

EUROPEAN CHAPTER NEWSLETTER

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www.sla-europe.org

2003 - Issue 3

President's letter from Neil Infield

As predicted in the last newsletter this year has shaped up to be a busy and interesting one for the Chapter.

In August we were honoured to have a Chapter visit from newly appointed Director of the Association Janice Lachance. We arranged an informal lunch with the Board and some long-standing members of the Chapter. It was an excellent opportunity for us to give Janice a 'European' perspective of the association and there was no shortage of dialogue. In fact the discussions continued until on until the early evening. Janice came across as an experienced and thoughtful leader who despite having been on a very steep learning curve already had a good feel for the profession and its main issues.

Courtesy of Liz Blankson-Hemans and Dialog we were able to host a joint meeting with the Association of Information officers in the Pharmaceutical Industry on copyright and how the recent changes in the legislation will affect us. The meeting took place in October at Ball Brothers Wine Bar in London, and despite what some might perceive to be a dull topic attracted over 100 attendees.

We have a busy few weeks coming up with our stand and three events around the annual Online conference and exhibition. Current SLA President Cindy Hill will be coming over so this is a good opportunity to meet her in person. On the Tuesday we have a session celebrating ten years of the European Special Librarian of the Year (ESLY) award. Our current ESLY Peter Clarke will be joined by Sylvia James and Kevin Miles (ESLY 1999). On the Wednesday morning Peter



will be making a short presentation at our traditional Online breakfast meeting, and on Thursday evening we will be sharing a meeting with AUKML demonstrating the BBC intranet 'research.gateway'. Details for all these meetings can be found on the website at www.sla-europe.org.

If you are in the exhibition hall please drop by our stand number 234A and say hello.

Finally I would like to express my thanks to new board member Marjorie Gagnon for her energy and enthusiasm in working with me to improve the Chapter website.

The next generation of information professionals Marjorie Gagnon interviews Genevieve Cooper, a recent MLIS graduate.

Why did you decide to complete a course in Library and Information Science, what attracted you to the profession?

I wanted to help people with their need for information. I was particularly attracted by the wide variety of opportunities in this field due to the fact that information professionals can work in a range of industries and capacities. There could never be any excuse to get bored.

Tell me about your decision to move to England from the USA to pursue your career? How do you feel you have fared? Are things different here?

I was fortunate to transfer directly from our US office to our London office, so I haven't been out in the job market talking to other UK information professionals as much as I would have been if I had looked for work here. Since I'm solo in the UK branch of my office, I haven't had to change the way I do things very much to accommodate anyone else's work practices either, this has made the transition very easy. The downside is that I'm not learning as much about the European



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information environment as I would be if I had a European colleague or mentor. I hope that I can make up for this with involvement in associations like the SLA and participation in events such as Online.

Describe your typical day as a Research Associate in a leading alternative investment firm?

There isn't really a typical day because I never know what is going to come up. There can be a flurry of activity in the morning where a document, news story, or other item must be found in a hurry. I go through my inbox to see what came in from the U.S. the previous evening. Then I can delve into small or large research projects, intranet design, or database design, depending on what is most pressing that week. At least once a day I have to drop what I am working on and pull together something else as soon as possible, which keeps things exciting.

Where do you see yourself in five years?

I'd like to be in a leadership role creating a vision for how an organisation will use information and the role of the information professional in that process. I'd like to be involved in taking a high level vision and then working out the smaller details of how to work with people to achieve those goals.

Share with us your favourite fee-based and free research tool. Why do you enjoy working with them?

The research projects I work on vary so much from one to the next that I'm always using different resources. I make a point of reading Gary Price's Resource Shelf weblog (www.resourceshelf.com) and the Free Pint newsletter (www.freepint.com) because they point me toward free sources of information. I visit the sites mentioned by Price and Free Pint and I often find information that I can push out to analysts in the firm. My favourite paid source changes with each project that comes up. However, I often go to Factiva and Alacra to get an initial handle on a research topic.

