

Turn Your Intranet into A Corporate Knowledge Center



“The more money that an organization pumps into its intranet, the more likely it is to predict a strong ROI. So it’s not too surprising that IT managers at companies experiencing regular and frequent visits by employees are far more likely to expect positive ROI than managers at companies whose intranets get very low employee usage.”

InformationWeek
“Intranets Provide Payback”
September 21, 1998

To build your world-class intranet, rely on innovative tools...

The Dow Jones Interactive® Intranet Toolkit is a set of applications that enables you to integrate Dow Jones Interactive content into your corporate intranet. Select from the following tools based on your intranet strategy:

Tool One—Server Software

Import news and information from the Dow Jones Interactive servers to your intranet server. With Server Software, content managers can add comments to articles and e-mail high-priority items to selected individuals. Employees can set up their own personal pages and search current and archived news at once.

Tool Two—Content Objects

Receive Dow Jones Interactive content via ADO Record Sets. This sophisticated solution enables developers to integrate internal and external information into a single interface. Employees can conduct a single search to uncover all the answers they need.

Tool Three—Direct Links

Place an icon on your intranet that provides password-free access to any content area of Dow Jones Interactive, or to the entire service. Employees can gain single-click access to the popular Dow Jones Interactive interface.

Tool Four—Intelligent Searches

Place a link on your intranet to execute a pre-defined search based on any topic, such as competitors or industry trends. Employees can receive matching headlines simply by clicking the link.

...that provide access to high-quality business information.

Many leading companies rely on Dow Jones Interactive to transform their corporate intranets into high-traffic knowledge centers.

As the world’s most comprehensive business intelligence service, Dow Jones Interactive eliminates unproductive searching associated with the public Web. And that’s important when you consider that the average revenue per employee in a Fortune 100 company ranges from \$1.79 to \$2.55 per minute. Thus, an employee who spends an hour browsing the Internet and receives irrelevant information has wasted more than \$100 of his/her potential to generate revenue. That’s just one of the reasons why Dow Jones Interactive can be found on more than 600,000 desktops around the world, delivering a wide range of business content offered in these areas:

Business Newsstandsm: Get today’s top newswire articles or browse through the current issues of leading newspapers and business magazines.

Publications Librarysm: Conduct in-depth research from more than 6,000 global sources, including newspapers, newswires, business magazines, trade publications and television transcripts. Plus, you can receive article images exactly as they appeared in print.

Dow Jones Web Center: Dow Jones editors select only the most valuable and popular Web sites to be included in Web Center, so you’re assured of receiving timely, relevant information.

CustomClips[®]: Create news folders to track the information that matters to your colleagues. Targeted news is delivered automatically throughout the day.

Company & Industry Centersm: Find thousands of company, industry and country reports, including primary market research reports.

Historical Market Data Centersm: Get up to 25 years of historical pricing on thousands of financial issues from around the world, including securities and dividends. You can also look up exchange rates in more than 150 currencies.

The Wall Street Journal[®] Interactive Edition: Use this authoritative news resource to track company news and maintain company quotes for issues traded on the New York, London, Toronto and Hong Kong exchanges.



Tool One Server Software

Dow Jones Interactive Server Software resides on your server to receive news and information via e-mail or FTP. Employees can set up dynamic personal pages on your intranet to track the news and company quotes that matter most to them.

As a content manager, you can use Server Software's built-in editorial interface to add commentary to articles and e-mail them to selected distribution lists. These features ensure powerful content control so employees don't miss the key information that affects their projects.

You can also customize display options, such as background color, so employees can view information in a layout that fits the look and feel of your intranet.



Here's how news and information from Dow Jones Interactive can look on your intranet if you use Server Software.

