

# **Company Profile Subscription (CPS) for InterAction**

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# Agenda

- The Vision
- The Value
- The Plan
- The Solution
- Q&A

# The Vision

- To put the right information at the fingertips of professionals by integrating InterAction and LexisNexis Content
  - Pull in the key pieces of information you want to manage within InterAction
  - Link out to LexisNexis for a real-time view of more dynamic information to complete the picture

# The Value

- **Data Quality**
  - Quality company data that is populated directly into InterAction leads to increased user adoption.
- **Segmenting and Targeting**
  - Robust information that is populated and kept current in InterAction allows marketers to develop highly segmented and targeted marketing programs.
- **Cost Savings**
  - Quarterly updates of information that previously required manual research and data input are now automatic, freeing up resources for more strategic initiatives.

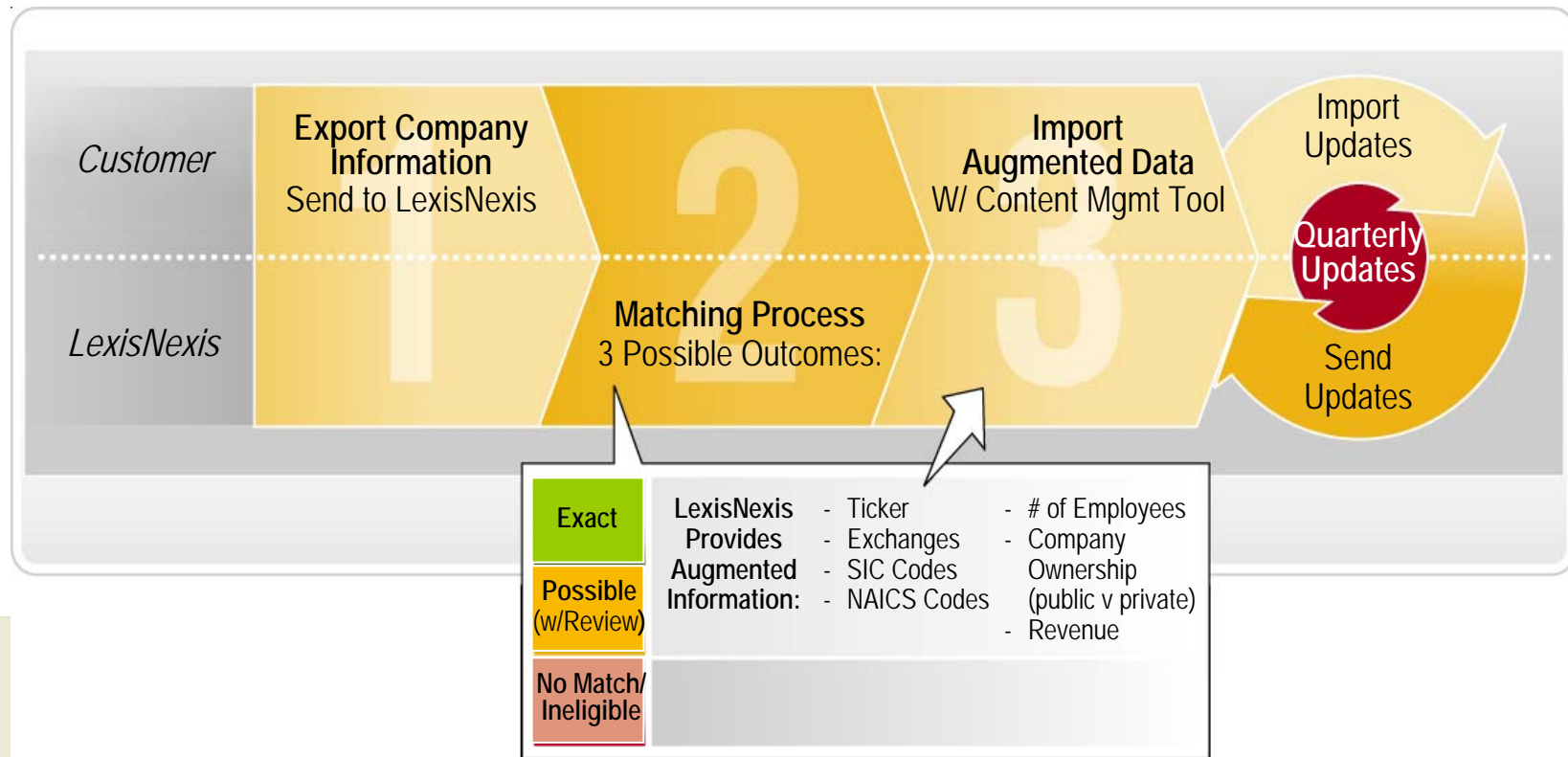
# The Plan

- **Step 1: Company Matching**
  - Provide a mechanism to match YOUR InterAction companies to the same entity in LN Content
- **Step 2: Company Profile Subscription for InterAction**
  - Enable you to subscribe to core company information that is loaded into InterAction with quarterly updates
- **Step 3: Links to other LN Content**
  - Identify the right initial content sources, by market, to provide links out from InterAction
- **Step 4: Expand across the LN Inventory**
  - Continue expanding the subscription offerings driven by customer input and market research

# The Solution

- Company Profile Subscription (CPS) for InterAction
  - Company matching and population/update of company profile information directly into InterAction
- CPS for InterAction includes
  - Data Services: Project management to cover file preparation, configuration and processing, and training
  - Data Subscription: Initial load of data for matched companies and quarterly updates of changed data

# CPS for InterAction: The Matching Process



# CPS File Import

The screenshot shows a Windows desktop environment with a blue background. A dialog box titled "Import Matched Contacts" is open in the center. The dialog box contains the following information:

- File Name:** C:\Demo\Data Files\CIS\_Data.csv
- History:** (empty field)
- Last Imported into InterAction:** 8/14/2006
- Last Imported By:** Administrator, InterAction
- Name Update Options:**
  - Keep the InterAction version of the contact's name (do not overwrite)
  - Change the contact's name to use the one from the import file (overwrite)