How important do you feel it is for young librarians and information professionals to belong and get involved in a professional association such as SLA?

I think it is of paramount importance. While it doesn't come naturally to me to face a room full of unfamiliar faces without trepidation (and I imagine that many people feel this way), I pushed myself to be an active member of SLA as a MLIS student and it was very rewarding. An essay I wrote for the SLA Business & Finance Division led to an all-expense paid trip to the annual conference in San Antonio. Attending the conference was a great way to get tapped into the information community (i.e. a group of people whose

eyes don't necessarily glaze over when you mention 'taxonomies' or 'content management').

The career opportunities I've obtained directly through connections made at SLA meetings include an internship at a leading consulting firm, a contract at a leading accounting firm, and my current full time position at an investment firm - I am very grateful for that.

Any thoughts on the recent vote to change the name of SLA?

I think a change from the current name would be a good idea because 'Special Libraries Association' doesn't fully reflect the scope of what we do, especially in the corporate sector. However, I don't think that the proposed replacement name, Information Professionals International, was the right option.

Biography:

Genevieve Cooper completed a Master of Library and Information Science in 2001 at Dominican University in Chicago, Illinois. Upon completing her degree she found work as an Information Specialist in an alternative investment firm. In September 2002 she transferred permanently to the firm's London office, where she provides research support to the firm's offices world wide.



Copyright seminar report By Veronica Kennard

The European Chapter of the SLA joined forces with the Association of Information Officers in the Pharmaceutical Industry for a joint seminar on the thorny issue of Copyright. The evening, generously sponsored by Dialog, was extremely well attended in a comfortable location in the City of London.

The excellent guest speaker was Vanessa Marsland, a Partner at law firm Clifford Chance, specialising in intellectual property including copyright. Vanessa outlined her role at Clifford Chance advising clients on their intellectual property as well as advising her own firm on copyright issues. The two areas were sometimes in conflict with each other. Vanessa explained the background to the new UK copyright legislation: the Copyright and Related Rights Regulations which become law in October 2003. There were no significant changes in the new legislation relating to reproduction rights but there were changes in the right of communication to the public and making copies available to the public.

The main change affecting those at the seminar was

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biographies of key personalities in the world's news, and archived news from as far back as 1973.

"Traditionally, ITN has relied on newspaper cuttings services for background information on breaking news," says Darren Long, Head of Operations, ITN Archive. "But with journalists working against the clock, it's vital that the research tools they rely on are 100% accurate, unbiased and fast. With LexisNexis UK, the widest range of UK and international content is just a couple of clicks away, meaning our journalists can continue to produce robust and enterprising news services, with greater ease and assurance."

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that the fair dealing exemption no longer covers commercial research. Vanessa outlined the changes that the Copyright Licensing Agency have recently made with the introduction of their Business License and the fee professional services firms pay to the CLA is calculated by the number of 'professional' staff. The CLA fails to address the issue of digital copies as a substitute for paper files. Vanessa explained that many organisations will have a CLA license but will also have negotiated separate licenses with electronic information providers.

There were a large number of varied and interesting questions which Vanessa answered with considerable knowledge and tact. She concluded by saying that organisations had to assess the risk they were exposed to over copyright. It is extremely unlikely that any organisation is 100% copyright compliant in today's electronic environment where everyone (except librarians) expects all information to be freely available to everyone!

The evening was extremely thought provoking and made me worry about whether I would be held responsible for any illegal copying, or emailing a link to an electronic journal - or whether someone might blow the whistle on me!



Special Libraries in the UK By Sylvia James

During August this year I compiled a long article for the Encyclopaedia of Library and Information Science for the publishers Marcel Dekker in the USA. The European Chapter Board had been approached to find a contributor to provide a view on this and I took up the invitation, assuming it would be a reasonably easy task and that I had a fair idea of the concept of a special library as it applied in the UK.

