

Objectives

- examine the hypothesis that “To effectively manage content you need high level technology”
- to understand the implications of “going it alone”
- to understand the implications of “good OEM’ing or partnering”
- learn how our panelists have overcome obstacles
- learn of the opportunities that our panelists have found by “going it alone” or by “good partnering”

Agenda

- Session and panel introductions
- Remarks by each panelist
- Questions and Discussion

Webb Shaw

Director of Editorial Resources
JJ Keller and Associates, Inc.



Webb Shaw leads content creation and management, content software development, custom project development, IP protection and corporate knowledge management at J. J. Keller & Associates, Inc. With nearly 1,300 employees based in Neenah, WI, J. J. Keller is the leading North American publisher of regulatory, compliance and best-practice materials - print, software and online - in the human resources, workplace safety, construction safety, heavy-duty trucking and hazmat markets. While at J. J. Keller, Webb has served as senior-management champion for development of: KellerOnline®. Webb's previous experience was with Knight-Ridder, Harcourt Brace and Eaton Corp.

J. J. Keller & Associates, Inc.

- 54-year-old company
- 1,200 + Associates
- Top 10 in Outsell Inc.'s list of Legal, Tax & Regulatory firms¹
- North American leader in *non*-financial B2B regulatory/compliance information

¹*Information Industry Market Size and Share Rankings: Preliminary 2007 Results*

J. J. Keller

Content software evolution in geologic terms

Plasto-lithic: 1993-present - CD-ROM products

- Keller-Soft® reference and workflow tools
- SAFESim™ Truck Driving Simulator

Web-ozoic: 2001, 2006, 2008 - Broad, online subscription services

- KellerOnline®, Prospera®, FleetMentor™

CMS-ean – 2003-present – state-of-the art XML

- All new print development; converting 46 legacy pubs
- Opens up new channels for content: e.g., licensing

J. J. Keller

- What did we fear?
 - Moving from semiannual updates to *daily* update cycle
 - Capacity to handle user response
 - Salespeople
- How did we partner?
 - Awkwardly – Chose U.S. Web for Keller *Online*® development through RFP process
 - Parted company when we realized *they were using project to learn online development themselves*

J. J. Keller

- What did we do right?
 - Went back to a trusted partner to finish
 - Trusted our own subject & market knowledge
 - Atomized the content and rebuilt for the web
 - Avoided creating a *third* content stream
 - Created a separate business unit for SaaS offerings

J. J. Keller

- What did we learn?
 - We know our *content* better than an outside firm could
 - We know our *customers* better, too
 - Selling online subscriptions requires a different business model
 - Our Editors proved more resilient than we gave them credit for (*once again!*)

J. J. Keller

- When is partnering a good idea?
 - When you need skills beyond your reach
 - When you can effectively transfer the knowledge as the project winds down
 - When the partner sees the partnership that way – not as a meal ticket

Mani Gill

VP, OnDemand

Business Objects, an SAP Company



Mani Gill is the Vice President of OnDemand at Business Objects, an SAP company; he manages the software as a service strategy, direction, and sales for crystalreports.com, Business Intelligence OnDemand and Information OnDemand products. Prior to coming to Business Objects 11 years ago, he was integrating business intelligence technologies into Microsoft Visual Basic, Visual Studio, BackOffice, Dynamics and CRM. Mani is originally from Canada and now lives in Seattle with his wife and two young daughters, and enjoys golfing and travelling in his spare time.