Companies can use Server Software to place the right content in the right hands:

- **Corporate Communications** can use Server Software's editorial interface to add editorial commentary to key articles, then post or redistribute them to selected individuals
- **Business Development** can search a news archive and another company's Web site to follow the trail of a possible joint venture or takeover
- **Sales** can create their own personal "Prospects" page to arm themselves with news and company quotes on potential customers
- **Marketing** can follow recent competitive threats by accessing a "Competitors" news folder
- **R&D** can stay abreast of government activity by clicking a Government Regulations news folder

SERVER SOFTWARE

Dow Jones Interactive areas available:

Business Newsstand (for general and business news only), CustomClips, Publications Library, Dow Jones Web Center and The Wall Street Journal Interactive Edition (for current company quotes only)

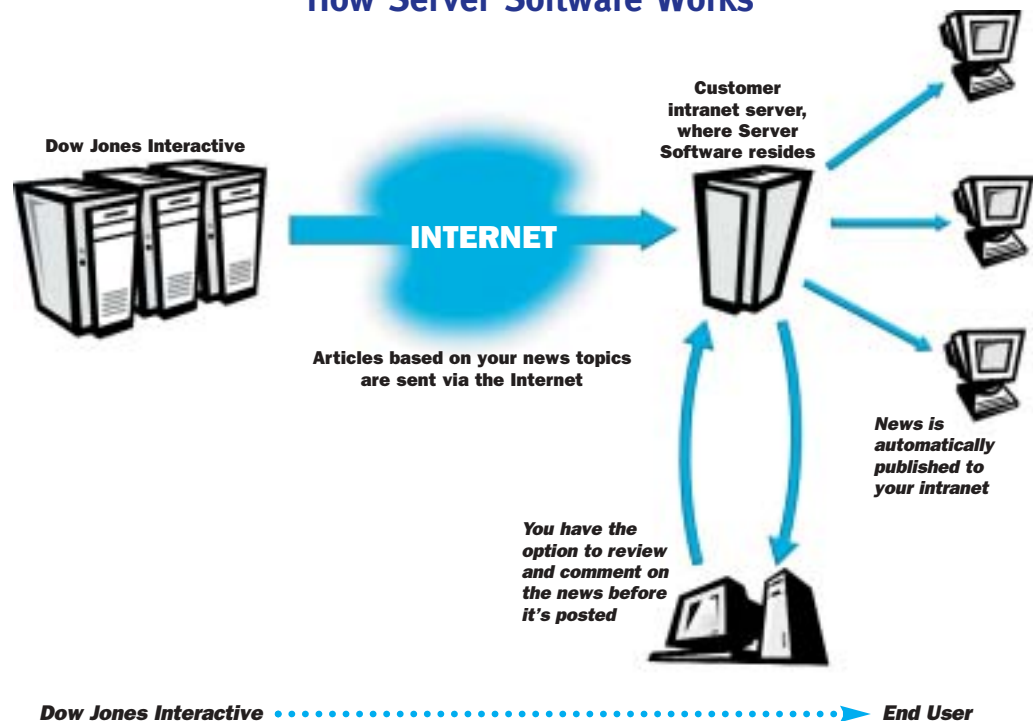
Requirements:

Server platform: Windows NT, MS Web Server IIS
(Contact your Dow Jones Account Executive for information about our Sun Solaris-based server software.)
Processor: Dual Pentium Pro 200
Memory: 128MB
Hard Drive: 1GB
Delivery Method: FTP/E-mail (POP)

With Server Software you can:

- Create a business intelligence portal for employees
- Build folders to track the news and information needs of your entire company
- Refine search statements and source selections using Dow Jones Interactive
- Distribute articles via e-mail to colleagues at the same time they are published on the intranet
- Enable employees to personalize pages and build a personal news archive
- Add editorial commentary to articles
- Customize the interface to match your intranet's look and feel
- Receive usage reports to evaluate which folders and articles are generating the most traffic
- Customize your Web pages using a point-and-click interface or leverage your knowledge of ASP

How Server Software Works



Tool Two Content Objects

Dow Jones Interactive Content Objects meet the toughest challenge of building a sophisticated knowledge management system: enabling colleagues to access both internal and external information from the same page. Using Content Objects, intranet developers can apply their programming expertise to integrate Dow Jones Interactive content into the intranet in a standardized format. What's more, Content Objects reside on Dow Jones Interactive servers, so they're easy to use and easy to maintain.