In fact, it turned into quite a difficult task, mainly because the term 'special library', as many EC members will be aware, is not widely understood at all in Europe and proves to be a concept that is virtually impossible to define. My first comment in the article summed up the difficulty; "The special library sector in the UK is elusive", and by the time I reached my conclusions I was still far from happy about what could truly be described as a true picture of the special library in the UK and I was very glad that I hadn't been asked or volunteered to write about the wider topic of special libraries in Europe and all the countries the European Chapter represents.

In some ways, it is much easier to define what types of libraries are not represented by the term 'special libraries' in the UK, rather than what are and so I came to a definition, by elimination, that a special library in the UK is any library or information service that is not public, academic, school, or a national library. These types of libraries make up significant sectors in

themselves in the UK and are not normally thought of, or understood as being, special libraries in most of the recent literature or by the various professional associations or interest groups.

In the article I also finally decided to describe five groups of library and information services (LIS) as the 'mainstream' special libraries, which seemed to be most representative of the sector. These are the special libraries in the Business, Government, Medical, Scientific and Technical fields and a set representing the not-for-profit Voluntary sector. I also took these mainstream special libraries to be well defined, named, separate departments or units within a company or organisation, with financial independence and budget.

I also discussed a large group of what I chose to call 'special libraries hidden communities', which consists of professionals that could be described as being part of the special library community in the widest sense, but are rarely recognised or described as such in LIS literature.

The 'hidden communities' include the many professionals that are primarily affiliated with information technology (IT) and yet are much closer to special libraries and their work, rather than the mainstream IT world.

Examples are: Knowledge managers and specialists developing expertise collections in companies; 'analysts' that evaluate and analyse published information in any way within an organisation; particularly in corporate marketing departments amongst professionals that are involved in commissioning and using primary market research; competitive intelligence professionals working in companies; analysts in professional and trade associations that may analyse specific sectors; analysts in all kinds of directory publishing companies and many researchers that work for trade press publications.

Specialists working within information vendor companies, who have specifically been recruited to provide services to special libraries and are often professionally qualified are also good examples, but are certainly not working in a recognised LIS unit.

The good news from all my research was that despite finding it difficult to pin down an actual special library sector, it would seem that the mainstream and wider community of units and professionals appear to be thriving and will obviously continue to develop, despite the gloomy predictions of the past and generally poor economic conditions.

I understand from the publishers that the full article will be published in February 2004 in the updates to the 2nd revised and updated issue of the Encyclopaedia. Details of all content can be found at www.dekker.com/servlet/product/productid/E-ELIS/sub?n=u



Neil Crockford is almost 'Brain of Britain'

By Sylvia James

Long standing members of the European Chapter may have met Neil Crockford at SLA conferences in the 1990's. He is still a member of the Chapter, but has now retired and is working as a freelance translator in Chelmsford in the UK. It was a very pleasant surprise to hear him participating in a long established BBC radio quiz game called Brain of Britain, which ran through the autumn. Even better that he reached the final, but was narrowly beaten into second position.

I have been unable to reach him through his email address quoted on his SLA membership record, so I'd like to congratulate him through the newsletter...and team captains who are planning to storm the Winter Warmer Quiz in London, which is being planned by the European Chapter in January next year might consider extending an invitation to Neil to join the no doubt winning team!



Expanding horizons for business information researchers

By Helen Clegg

Just before I left the UK for a four week holiday in Australia, a good friend of mine, Sinead Williams, who is Assistant Director of Research, Skilling and Marketing Information Services at the Australian Tax Office asked me if I'd be a guest speaker at Melbourne's Business Information Group October meeting. Having recently completed a marketing qualification, I remembered that one of the points made on the course was to take advantage of every single opportunity that arose to give a presentation, so I agreed; it sounded like too good an opportunity to miss.

I didn't have time to prepare the presentation before I left for Australia, so emailed a blank presentation template to Sinead and told myself that I'd have no

problem putting something together on the trip in the evenings when I would have some spare time. I couldn't have been more wrong! Somehow, the world of business information seemed completely out of context while sailing up the east coast of Australia in a cargo boat, watching the stunning sunsets and magnificent sunrises. And, on the 'four wheel drive' part of the trip, after sitting round a campfire getting to know my travelling companions, I didn't feel like putting pen to paper either!

