



Delivering M&C Saatchi a news and business information solution of the highest quality

The business challenge

Mike Spencer, Head of Information, is responsible for driving the M&C Saatchi information strategy and aims to develop a consistent company wide approach to empower the firm's employees in the most cost effective manner. Key to M&C Saatchi's information strategy is a wide range of business intelligence content, provided in a manageable, easy to use solution, with excellent alerting functionality appropriate for all within the M&C group.

The LexisNexis solution

LexisNexis combined two business intelligence solutions to meet M&C Saatchi's information needs, Nexis and Company Dossier. These were offered alongside a comprehensive account management programme and a compelling commercial framework.

Nexis enabled M&C Saatchi to have unrivalled access to an unmatched breadth of content. This database includes global, national and regional newspapers and newswires combined with authoritative sources covering industry analysis, global company information, market research reports and key biographical titles - the broadest reach of any business information service.

Company Dossier, an online service which contains essential intelligence on 100 million global companies including 3 million in the UK was also included. This is the perfect tool for prospecting, gathering competitive intelligence and preparing for business meetings.

The implementation of both these solutions was carried out alongside an ongoing comprehensive onsite training programme to make sure M&C Saatchi's client-facing employees were fully educated on the service and able to achieve the maximum efficiencies and productivity possible.

Client Background

M&CSAATCHI

M&C Saatchi is a leading global marketing services business working for clients across a wide variety of industry sectors with over 1,000 staff operating in 17 offices in 12 countries. The M&C Saatchi Information Centre looks after the information needs of the entire group, which includes M&C Saatchi, Talk PR, LIDA, M&C Saatchi Export, Play, M&C Saatchi Sport & Entertainment and Audience.

“ Nexis is a starting point for any pitch work carried out here. The comprehensive coverage provides us with the information we need to best serve our clients efficiently and reliably. ”

Mike Spencer, Head of information, M&C Saatchi



The benefits

- Premium trustworthy content
- Comprehensive functionality
- High quality account management

The implementation of these solutions provided M&C Saatchi with many benefits, including premium trustworthy content, comprehensive functionality and high quality account management. These enabled M&C Saatchi to be more efficient and effective than before, therefore driving up the productivity of the research team and improving their value to the organisation.

Mike Spencer said, "One of the main benefits of Nexis is the depth of information it contains, from national newspapers to key industry publications and biographies, and it delivers these in a timely way." This premium content is used to drive business development, conduct general research and prepare for meetings and presentations. "Nexis is a starting point for any pitch work carried out here. The comprehensive coverage also provides us with the information we need to best serve our clients, efficiently and reliably."

The extensive industry related content on Nexis, including titles such as New Media Age, Advertising Age, Campaign, Marketing Week and Marketing enable all M&C Saatchi staff to keep up to date with all sector news.

"Having content going back 35 years can be very important and means we can find information, with ease, from years ago." The account management is also very proactive and responsive, as Mike comments, "LexisNexis offered account managers who know what they are talking about, are timely in their responses and actively account manage." The combination of effective account management, with skilled on-site training support enabled M&C Saatchi to be efficient on their use of the service and drive up the project return on investment.

Why M&C Saatchi chose LexisNexis

M&C Saatchi selected LexisNexis because of its consultative approach and wide ranging knowledge of the information market. The Nexis consultants took the time to fully understand M&C Saatchi's information needs and combined the implementation of Nexis and Company Dossier with a mutually beneficial commercial arrangement that would suit and benefit all parts of their organisation.

LexisNexis didn't stop supporting the client when the service went live, on-site training packages and responsive account management mean M&C Saatchi staff are fully educated on the service and can get the information they need, when they need it.

The commercial package offered to M&C Saatchi from LexisNexis was tailored to best suit their searching and information needs. They can maximise their research while keeping costs predictable, with particular emphasis placed on the importance of alerts within the organisation.

In summary, Mike Spencer, like many Nexis and Company Dossier users, finds the depth of information, alerting functionality, flexible commercial terms and account management to be of the highest standard and vital to ensuring he delivers a news and business information solution of the highest quality to his M&C Saatchi colleagues.

LexisNexis offered account managers who know what they are talking about, are timely in their responses and actively account manage.

Mike Spencer, Head of information, M&C Saatchi

Get in touch

To find out more about LexisNexis solutions:

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