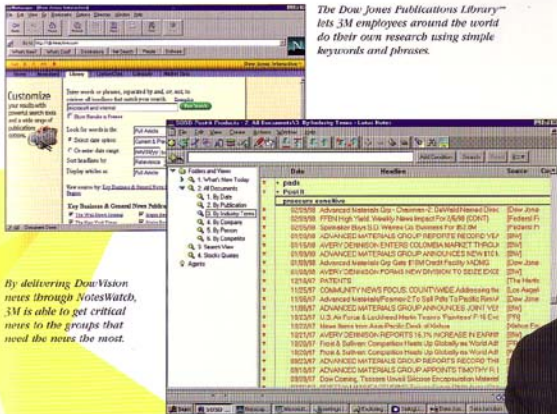
A team was established to evaluate the quality of the major news services. "We realized that to sell the product internally, it had to have considerable depth. Likewise, if it was to be truly valuable to the 3M community, the product had to have first-rate content," says Ellison.

For the depth of news they sought, the team selected DowVision®, a direct to

the desktop news service from Dow Jones. DowVision provides the current day's full-text editions of *The Wall Street Journal*®, and its global editions, *The New York Times*, *The Washington Post*, *Los Angeles Times*, as well as news feeds from the Dow Jones News Service® and Dow Jones International News Service®.

"We evaluated a number of news providers and DowVision was the clear leader from both a business content and price standpoint," says Oberts. "With DowVision, time-pressed business people throughout 3M receive breaking industry developments from around the world, news analysis and current information on the competition."





The Dow Jones Publications Library™ lets 3M employees around the world do their own research using simple keywords and phrases.

By delivering DowVision news through NotesWatch, 3M is able to get critical news to the groups that need the news the most.

HARNESSING THE POWER OF DOW JONES

3M's next step was to integrate DowVision into its WireWatch corporate information delivery system. WireWatch filters satellite newsfeeds through a search engine and delivers the results through internal e-mail systems used by 3M employees world-wide.

Information Services staff works with each WireWatch user to design a personal profile based on interests and lines of business. WireWatch screens the thousands of articles that flow into 3M from DowVision each day, and filters for those that meet each user's designated criteria. Each article is delivered immediately to the recipient's electronic mailbox with the headline of the article appearing in the subject line of the message.

3M made the decision to use Lotus® Notes® as a corporate networking solution. The Information Services team then harnessed the strengths of Notes as a delivery mechanism for the wealth of information from DowVision by creating

another news alerting service called NotesWatch. With NotesWatch, users can either search the databases, or use a Notes agent to deliver articles to their electronic mailboxes. "The NotesWatch databases have been widely accepted by sales, marketing, technical and research people. They're providing a really useful stream of information, and we expect a considerable increase in usage as the word gets out," says Oberts.

"We knew it would be useful to make the same information that WireWatch users found indispensable available through Notes databases," says Ellison. "With WireWatch, each profile is unique to a particular person; in NotesWatch, a profile serves an entire work group. So now, 3M employees have a solution for accessing the news they need."





DIVERSE DISCIPLINES BENEFIT FROM BREAKING NEWS

For many years, the Information Services group primarily served the technical groups within the company. "Although we provided business information all along, our service to 3M's business community didn't parallel our service to 3M's technical community," says Oberts. "It wasn't until the introduction of NotesWatch that we experienced such deep penetration into the company's business groups."

"Interestingly enough, we also saw the technical staff become some of our best customers for business news," Oberts says. "The activities of the technical staff are market-driven. They can't effectively invent products in a vacuum. They can only develop products for a particular market if they know what the market looks like and if they are aware of the activities of the competition," she explains.

"For example, we were setting up profiles for folks in the Corporate Research Process Technology Labs, a technical group that handles cutting-edge processing," says Ellison. One of the specialists at the table sat silent as Ellison's team outlined the multitude of technical sources at his disposal. When Ellison described DowVision on WireWatch, the specialist finally spoke up, saying "this is exactly what I want. I don't want technical stuff."

VALUE-ADDED ARCHIVAL INFORMATION

Dow Jones information is also tapped for retrospective research. The information specialists often run searches against the extensive archival news and information found in the Dow Jones Publications Library, a major part of Dow Jones Interactive. The Publications Library offers more than 5,500 sources, including trade publications, business magazines, leading newspapers and newswires, and more than 1,100 international sources.

Ellison explains, "last year, one of our senior patent searchers was trying to locate critical patent information on a technology that 3M was considering

acquiring. Because she found minimal information in the patent sources, she consulted a colleague in the 3M Business Library. A search for the name of the company and its president produced useful company information and revealed additional leads into patent literature."

When the manager who requested the search reviewed the information that was pulled from Dow Jones and the patent literature, he determined that the new technology wasn't worth the investment. "Afterward, he described to us how his colleagues, ready to invest a significant amount of money in the technology, decided not to do so, based on the business situation," says Ellison.

Soon, all employees will be able to conduct research in the Publications Library through a hyperlink in the Information Services internal Web site. This seamless link between the 3M intranet and Dow Jones will provide a valuable supplement to the information currently available.

"WE EVALUATED A NUMBER OF NEWS PROVIDERS, AND DowVision WAS THE CLEAR LEADER FROM BOTH A BUSINESS CONTENT AND PRICE STANDPOINT."
— KEVIN OBERTS

THE 3M PHILOSOPHY: INNOVATION EVERYWHERE

3M has had technical libraries since the 1930s and a business library since the late 1950s. While today's innovative library/information services programs may look different than those offered 60 years ago, they're founded on the same commitment: To deliver critical news and information to the entire organization.

"Our philosophy is to put a variety of information resources in front of people," says Oberst, who recognizes that no single solution will address the wide range of employee needs. "All the information delivery platforms we've created have served to build awareness of the multitude of services offered by the library," she says.

With innovation permeating their efforts and top-quality content delivered by Dow Jones, 3M is positioned for many more years of success.

