

Dow Jones & Company

Case Study



How Factiva Helped a Leading Media Company Automate & Improve Essential Information Sharing



Founded in 1826, Le Figaro is a media group that not only publishes Le Figaro, the leading daily newspaper in France, but also magazines and other specialized publications and has become a leader in online news.

The Problem: Information Sprawl

With a staff of 10 people, Le Figaro's Information Center struggled to efficiently gather, archive, and distribute an ever-increasing volume of information to Le Figaro's 1,200 journalists and employees. Under the guidance of Sophie Guerrier, the Center decided to improve information sharing and productivity and adopt fully electronic formats to give journalists and employees self-service access to more of its content.

The Idea: A Centralized Info Portal Called "Rosetta"

Le Figaro conceptualized an innovative information portal that would greatly automate information gathering, indexing, and distribution, and provide users with a central place to search for, find and download relevant materials. *They settled on the name of Rosetta for the project.*

The Goal

"Our objective at the planning stage was to accurately design the tool we wanted to use at the end of the project. We thought thoroughly about which type of information, for which user, in what format and when needed."

– Sophie Guerrier, Head, Information Center, Le Figaro

Why Factiva

"We selected Factiva for the breadth of its content sources, full text availability and technical presentation of the results in a homogeneous and consistent format. This allows us to offer a quick and efficient federated search solution that remains transparent for users."

– Sophie Guerrier

The screenshots show the 'LE FIGARO Intranet documentaire' interface. The top navigation bar includes 'Accueil', 'Recherche', 'Le kiosque', 'Ma doc', and 'La doc'. Below this, there are tabs for 'Recherche simple', 'Recherche avancée', 'Recherche dédiée', 'Recherche dans mes favoris', and 'Historique des recherches'. The search area includes filters for 'Sources' (Groupe Figaro, Quotidiens, Magazines, Spécialisés, Dépêches), 'Sources pdf', 'Vidéos', and 'Factiva'. A search box is labeled 'Je cherche' with a dropdown for 'Dans tout le document' and 'Dans la titraile'. There are also filters for 'Le' (date), 'Depuis' (time range), 'Auteur', 'Editeur', and 'Publication'. The results page shows a search for '[Factiva] - Après le 12/08/2010' with 85970 documents. It features a 'Secteur d'activité' sidebar with categories like Industrials, Commercial Banking, Banking/Credit, etc. The main content area displays search results with titles like 'Syria: High bar for investment banks' and 'Database: risk ratings'. A 'Sources' sidebar lists various news sources like Factiva, Dow Jones International News, etc. The bottom right shows a 'Date de parution' filter.

Screenshots: Le Figaro's Rosetta information portal features custom search functionality and content integration from Factiva.

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Making Factiva Part of the Answer

When developing the functions and features of the Rosetta portal, the Center surveyed likely users, created precise user profiles and worked to simulate how the portal would be used.

Rosetta would integrate a variety of content, from internal news feeds to PDFs of articles to videos and rich media from Le Figaro's many web sites. But Rosetta would also have to incorporate external content. Fortunately, Le Figaro was a long-time customer of the Factiva product line.

Using the Factiva Developer's Kit, Le Figaro was able to seamlessly integrate rich content from 80 full-text publications into Rosetta, with an archive of three months. According to Ms. Guerrier, Le Figaro chose to partner with Dow Jones and its Factiva product line because of proven capabilities and expertise in content integration which quickly surfaces the most relevant content directly in users' work environments.

The Solution: A Powerful, Useful Intranet

Launched in June 2009, Rosetta features a robust search engine, a Kiosk to browse publications in PDF, personalized news feeds, and specialized content like events calendars and hot news topics. Project files include pictures, graphics and comments.

Rosetta automatically retrieves text, graphics and video from Le Figaro group and 30 other publications, transforms this content into HTML and then indexes it for easy retrieval. Now, any Le Figaro employee can find relevant content via a single search. According to Ms. Guerrier, 30% of Rosetta's content is now handled automatically with the long-term objective to increase automation even further.

The Result: More, Happier Users and Greater Productivity

After initial training, users of Rosetta reported being extremely satisfied with the new portal. All employees have access to the solution with a personalized selection of sources. "We also identified new audiences likely to be interested," says Ms. Guerrier. A second phase is planned and will include more content and improved technical features.

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About Factiva

Factiva (www.factiva.com) brings together more than 28,000 leading news and business sources from 200 countries and in 23 languages providing both a global view and local perspective for a complete information landscape. With flexible information solutions, Factiva can power intelligent workflow applications, drive collaboration among teams and filter business-driving news across the organization. Factiva Developer's Kit leverages standard Web Services API technology to integrate Factiva content and tools into business applications such as Portals, CRM/SFA systems and Intranets.

About Dow Jones

Dow Jones & Company (www.dowjones.com) is a News Corporation company (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV; www.newscorp.com) and a leading provider of global news and business information. Its principal products include The Wall Street Journal, Dow Jones Newswires, Factiva, Barron's, and MarketWatch. Its Local Media Group operates community-based newspapers and websites. Dow Jones also provides news content to television and radio stations.

The Outcome

"[Rosetta] is the hub for the whole library team's activity and is also a central tool to select, manage and qualify internal and external feeds of information. Also, with Rosetta, journalists can now search by themselves information for their own needs."

– Sophie Guerrier

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