Leader and Pioneer in
ENTERPRISE APPLICATIONS

~\$10B SSRS Revenues in 2007

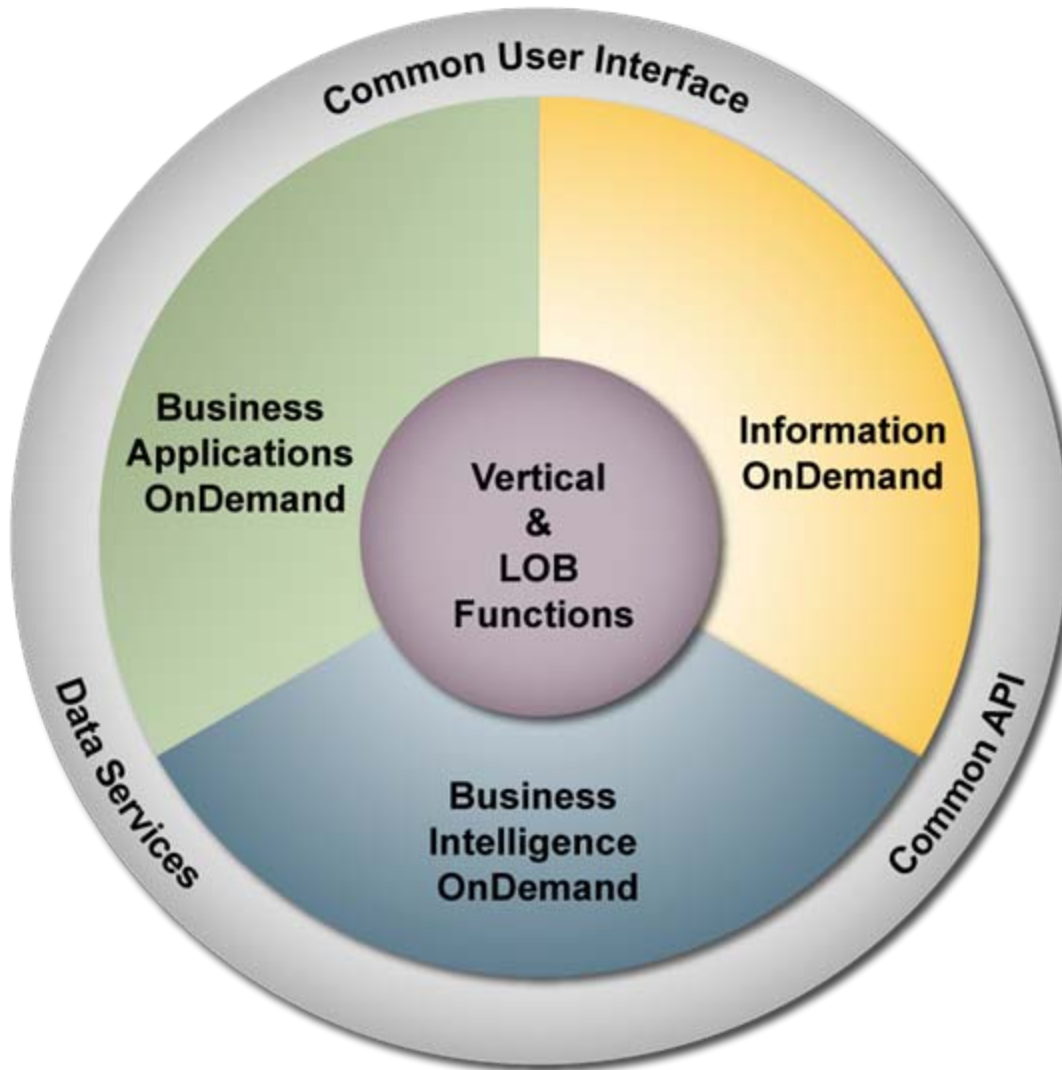
- **Governance, Risk, and Compliance** **#1**
- +120% in business user-related business
- 14,000 SAP NetWeaver BI and SAP Business Information Warehouse productive systems
- SAP NetWeaver BI Accelerator



Leader and Pioneer in
BUSINESS INTELLIGENCE

~\$1.25B SSRS Revenues in 2007*

- **Business Intelligence** **#1**
- Fastest growing player in financial performance management
- Unique access to structured, unstructured, and external data



*“The rapid growth of its OnDemand BI offerings, for which it now has more than 70,000 customers, **makes Business Objects the de facto leader in SaaS BI.**”*
(Gartner)

100,000 registered users
IOD Released Q4 2007
First customer – Carlyle Group

Looking at your business from the proper perspective makes a world of difference



HOW IOD WORKS

- Content is aggregated from multiple providers in BOBJ SAP hosted Data Warehouse
- The IOD content creation team creates vertical business models using BOBJ software
- Content is categorized by Vertical in IOD store
- Sold via “by the drink” or subscription “open bar” model



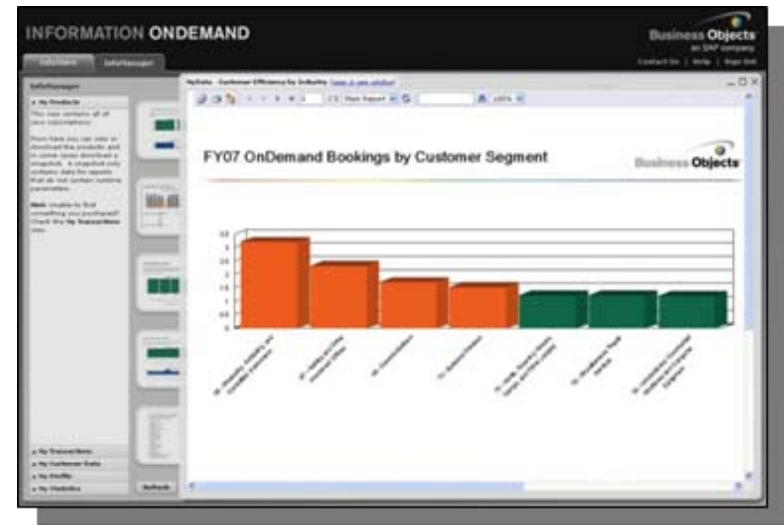
Core Value of Information OnDemand for Business Intelligence Users

