

Dow Jones Editorial Workbench

Drive Success with Information



Your firm depends on you to quickly and efficiently gather and share relevant news, trends and events that can affect your company. Whether you are responsible for meeting the information needs of one team or many, the newly enhanced. **Dow Jones Editorial Workbench** is the information platform for you. With fully customizable newsletter building capabilities and highly flexible distribution options, you will be able to promote effective communication, collaboration and decision-making across your organization to drive success.

Customize and Share Information When, Where and How Your Organization Needs it

Dow Jones Editorial Workbench is an easy-to-use platform that helps communications and information professionals seamlessly manage and share news and information across an organization.

- Access and deliver essential content from Factiva and critical third-party sources alongside your internal, proprietary content.
- Quickly select and sort the most important articles using intuitive drag and drop functionality.
- Share relevant content in multiple, brand-compliant formats, including newsletters, summaries, emails, portals, intranets and RSS feeds.
- Permit multiple “user editors” and manage their output regardless of location, time zone or language.
- Know what information is being used most by your organization with clear, accurate usage statistics

Options that Enhance Your News Delivery Program

To help you further customize how you deliver news and information, Dow Jones Editorial Workbench also offers five premium packages, and the expert Dow Jones Client Solutions team will work with you to match the best solution to your firm’s needs.

- **Automatic Generation** – Save time and man power for repetitive tasks with this automated newsletter production and distribution option.
- **Editorial** – Meet the specific needs of multiple teams across your organization with control over distribution list management and Factiva search creation.
- **End-User** – Facilitate engagement with your readers with easy access, sharing and feedback options.
- **Billing** – Gain clarity on content usage within your organization with access to usage reports by publications and/or departments.
- **Branding** – Insure each publication has your targeted and professional look to strengthen your brand incorporating your brand across the entire application.

The image displays two screenshots of the Dow Jones Editorial Workbench. The left screenshot shows an email client window titled 'BMW Watch 04/12/2010' with a newsletter preview featuring a BMW car. The right screenshot shows the 'Dow Jones Editorial Workbench' interface, specifically the 'Select Content' page. It includes a search bar for Factiva.com, a 'Select Content' section with article snippets, and a 'Build News Summary' sidebar with a list of articles to be included in the newsletter.

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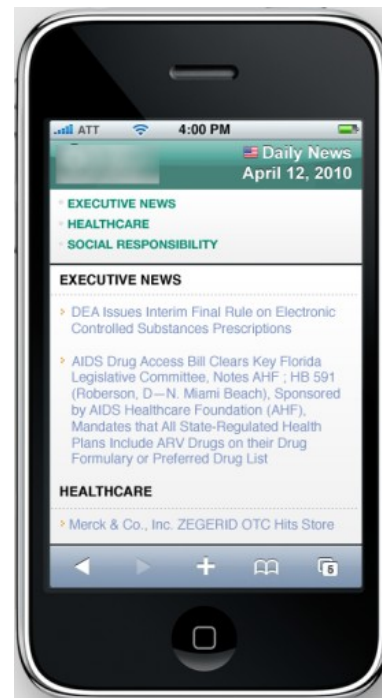
The Unmatched Resources of Dow Jones & Factiva

Pulling from our award winning Factiva database, you will be able to access and surface relevant content that is essential to your organization and its diverse information needs.

- Factiva's extensive 30 year library consists of 28,500 publications in 23 languages from 200 countries around the world
- Factiva's award-winning technology includes Saved searches, Factiva Alerts, XML feeds/ Web services and RSS

To present a holistic view of your firm's competitive environment, turn to Dow Jones Client Solutions. The team can import critical internal stats such as CRM data and product reports as well as third-party or free web content into your Dow Jones Editorial Workbench implementation.

The Dow Jones Client Solutions team will leverage its deep understanding of Dow Jones content and technology and extensive client engagement experience to speed deployment, reduce resource constraints and increase your return on investment.



Drive Your Organization Forward with Timely and Essential News and Information

Dow Jones Editorial Workbench provides you with the flexible news publishing platform you need to make sure stakeholders at your company are always informed.

For more information about Dow Jones Editorial Workbench, contact [Dow Jones Client Solutions](#).