

DOW JONES CASE STUDY

CLIENT: **THE DIAMOND TRADING COMPANY (DTC)**

Dow Jones Helps a Leading Diamond Company Add Value to its Extranet and Strengthen Client Relationships

The Diamond Trading Company (DTC) is the rough diamond distribution arm of the De Beers Family of Companies and the world's largest supplier of rough diamonds, by value. The DTC sells diamonds sourced primarily from De Beers' mining operations and partnerships in Africa and Canada. These rough diamonds are sorted and sold to objectively selected clients known as Sightholders. There are currently 74 DTC Sightholders, representing world-class diamond companies that travel to London several times a year to buy DTC rough diamonds.

THE NEED: Provide Top Quality Service, Valuable Info for VIP Clientele

At the heart of DTC's business are its Sightholder relationships. It's critical for these objectively selected clients to not only get the highest level of service but also access to the best and highest level of information whenever they need it. As head of DTC Sightholder Services, Louise Prior is responsible for supplying Sightholders with industry information, from publicly available sources only, and insight they require when purchasing DTC diamonds, including sales figures, key learnings, growth forecasts and more.

To that end, DTC created a client-only extranet to provide "best of market" content and technology solutions for Sightholders. DTC had used Factiva's Daily Media Monitor service since 2007, but was eager to expand its portal's capabilities and customize the experience to better meet the information needs of its Sightholders.

Working Together To Find the Right Solution

In 2009, Dow Jones Client Solutions was brought in to collaborate with the Sightholders Service group to gauge the information and technology needs of its clients and help customize the appropriate solution.

THE SOLUTION: Comprehensive, Relevant Insight to Support Decisions

After working closely with the Sightholders Service group for some time, the Client Solutions team recommended that DTC expand its information offerings by supplementing its Factiva Daily Media Monitor subscription with the Editorial Workbench solution. This would give the company more options in information-sharing and allow it to expand its offering with additional third-party and publicly available content.



"Dow Jones Client Solutions came up with a number of enhancements that would bring even more value and ease of use to the Sightholder portal."

— Louise Prior, Head of DTC Sightholder Services



► CLIENT GOALS

- Secure content portal for key clients
- Easy to use, efficient and reliable
- Reinforce the DeBeers brand
- Exclusive client 'community'

► ADDITIONAL BENEFITS

- DIY aggregation & publishing
- More than just e-newsletters
- Track client usage – the most read section of the site

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HOW DOES DAILY MEDIA MONITOR WORK?

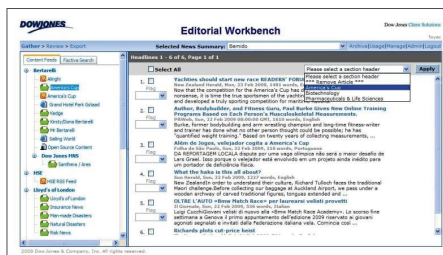
Each business day, Dow Jones compiles the 'DeBeers Daily Media Monitor' containing roughly 20 to 40 relevant key news articles and stories of interest from Factiva.com, cleanly organized in specific sections ("Credit Crunch," "Consumer Related Articles," etc.) and subsections ("Consumer Confidence," "Trade," etc.). After review and approval by De Beers staff, the Media Monitor is published to the Sightholders extranet.

WHAT DOES EDITORIAL WORKBENCH ADD?

It was clear that De Beers staff need more direct control over the selection and distribution of information to Sightholders. Editorial Workbench allows for easy aggregation of content—both from Factiva.com and from other sources via up to 100 content feeds—and the quick dissemination of information in the desired format.

With the Editorial Workbench tool, for first time, De Beers and DTC staff could:

- Create and publish HTML e-newsletters, Web content, XML and RSS feeds
- View and share archived newsletters
- Change user profiles and distribution groups
- Search the Factiva database for relevant content
- Track usage statistics



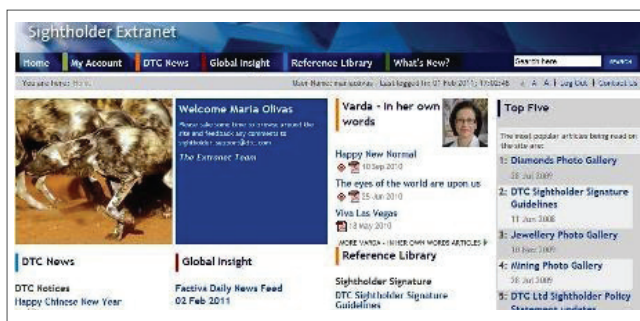
The Client Solutions team also developed several custom enhancements to the Editorial Workbench. Extranet content is branded with the DTC logo and easily identified with De Beers and its brands.

The Sightholders Service group can now monitor extranet use and traffic to better understand which kinds of content are most widely seen and valued by clients.

THE RESULT: Improved Information-Sharing & Client Satisfaction

Today, the DTC Sightholder extranet delivers essential data and information in real time and houses an archive of diamond industry information. "We can keep our clients constantly informed via a highly secure site they can access every day all day for confidential info—pricing, specials and more," says Ms. Prior.

DTC continues to work closely with the Dow Jones consultants to improve the Sightholders portal and is looking to expand its relationship with Dow Jones. "This kind of relationship really takes you to infinite growth potential," says Ms. Prior. "We can offer better solutions to clients and better meet our business goals."



DTC's Sightholder extranet displays content from Factiva, as well as from third parties and publicly available sources, and is managed using Dow Jones Editorial Workbench.

WHY CHOOSE DOW JONES?



"Factiva helps provide an exclusive community. Sightholders are exposed to 'best in market' information, news, events [and] conferences... Our extranet must provide the best information for high-level executives."

— Louise Prior, Head of DTC Sightholder Services

THE OUTCOME



"Dow Jones really helped facilitate information-sharing to De Beers clients. If our clients are not on top of industry and competitive news, it can be detrimental to their business. Factiva helps maintain a lifeline to ensure our clients don't miss a beat."

— Louise Prior, Head of DTC Sightholder Services



"[Dow Jones] helped us to create a social network or community in the industry with a level of accessibility that just feels right."

— Louise Prior, Head of DTC Sightholder Services

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