So I arrived in Melbourne without a presentation but having had a superb trip through the wonderful countryside of the Cape York peninsula. However, it didn't take too long to put a few slides together as I knew what my topic was going to be. Dressed in my bush camping clothes - I didn't have any 'corporate' clothes with me - I gave my presentation to the Business Information Group. It felt quite odd standing in a boardroom dressed in boots, walking trousers and a fleece, flicking through my PowerPoint slides, but no-one seemed to mind!

The Business Information Group (known as BIG), was formed about 15 years ago and members include information professionals from banks, management consultancies, executive recruitment firms, industry and government departments, as well as law and accountancy firms. BIG meets on a monthly basis, giving members the opportunity to network, share information and discuss issues of interest to business information professionals in particular and it is very successful. On October's agenda was my presentation, a report from Catherine Wherry on her visit to the SLA Conference in New York and a roundtable discussion on Factiva.

The topic of my presentation was 'Expanding Horizons for Business Information Researchers'. In today's climate of downsizing and budget-cutting, which has resulted in the closure of many corporate libraries this may at first seem like a curious title. Is there life after corporate library closure, you may ask? I believe there



expanding horizons over Cape York off the coast of eastern Australia

are opportunities out there for business information researchers if we are prepared to adapt, learn and undertake further study.

This view is based on my own career experience. I gained my Masters in Library and Information Studies in the mid 1980's and spent the first eleven years of my career working in classic corporate library and information centres - for strategic management consultancy Bain & Company in London, Munich and Paris, for the London Chamber of Commerce and Industry, for BNFL plc and then for international management consultancy A.T. Kearney.

During my career I'd always kept up my research skills, but I'd never actually thought about doing any further academic study until I joined the European operations of RR Donnelley in January 2000 in Amsterdam, to assist them with their business research. RR Donnelley's European operations didn't have a corporate library or information department when I joined and still don't have! Indeed, my mandate was to "NOT set up an Information Department!" Right from the start, I was aligned with the fledgling Marketing Department and as it has developed, I have become an integral part of it.

Marketing, for many people, means PR and glossy brochures and in January 2000, that's what it meant to me too. I didn't really see how my skills fitted into a marketing environment. However, as I'd been aligned to this function, I enrolled on a distance-learning course with the Chartered Institute of Marketing. As I progressed through the modules, I realised that my skill set was extremely useful to a corporate marketing department. Marketing can be divided broadly into two entities - marketing communications and marketing intelligence. My skills fitted more with marketing intelligence.

Business information and research skills are very relevant to marketing intelligence, which encompasses researching specific markets and industries, competitors, macroeconomic indicators and profiling potential as well as current customers. Our skills are very useful in a competitive intelligence function too, which takes researching competitors one stage further, predicting possible future scenarios to management. As the world shrinks into a global village, those companies with accurate marketing and competitive intelligence will likely stay one step ahead of their rivals.

Marketing and competitive intelligence are just two areas which can benefit from the business researcher's skill set and help us expand our horizons. Our skills don't have to be confined to a corporate library or information department, but it's up to business researchers to prove this. New opportunities are possible if we're prepared to move out of our comfort zone, learn on the job or take a course of further study.

Not content with giving one presentation in Melbourne, the next day I gave another - to the Grade Four class at St. Joseph's Primary School in Northcote, a suburb of Melbourne! While Sinead held up a map of Queensland, I talked to them about the first discoverers, flora and fauna of Cape York - no PowerPoint slides this time, but a poster of the replica of Captain Cook's Endeavour as well as plenty of postcards and photos of snakes, possums, frogs and butterflies. The children's constant questions kept me on my toes and unlike the BIG presentation, there were quite a few questions I couldn't answer! But being a researcher, I knew where to find the information and that has to be most important thing of all.

