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## Microsoft / Factiva deal validates the subscription based online content industry says Factiva CEO Clare Hart

Clare Hart, president and CEO of Factiva in an interview with FreePint.com, the largest community of information researchers in the world, said that the deal to incorporate Factiva within the Microsoft Office 2003 system **"validates that quality information is not available for free on the Web."**

The deal between Microsoft and Factiva, a Dow Jones and Reuters Company, was announced earlier this year. It will allow information workers to conduct research on Factiva's collection of nearly 8,000 global news and business sources directly from a report or presentation they're creating in Word, PowerPoint or any Microsoft Office 2003 application.

**"Microsoft recognises that people need quick and easy access to high quality collections of news and information sources that are not available for free on the web,"** said Hart.

FreePint challenged Hart on the future implications of the deal for both customer choice and the content industry. If users are locked into the Microsoft environment won't they be unaware that there may be a range of paid for sources coming from different vendors?

### Crucial role for information professionals in Knowledge Management

Hart's response was that it was a crucial time for information professionals (librarians), to make users aware of choices, by using their long established knowledge of information sources. They can guide business colleagues to the range of services out there. She also added that with their information skills, corporate information professionals' roles would also expand as a result of the changes in the regulatory environment around the ownership of media companies.

On the business benefits of using an enhanced subscription database rather than the free web, she said;

**"The challenge for both information professionals and the wider FreePint readership is the quality of content that users are going to get if they rely on the**

**Web. The free Web is great for some things. However, the time that information professionals will waste if they rely on the Web for content is huge. The value of information isn't going to multiple places for information. The value is to bring information together in a cohesive way within the workflow of the organization's employees."**

Hart also stressed how content and technology were inextricably linked and the challenge is how to make the increasing overload of content meaningful. She told FreePint that this is one of the reasons why Factiva has expanded its business model.

Factiva have gone from simply selling and delivering articles online to more emphasis on KM applications and solutions. They have found that there is a real demand for helping companies organise their internal and external content by using taxonomies.

**"I think the world of simply selling and delivering articles through the world of Factiva.com is going to grow"** however, she added, **"I believe if we limit ourselves to just selling content we will not serve our customers and will therefore be marginalized,"** she said.

Hart also spoke about the value to Factiva of monitoring a range of virtual communities and professional online discussion lists (listservs) for their own customer and market intelligence. Factiva supports the FreePint Bar discussion list as part of their information professional portal.

Some of Clare Hart's views were backed up by other senior information professional figures at the New York Conference of the Special Libraries Association, where FreePint conducted a number of other interviews.

The Factiva news application for Microsoft Office 2003 will be commercially available from the 3rd quarter of 2003

Clare Hart's full interview is online at [www.freepint.com/portal/events/sla-2003](http://www.freepint.com/portal/events/sla-2003)

Notes for editors:  
All references to this interview with Clare Hart of Factiva, must refer to FreePint.com ([www.freepint.com](http://www.freepint.com))

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The award winning FreePint is the largest community of information researchers in the world. It is an email newsletter packed with tips on using the Internet for serious and business research twice a month and much more. This Worldwide community of information researchers has grown to 60531 since its first edition in 1997. It is free to join the community and receive the newsletter. The Web site has a range of resources, including the newsletter archive and FreePint Bar. The FreePint Bar is where you can post your tricky research questions and get free help from other FreePinters. It also helps others not only find information but evaluate it too. Other resources on the site include job listings, book reviews and events listing and portal. FreePint is the largest community of information researchers in the world. Subscribers continue to grow steadily based almost entirely on word of mouth and recommendation.

[Factiva: www.factiva.com](http://www.factiva.com)

Factiva 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. 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." The Software & Information Industry

## Information Professionals

Today's Information professionals (librarians) do far more than just locate and collect data. Using the Internet and other current technology, they also evaluate, analyse, organise, package, and disseminate information in a way that maximises its usefulness and facilitates decision-making. Librarians today are information resource experts dedicated to putting knowledge to work to attain the goals of their organisations. They are employed most frequently by corporations, private businesses, Government agencies, museums, colleges, hospitals, associations and information management consulting firms. Frequently adding value to information through creating databases, running web sites and Intranets, training others and working with IT professionals to organise content and build taxonomies.