- Business Intelligence *without* benchmark data and reference information is *an incomplete view* of your business
- *Effective BI leverages a balance of lag and lead indicators* – lead indicators come from market data, news, competitors, etc.
- Information OnDemand unifies disparate sources of consumer, economic, government and market data into a single view, easily integrated with your existing BI solution
- *Information OnDemand is the only way to gain the perspective you need*

Information OnDemand is a business solution NOT a technical solution

Solve real business problems:

- How do I decide which market to enter?
- How do I identify the most profitable market segments and new prospects in my territory?
- How do I benchmark my company performance against the competition?
- How do I find the right price point for a new product introduction?
- How do I anticipate and obtain early notification of price changes from my suppliers?



Steven Rosenberg

VP, Third Party Redistribution
Thomson Reuters Markets America

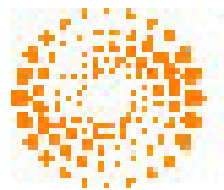


Steven Rosenberg joined Thomson Financial as head of Content Licensing and Third Party Redistribution strategy in 2006. Since joining this leading provider of financial information and technology solutions, Steven has been successful in executing digital content distribution strategies and engagements with partners in the portal, media, software as service (SaaS), and financial services industry. Prior to joining Thomson, Steven served as Senior Manager, Strategic Planning and Sales at Reuters within the Enterprise Information Group leading Content Redistribution.

Thomson Reuters Markets: Financial Information



- Thomson Reuters Markets is the leading provider of global Intelligent information, and a core piece of Thomson Reuters Divisions.
- Provides Intelligent Information and Desktop Applications for Financial Services Markets. Intelligent information from Thomson Reuters enables our customers to make better decisions faster. It gives them the knowledge to act.
- Information on over 75,000 companies around the world and over 2 million individual securities and instruments
- Available information includes equity and fixed income pricing, fundamentals, estimates, research, M&A, IPO and more
 - ▶ Financial Services firms
 - ▶ Media Outlets
 - ▶ Buy-side: Asset Managers, Hedge Funds, Mutual Funds
 - ▶ Sell-side: Investment Banks, Broker/Dealers
 - ▶ Corporate Treasurers & Inv
- World-class content sets focused on innovation, differentiation and data consistency- all designed to establish sustainable, competitive advantage.
- The content sets managed include:
 - News
 - Earnings estimates on more than 21,750 active companies
 - Intra- and end-of-day securities prices, with extensive history and data types;
 - Fundamentals on 52,000 firms;
 - More than 7.6 million embargoed research reports;
 - Details of 1.9 million capital market deals;
 - Some 9 million public filings; private equity and company analysis;
 - 500,000 economics time series; institutional security ownership across 58 markets; fund research; entity management; profiles on thousands of investment firms
 - 130,000 professionals; and more.



THOMSON REUTERS

Technology + Content = Great Partnership



#1 BI

#1 Content



Information
OnDemand

Business Objects

- #1 in total BI revenues
- 45,000 customers, 125,000 on demand subscribers
- 3,000+ channel partners
- Query, analysis and reporting, data integration/data quality, and performance/analytic apps
- Broad industry presence

Thomson Reuters

- Thomson Reuters Markets is the leading provider of global financial information, and the largest division of Thomson Reuters.
- Provides Intelligent Information and Desktop Applications for Financial Services Markets
- Offers information on over 75,000 companies around the world, as well as over 2 million individual securities and instruments

Discussion Questions

- how do you decide whether to “Play with a partner or Roll Your Own?”
- what are the particular challenges caused by CONTENT when it is combined with software?
- if you partner, who leads the partnership?
- how do you evaluate the partnership?
- do disparate sizes between the CONTENT provider and SOFTWARE creator prevent good partnerships?

Takeaways

- for the content producer, software development and deployment is often not a core strength
- for the software creator, licensing, harvesting and managing content is often not a core strength
- in an CONTENT—SOFTWARE partnership or OEM relationship, the whole must be greater than the sum of the parts
- in today's world, the successful management of rich content is more and more commonly requiring high-level software
- today's CONTENT customers expect high-level companion SOFTWARE

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