- Data Change Management:** (empty field)
- Import data on behalf of:**
  - Current User
  - Specific User (with a text input field and a browse button)

Buttons for "OK" and "Cancel" are located in the top right corner of the dialog box. The desktop background features several icons, including "My Documents", "My Computer", "My Network Places", "Recycle Bin", "Internet Explorer", "Launch Outlook Express", "InnovNets Screenshots", and "Adobe Reader 7.0". The taskbar at the bottom shows the Start button, several application icons, and the system tray with the time "11:18 AM".

# Augmented Data in InterAction

The screenshot shows the Microsoft Outlook interface with an email from Johnson & Johnson open. The email content includes a 'Target Account Profile' and a 'Company Profile' section. A red circle highlights the 'Company Profile' section, which contains the following data:

Company Profile	
No. of Employees:	115,600
Company Ownership:	Public
Stock Ticker Symbol:	JNJ
Total Revenue/Sales:	\$50,514,000,000
SIC Code - Primary:	2834 (Pharmaceutical Preparations)
SIC Codes - All:	
NAICS Code - Primary:	325412 (Pharmaceutical Preparation Manufacturing)
NAICS Codes - All:	
Industry:	Health Products & Services
Fiscal Year End:	
Business Description:	Health Supplies

The email body text includes: "Please find attached the statistics that I discussed with you. I hope you find this helpful in your evaluation process."

# Augmented Data in InterAction

The screenshot displays the InterAction software interface within a Microsoft Internet Explorer browser window. The browser's address bar shows a URL for a company overview page. The interface includes a search bar at the top with the text 'j&j' and a 'Go' button. Below the search bar, the page title is 'Company Overview' for 'Johnson & Johnson (J&J)'. The main content area is divided into several sections:

- Contact Information:** 1 Johnson & Johnson Plaza, New Brunswick NJ 08933. Phone: (732) 524-0400. Phone 2: (732) 524-3300. Business Fax: (732) 524-3300. Web Site: [www.jnj.com](http://www.jnj.com).
- Actions:** A list of actions including 'Add Activity', 'Add to Marketing Lists', 'Add to Working Lists', 'Go to Activities', 'New Engagement', 'New Referrals', and 'New Opportunity'.
- Profiles, Lists, and Notes:** A section containing a 'Company Summary' table, 'Firm Notes', and other related information. A red circle highlights the 'Company Summary' table.
- Related People, Companies and Organizations:** A section with expandable options for 'Appointments', 'Activities', 'Documents', and 'Opportunities'.