When employees search the intranet, Dow Jones Interactive content is delivered as ADO record sets, which can then be converted into HTML to match your company's existing intranet layout and design.



Here's how results might be displayed on your intranet, with Content Objects.

Companies can use Content Objects to build a sophisticated search/retrieval center:

- **Marketing** can conduct one search to gather meaningful in-house marketing proposals and news on competitive strategies
- **Finance** can assess investments with internal numbers as well as the latest stock price and recent earnings announcements
- **Corporate Communications** can search for internal executive interviews and trade journal interviews
- **Sales** can conduct a full-scale search on a prospect using both an internal prospect database and an external news archive
- **R&D** can conduct a single search to identify both internal material requirements as well as the latest breakthroughs in the news

CONTENT OBJECTS

Dow Jones Interactive areas available:

Publications Library, Dow Jones Web Center and The Wall Street Journal Interactive Edition (for current company quotes)

Requirements:

Programming: Visual Basic, Active Server Pages or C++

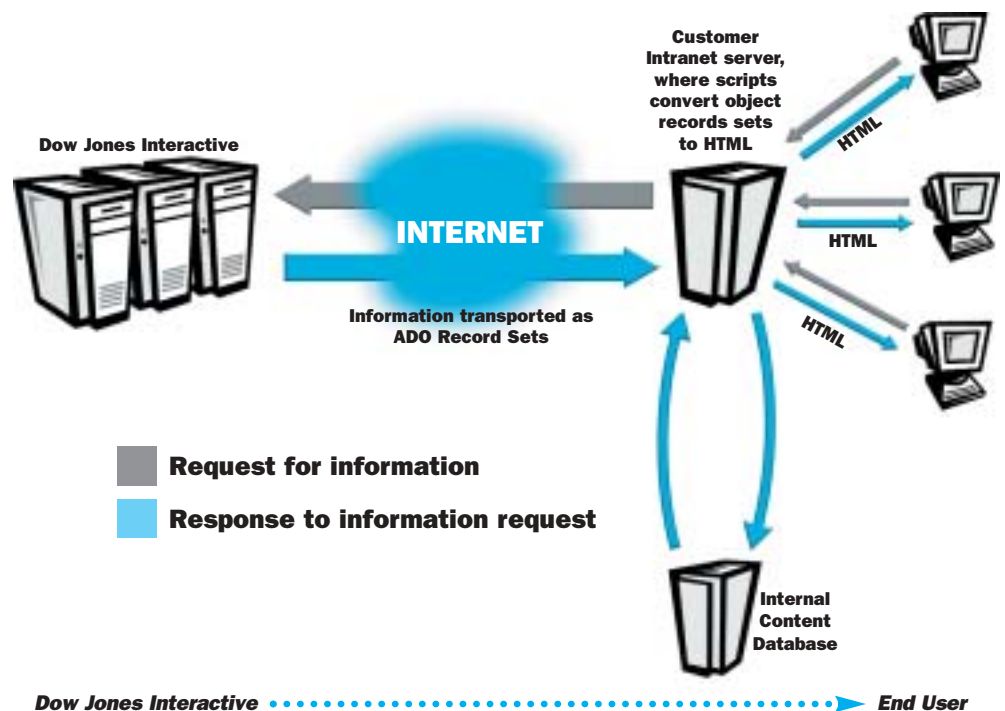
Network:

HTTP

With Objects you can:

- Have complete control over the integration of internal and external content
- Leverage your existing programming expertise
- Have employees connect to your servers rather than the Internet to get targeted news and information
- Develop completely customizable interfaces

How Content Objects Work



Tool Three

Direct Links

Provide colleagues password-free access to any or all of the content areas of Dow Jones Interactive. Your colleagues will recognize the Dow Jones Interactive icon as a symbol of comprehensive and credible business intelligence—so they don't have to search multiple sources on the Web.

