Factiva Launches Instant Messaging-Based Product

Factiva Alerts Delivers The Most Trusted Breaking News Headlines To Time-Critical Business Decisions

Factiva, a Dow Jones and Reuters Company and a leading global news and business information provider, announces the launch of Factiva Alerts, a news product that delivers continuously updating headlines from Factiva's top breaking news sources directly to a user's desktop via instant messaging technology. Headlines are displayed in the Factiva Viewer and are drawn from Factiva's key breaking news sources.This new product, a downloadable client software application, addresses a widespread need for timely, continuously updating news functionality direct to the desktop. Factiva Alerts provides faster delivery and notification of news than any other Factiva product. Key groups within the enterprise require proactive notification of news to anticipate client needs, respond to competitor moves and monitor their own company in the market. Public relations, corporate communications, competitive intelligence, and executive-level professionals will benefit most from Factiva Alerts.Factiva Alerts leverages world-class breaking news sources, chosen for their global news value and timeliness of delivery. Only the most respected newswires and newspapers are made available in this offering. This powerful, unduplicated, combination includes the complete Dow Jones, Reuters, and The Associated Press Newswires and key daily newspapers such as The Wall Street Journal, The New York Times, and the Financial Times."Factiva Alerts was driven by customer demand for news delivery with an alerting component as a value-added complement to other Factiva products," notes Clare Hart, president and CEO of Factiva. "Factiva strives to deliver innovative services that deliver our world-class content in the context of customers' workflow to meet their individual needs. With Factiva Alerts, users benefit from breaking news, personalised and profiled from a selection of Factiva's authoritative sources."This product provides heightened current awareness with scrolling profiled headlines pushed directly to the Factiva Alerts viewer. The headlines push down in the Factiva Alerts viewer as new content arrives, building a 24-hour archive. When a headline is clicked, the full text is retrieved from Factiva's host. The software application can be minimised on a user's desktop allowing them to work in other applications while constantly monitoring profiled news. Users can customise personal and group Alerts to pull headlines from a specific industry, company, topic or keyword."Factiva Alerts is built on an instant messaging platform, which lays the foundation for exciting new advances in collaboration and employee productivity. With this new technology, Factiva is once again ahead of the competition, developing innovative products for the advantage of our global client base" states Stacey Gelman, chief product officer of Factiva.For product specifications go to www.factiva.com/alertsAbout FactivaFactiva, a Dow Jones & Reuters Company, provides world class global content, including Dow Jones and Reuters Newswires and The Wall Street Journal - unduplicated in a single service elsewhere. Factiva offers the only single content solution with multiple language interfaces and multilingual content covering nearly 8,000 sources.Factiva's products and services help companies integrate news and business information into their daily workflow to increase organisational intelligence and leverage external and internal content within the knowledge management function. Factiva's content management and integration services are used by leading organisations around the world.Built on industry standards and open architecture, Factiva products deliver flexible, extensible, customisable solutions to enable easy integration and use in the enterprise. Editorial and technical consulting, taxonomy application, integration expertise and e-learning programs reflect Factiva's innovative approach to delivering solutions beyond the content. Factiva is one of KM World Magazine's "Top 100 Companies in Knowledge Management" and part of eContent Magazine's "Top 100 content companies to watch".For more information visit: www.factiva.com/press.