The 'Company Summary' table contains the following data:

Company Summary	
No. of Employees:	115,600
Company Ownership:	Public
Stock Ticker Symbol:	JNJ
Total Revenue/Sales:	\$50,514,000,000
SIC Code - Primary:	2834 (Pharmaceutical Preparations)
NAICS Code - Primary:	325412 (Pharmaceutical Preparation Manufacturing)

The 'Firm Notes' section contains the following text: "It's nearly impossible to get well without Johnson & Johnson (J&J). One of the world's largest, most diversified health care product makers, the firm operates in three sectors. Its consumer products segment makes OTC drugs, and products for skin and hair care, baby care, oral care, first aid, and women's health and nutrition. J&J's medical devices and diagnostics division includes such products as surgical equipment, medical monitoring devices, and disposable contact lenses. Its largest segment, pharmaceuticals, makes..."

# Company Search by Industry

InterAction - Contact Search - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://vmdemo/InterAction/advanced-searches?defaultItemId=item5002> Go Links >>

Find Contact:  Go  Sounds like Welcome, [Ed](#) [Help](#) [My InterAction](#) [Log Off](#)

## Contact Search

[Change Request](#)

[Referral Search](#) | [People](#) | **[Companies](#)** | [Personnel](#) | [Alumni](#) | [Clients](#) | [Prospects](#) | [Top Clients](#) | [List Searches](#) | [Other Searches](#) | [Expertise Search](#)

### Companies Search

Company:

Include names that sound alike

Contact Type:  [OR](#)

SIC Industry Code:  [Find Codes](#)

Only search the SIC Code - Primary

NAICS Industry Code:  [Find Codes](#)

Only search the NAICS Code - Primary

Industry:  [OR](#)

City:  [OR](#)

State:  [OR](#)

Country:  [OR](#)

LexisNexis

Done Local intranet

Start Microsoft PowerPoint - [...] InterAction - Contact ... 2:06 PM

# Navigate SIC and NAICS Trees

InterAction - Contact Search - Microsoft Internet Explorer

Address: <http://vmdemo/InterAction/advanced-searches?defaultItemId=item5002>

InterAction - Select Industry Codes - Microsoft Internet Explorer

Select SIC Industry Code

- [Division H] Finance, Insurance, and Real Estate
- [Division I] Services
  - [70] Hotels, Rooming Houses, Camps, and Other Lodging Places
  - [72] Personal Services
  - [73] Business Services
  - [75] Automotive Repair, Services and Parking
  - [76] Miscellaneous Repair Services
  - [78] Motion Pictures
  - [79] Amusement and Recreation Services
  - [80] Health Services
  - [81] Legal Services
  - [82] Educational Services
  - [83] Social Services
  - [84] Museums, Art Galleries and Botanical and Zoological Gardens
  - [86] Membership Organizations
  - [87] Engineering, Accounting, Research, Management & Related Svcs
    - [8711] Engineering Services
    - [8712] Architectural Services
    - [8713] Surveying Services
    - [8721] Accounting, Auditing & Bookkeeping Services
    - [8731] Commercial Physical & Biological Research

OK Cancel

Search Clear

InterAction

Find Co

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NAICS

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Home

My Watch List™

My Contacts

Contact Types

Marketing Lists

Working Lists

Opportunities

Forecast

Referrals

Engagements

LexisNexis

Help My InterAction Log Off

Change Request

Start

Microsoft PowerPoint - [...]

InterAction - Contact Se...

InterAction - Select I...

Local intranet

2:07 PM

## For more information

- Contact your Sales Representative directly
- Maintenance renewal agreement in mailboxes in November
- Visit

[www.interaction.com/contentsubscriptions](http://www.interaction.com/contentsubscriptions)

# Q&A

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