This article first appeared in the November 2003 issue of Resource Options, the monthly newsletter of Resources Unlimited, an information management provider based in Queensland, Australia, and is reprinted here with kind permission.
www.resource-options.com.au

Helen Clegg is Senior Marketing Analyst with RR Donnelley, based in London. She holds the Advanced Certificate in Marketing from the Chartered Institute of Marketing, an M.Sc. in Library and Information Studies from Loughborough University and a B.A. Hons. in French and German from Liverpool University. She writes here in a personal capacity. Helen can be contacted at helen.clegg@rrd.com



Vol-Info - Voluntary Sector Information Workers Network By Tricia Golinski

Vol-Info is a new UK forum for anyone involved in providing and managing information in the UK voluntary sector, including charities and not-for-profit organisations.

All information workers in the UK voluntary sector are welcome, particularly librarians, information managers, information officers, resource centre managers. There is no need to be a member of SLA, CILIP or any other organisation.

Vol-Info aims to provide opportunities for:

- * Giving mutual support and advice
- * Sharing tips and techniques about managing information and resources
- * Networking with other information workers

A launch event took place as planned for 7 November in London. At this event, we discussed the structure of Vol-Info, its affiliation, and ideas for future events and activities. A report from this event will be posted on the email group groups.yahoo.com/group/vol-info.

For more information, contact:
Tricia Golinski, Shaw Trust. 01225 716350
stir@shaw-trust.org.uk

do that shameless, self-congratulatory cubicle dance.

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MANAGER OF THE INFORMATION CENTER
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T H E P O W E R T O L E A D C H A N G E

DIALOG

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Country Representative Profile: Eilat Navon - Israel

Born in Israel and brought up world wide, I claim both Hebrew and English as mother tongues (and my Italian as basic). I have worked in the information industry since 1990, both in business information research, at corporations traded on the stock exchange and later on social information research. I have a Bachelors degree in Political Science and International Relations and an MLIS in Information Science.

Since setting up my own business in 1998, I have worked extensively with clients from outside Israel on obtaining Israeli business and legal information, and with Israeli clients on research from foreign sources, content for websites and consultation. I lecture on research techniques, both for business and non-profit organizations, setting up information centres, and information auditing. I edit 'Information & Librarianship' the magazine for libraries and information professionals in Israel.

I live in Jerusalem but work mostly in Tel-Aviv, I have no free time and cannot remember if I ever had any hobbies, I do however have a husband, two sons and a daughter.

Education

GCE St. Georges English School, Rome
B.A Political Science and International Relations,
from the Hebrew University, Jerusalem
Certified Librarian Hebrew University, Jerusalem
M.A. Library & Information Science, Hebrew
University, Jerusalem

Languages:

English & Hebrew - fluent, Italian - basic

Memberships

Asmi - Israeli Librarians and Information Professional
Association
AIIP - Association of Independent Information
Professionals (USA)
SLA-Europe

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Additional information at www.xpiscor.com

FreshMinds celebrates third birthday By Annabel Kilner

Caroline Plumb and Charlie Osmond co-founded FreshMinds, an outsourced research and recruitment company, in 2000. Three years on the company has grown from a two-person outfit to a business that has 24 employees, over 150 clients and a projected turnover of £1.3 million. So far, the business has grown by about 85 percent year on year. It was recently named by Marketing magazine as the second fastest growing research company in the UK and has been



*Caroline Plumb and Charlie Osmond
co-founders of FreshMinds*

awarded numerous accolades; for example, Caroline was recently named by Management Today as the youngest in their list of 'The UK's top 35 women under 35.'

Through FreshMinds, businesses can access a workforce of more than 500 graduate professionals, MBAs and business analysts from the world's best universities, all carefully chosen for their academic excellence, initiative and commercial awareness. These 'Minds' work under the guidance of experienced in-house project managers to complete research projects, providing clients with a fast and flexible solution to skill shortages.

