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LexisNexis Applied Discovery Surveys Industry In Anticipation Of e-Discovery Market Boom

LexisNexis this month released the findings of a study set to measure demand in the e-discovery niche of the legal information market, which is expected to reach \$2 billion in sales by 2005.

e-Discovery enables law firms to gather disparate data, as well as data from legacy systems, organize it and make it available electronically for searching and publishing in various document formats.

LexisNexis' offering in the space is Applied Discovery, a company it acquired last July.

"We knew that 2003 was a watershed year for this market - case law developed faster than ever before, and many major jurisdictions set up court rules for electronic discovery," Virginia Llewellyn,

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ISI Emerging Markets Expands Content Aggregation Reach To The Middle East

Content aggregator ISI Emerging Markets is expanding its coverage to include the Middle East markets by establishing a partnership with Egypt-based financial services company, SHUAA Capital, *EIR* has learned. Terms of the deal call for ISI to pay a royalty to SHUAA based on usage of the content.

SHUAA will distribute its collection of financial statements, company profiles and corporate actions for listed companies in 12 regional markets on ISI's flagship online information service, Emerging Markets Information Service. The partnership should help the content aggregator overcome the initial problems it experienced breaking into the new market.

"We launched a Middle East service a year ago September, and as we were doing this, we found that there were a couple of major problems in the region that made public company data notoriously difficult to find," James Hammond, senior vice president of marketing for ISI, told *EIR*.

JANUARY 19, 2004

VOL. 25, NO. 3

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"As we were prospecting for customers, we found that SHUAA Capital was doing a lot of work in the region," Hammond said. "The fit was a good one for us because they recognized our regional interest and we hammered out an agreement where we could leverage some of their content as an aggregator."

As with its other areas of service, ISI is focusing on the Middle East due to customer demand for business and financial news content. In addition, "It's a little bit underserved by the traditional players – Factiva, LexisNexis and others because

it's a hard region to service," Hammond said.

Although there is interest on the part of global players in covering emerging markets such as the Middle East, the majority of ISI's sales stem from a region's local customers. "About 65% of our revenues come out of the local markets themselves," Hammond said. For Global 4000 companies, Hammond said ISI typically serves as a window into an untested market.

"We want to sell to the Global 4000 as much as any other aggregator wants to," Hammond said. "Sometimes when you are selling into that New York or London or Chicago-based headquarters, it is just harder to make sure people understand the performance of the off-the-beaten-path regions that we cover. They feel very reassured after seeing what we have to offer." In addition to the Middle East, ISI also provides coverage in Eastern Europe, Latin America and Asia. ■

ISI: 212-610-2900 or www.securities.com

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vice president of Industry Relations at LexisNexis Applied Discovery, told *EIR*. "We thought it was time to identify some trends, and that was the primary directive of this study. What we were looking to do was take a barometer of how things were going in the marketplace and align that with our strategic focus efforts going forward."

The study found that demand for e-discovery services was pretty evenly spread across three areas – 31% of responders indicated the top factor

Correction

EIR incorrectly stated in its Jan. 12 issue that Independent Research Group estimated its 2004 sales to be \$2 million. IRG did not release an estimate regarding its 2004 sales expectations.



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ISSN#: 1076-0490. Subscriptions: \$579 for 46 issues per year.
 Airmail: \$50 extra per year; single copies: \$35

R.R. BOWKER

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in considering an e-discovery service provider was "overall value," followed closely by "references and reputation" and "functionality of the review tool" at 28% each.

The survey also found that 66% of respondents believe the most important function of an e-discovery service is its capability to search full text and meta data of electronic documents.

"One thing that really surprised me was the fact that 77% of respondents said that they had experience reviewing an online e-discovery application," Llewellyn said. "That is a really large percentage considering this is a relatively new marketplace."

The study also sought to measure customer satisfaction with a service. About 40% of respondents said that they measured the effectiveness of an e-discovery service by whether case deadlines were met, while 32% reported that success is measured by the comparison of actual costs to costs estimated by the e-discovery service.

One of the more important findings was that 42% of respondents identified the emergence of e-discovery in the legal industry as the most significant industry development in the past year. ■

LexisNexis: 937-865-6800 or www.lexisnexis.com

infoUSA Turns To Retail Chains To Drive Product Growth

infoUSA continued to push forward with its out-of-the-box direct marketing services, last month making its SalesLeadsUSA small business product available through various retail chains nationwide. infoUSA's retail partners include Staples, Best Buy, CompUSA, Fry's Electronics, Microcenter and online retail sites Amazon.com and Buy.com.

SalesLeadsUSA Business Edition and Residential Edition gives users access to a database of

marketing lists. The residential version offers a database of 220 million consumers, allowing downloads of up to 2,000 prospects, while the business edition offers a database of 13 million businesses. Both products include add-ons such as *Direct Mail for Dummies*, marketing templates and a sales prospecting 101 book.

infoUSA found success last year with its Sales Genie program for small business – a monthly subscription product that provides customers with a Dell PC and the company's print directories and databases on DVD at a subscription rate of \$250 a month. Sales Genie helped the company drive sales of \$37.9 million in the third quarter, up 8% from the third quarter of 2002.

InfoUSA Fights Do Not Call Legislation

Separately, infoUSA is urging small business owners to write their congressmen and senators to seek an exemption from new do-not-call legislation for small businesses that have fewer than 100 employees and make fewer than 100 calls a day.

Left unchecked, the legislation could quickly derail growth for infoUSA's small business division. If small businesses are prohibited from marketing by calling consumers, it severely limits the value of infoUSA's direct marketing products, which include Sales Genie and SalesLeadsUSA.

"Small businesses can't afford expensive TV, radio and newspaper advertising," said infoUSA CEO Vin Gupta. "Calling the people in their neighborhoods is the only way to promote their services." ■

infoUSA: 402-593-4500 or www.infousa.com

Stellent Acquires Optika In \$59 Million Deal

Content management solutions provider Stellent Inc. last week agreed to acquire Optika Inc., an enterprise content management provider of

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