All you have to do to set up a Direct Link is insert the appropriate URL and Dow Jones Interactive icon.

DIRECT LINKS

Dow Jones Interactive areas available:

Business Newsstand, Publications Library, Dow Jones Web Center, CustomClips, Company & Industry Center, Historical Market Data Center and The Wall Street Journal Interactive Edition

Requirements:

Programming: minimal HTML

Network:

HTTP

With Direct Links you can:

- Take advantage of the familiar Dow Jones Interactive Web interface
- Reduce the time and resources needed to integrate external content
- Strategically place links or icons on your intranet



Here's how a Direct Link might appear on your intranet.

Tool Four

Intelligent Searches

Pre-configure frequently performed searches for those colleagues who don't have the time or expertise to create complex search statements. When individuals click on the link, they gain instant access to current news headlines.

All you have to do is create and modify URLs for each specific search statement.

INTELLIGENT SEARCHES

Dow Jones Interactive areas available:

Publications Library

Requirements:

Programming: minimal HTML

Network:

HTTP

With Intelligent Searches you can:

- Ensure fast answers for frequently conducted searches on competitors, industry trends and more
- Establish a link to news and information without special programming
- Minimize the amount of time and resources needed to integrate external content
- Refine embedded search statements to react to changing business conditions



Here's how Intelligent Searches might appear on your intranet.

Companies can use Direct Links for convenient access to Dow Jones Interactive:

- **Public Relations** can review internal information and from the same screen, clicking the CustomClips icon to extend their search using Dow Jones Interactive
- **Finance** can generate a pricing history report for an issue by clicking the Historical Market Data Center icon from the department's intranet page
- **Marketing** can gain access to marketing reports by clicking the Company & Industry Center icon
- **Sales** can begin researching prospects on the internal sales database, then continue their search by clicking the Publications Library icon

Companies can use Intelligent Searches to take employees to the news they need:

- **Corporate Communications** can click the Local Branch news link to assess news headlines just from newspapers covering the communities of branch locations
- **Marketing** can click the Competitors' Product Announcements link to receive related headlines
- **Sales** can click a Potential Prospects link to track current headlines about prospects
- **Business Development** can click a Joint Ventures link to follow news on the latest partnerships



Dow Jones Interactive—the Powerful Combination of Content and Technology That Makes Intranets More Productive

A recent study by the information industry advisory firm Outsell, Inc. found that sales and marketing professionals spend an average of 25% of their time obtaining, reviewing and analyzing external information.

Additionally, 91% of marketing professionals use the Internet for business intelligence, while only 8% use their intranets.

An intranet can only serve as the most essential tool for sales and marketing professionals when it provides content that is credible, timely and accurate.

“In my estimation, Dow Jones is the pre-eminent content provider. In fact, we’ve talked with other news organizations, but they have indexing schemes that are light years behind.”

Tom Fodor
Case Corporation

“Dow Jones provides consistently high-quality information that we can count on.”

Marsha Fulton
Arthur Anderson

“Dow Jones automatically sifts through thousands of news stories as they come in. Ideal for marketers and corporate strategists who want to keep tabs on competitors from the comfort of their swivel chairs, the service boasts great sources including *The New York Times*, *San Jose Mercury News* and, of course... *The Wall Street Journal*®.”

Wired
September 1998

Call Dow Jones Customer Service today or visit
<http://ask.djinteractive.com/toolkit>
to discover how you can turn your intranet
into your company’s most frequently
used intelligence resource.



Dow Jones Interactivesm
Everything You Really Need To Know.

ASIA/PACIFIC
852.2832.2323

EUROPE/MIDDLE EAST/AFRICA
44.171.832.9690

LATIN AMERICA
525.282.0960

UNITED STATES/NORTH AMERICA
800.369.7466

E-MAIL
support@wsj.dowjones.com



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