To continue to grow its research capabilities and support evolving client needs, FreshMinds has recently established an offshore research team based in Mumbai, India. Caroline Plumb commented: "In an increasingly cost-conscious environment, FreshMinds continues to offer outstanding research whilst driving down costs and improving response times. We are pleased to be able to extend the FreshMinds proposition of delivering first-class business research through the brightest young 'Minds' by bringing this team on board."

FreshMinds' success has largely been due to its fresh approach to research. Freshness is one of the core company values, and the team believes that innovation, enthusiasm and a 'can-do' attitude make FreshMinds successful. Clients feel that they are an enthusiastic and fun team to work with, and deliver outstanding work; the fact that over 75 per cent of clients in the last 12 months have come back for more is testament to this. As Information World Review commented: "Ask anyone in the consultancy and banking markets about outsourced research and they will tell you that the brightest new feature in their working world is FreshMinds."



Two become one for librarians

By Mina Booth



Library + information Show
30 April - 1 May, London ExCeL

Resources Exhibitions and Imark Communications recently announced that they have signed an agreement to create one definitive exhibition for the UK library and information market, 'The Library + information Show incorporating Total Library Solutions'

Privately owned, Resources Exhibitions has been running The Library + information Show (LiS) for 15 years, during which time both the exhibition and the profession have undergone significant developments. Imark Communications, organisers of Online Information, launched Total Library Solutions in 2003 enhancing its position in the library and information market. Imark is wholly owned by VNU Business Media Europe.

Bringing these two shows together will give the industry one national, annual event that benefits from the differing strengths both parties bring to the agreement.

Gos Home, Chairman of Resources Exhibitions said, "We are delighted to be working with Imark to provide library and information professionals with the focused event that they need. This move will ensure that exhibitors benefit from our unique access to the leading databases in the industry."

Katherine Allen, Business Development Director at Imark Communications commented "Joining forces with Resources Exhibitions allows us to combine expertise and resource resulting in a strengthened show, benefiting the profession as a whole."

The Library + information Show incorporating Total Library Solutions will be held at ExCeL, London, on 21st + 22nd April 2004. The event will target librarians and information professionals from all sectors across the UK.



Turbo10 Search Engine

By Megan Hamilton

Turbo10 Search Engine (<http://turbo10.com>) recently unveiled technology connecting to over 1,000 topic-specific engines on the Internet at The Twelfth International World Wide Web Conference (www2003.org) in Budapest.

Turbo10 has launched a fully automated system that creates and maintains connections to online databases. "Connecting to 1,000 engines is just the tip of the iceberg. By creating an automated system we can connect to thousands more," Nigel Hamilton,

Turbo10's CEO said. The current list of over 1,000 engines can be viewed at: <http://turbo10.com/cgi-bin/showdeepnet.cgi>. The list of engines is updated every five minutes as more engines are added. A live counter of engines can be viewed on Turbo10's homepage.

This new technology was officially launched at the WWW 2003 conference in a technical paper titled: The Mechanics of a Deep Net Metasearch Engine. The paper can be viewed at: <http://turbo10.com/papers/deepnet.pdf>

Turbo10 searches the Deep Net – a vast array of specialist databases that range from business associations, universities, libraries, and government departments. These specialist search engines are inaccessible to traditional crawler-based engines such as Altavista.com and google.com which can only index static pages.

Turbo10 is the first commercial metasearch engine to connect to hundreds of these specialised engines en masse, broadening the depth and range of search results for the online searcher.



FreePint launches new services

By Pam Foster

FreePint, the well known online community of research workers, founded in 1997 by 2000 ESLY award winner William Hann is expanding its range of services by launching FreePintVIP, its first subscription-based product, aimed at the international business



information community. The new service is unique in that it is interactive, and VIP products will evolve and adapt according to user feedback.

There are two separate fee-based products, VIP and WireWatch. VIP, a monthly subscription publication, focuses on information products and information people. It includes electronic product reviews, case studies, interviews with senior information industry figures and features, plus a unique monitoring service that will examine current research and identify future trends. Part of the editorial agenda is to provide information personnel with the chance to have a direct influence on content. Feedback received so far has revealed that business information researchers want to see comparative reviews of products and this will form the basis of the review section from issue one.

The business information industry is a fast moving sector and it's difficult enough to keep track of products, companies and

FreePintVIP

upcoming developments without considering what the implications mean for the individual. VIP WireWatch provides a twice-monthly news and analysis briefing service delivered by email. The emphasis is on analysis rather than merely repeating the latest news.

FreePintVIP also comprises a couple of free services. The Wire is a press release database of information-related product and news announcements. It enables information companies and organizations to post their press releases on the Wire in the knowledge that their news is being read by a targeted community. The VIP Lounge is a freely available discussion area where VIP members can go and post their views, ideas, etc. It will become a significant part of the FreePintVIP service, as it will enable the editors to gather the views of members on what content they'd like to see included in the monthly VIP.

VIP and WireWatch will be edited by Pam Foster, previously editor of Headland's Business Information Testdrive and What's New in Business Information, both of which cease publication at the end of 2003.

FreePintVIP is being launched at Online 2003 (Stand 292) in December and the subscription service will start in January 2004. Various subscription options are available and there are discounts for organizations subscribing to both VIP and WireWatch. Concessionary rates are available for non-profit organizations. More information is available at: www.FreePintVIP.com, together with the opportunity for readers to register their interest. For any further information please contact pam.foster@freepint.com.

IBM and Factiva Join Forces to Transform Global Content Business From Gill Voisey

IBM and Factiva recently announced an agreement to co-develop text analytics solutions built on the IBM WebFountain platform.

Factiva is the first company to license IBM's WebFountain e-business on demand service and its breakthrough text analytics technology. For Factiva applications, WebFountain's data analysis will include Factiva's global collection of thousands of authoritative sources.

"This is a significant event in the content marketplace," said Anthea Stratigos, CEO of Outsell, a content analysis firm. "Factiva and IBM are leading a major shift in the use of content, moving away from simple search to sophisticated application suites that will literally transform business processes."

IBM's WebFountain is a Web-scale mining and discovery platform that extracts trends, patterns and relationships from massive amounts of unstructured and semi-structured text. Factiva's first application on

the WebFountain platform will track corporate reputation, offering an external view of a company's reputation by analysing information from a comprehensive collection of Factiva sources, Internet pages and newsgroups.

The resulting analysis will be presented in a report that clearly shows the information in context, providing a view on relevant business issues, showing new industry trends, and exposing relationships. Using this solution, executives can gain robust insight on company or brand perception, how that perception is changing over time, and emerging issues associated with that company or brand. As Factiva subscribers, they will also be able to read the underlying articles.

"It's the information that organizations don't know - outside their four walls and beyond the typical market research and outdated surveys -- that can be the most critical for decision making, but until now, there was no single tool that could derive real intelligence from billions of pages," said Robert Carlson, IBM Web Fountain vice president. "With WebFountain, our customers can now use the Internet's immense amount of data as a business tool, and Factiva's authoritative sources and taxonomy expertise make the results even more powerful."

The first WebFountain-based Factiva solution will be offered as an on-demand service by Factiva and IBM consultants. The companies plan additional Factiva applications along with support for third parties to develop offerings based on the WebFountain platform.

"This is the next logical step toward giving people intelligence that they can act upon," said Clare Hart, president and CEO of Factiva. "Companies that can assimilate vast amounts of information and quickly determine market opportunities will emerge as leaders in today's extremely competitive environment. We expect this type of service to become a key business asset and a must-have for the most ambitious enterprises."

Welcome to new chapter members

We welcome the following new (and returning) members to the European Chapter.

New Members

Nicholas Cole	Surrey, UK
Louise Locke	Washington, USA
Jean-Pierre Sabbagh	Paris, France

Returning Members

Jonathan Gordon-Till	Harrow, UK
Philippe Van Lint	Brussels, Belgium

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