InSite 2

Your strategic decisions are only as good as the information you use to make them. Locating the right information is critical to your company's success. InSite 2[SM] is your guide to the widest range of accurate trade sources and news not found anywhere else. Powered by the most advanced search capabilities, InSite 2 can help you find the information you need—when you need it—to make intelligent business decisions.

YOUR PREMIER BUSINESS PUBLICATIONS SOURCE

InSite 2 is an easy-to-use, Web-based source for authoritative industry information, including premium content from the world's leading business publications, newsletters, newspapers, and more. In seconds, any user can rapidly drill down and locate subject, industry, or company information through a flexible and intuitive user interface. To help you make the most of each search, InSite 2 provides you with advanced hyperlink capabilities for quick and intuitive access to additional content.

InSite 2 delivers the comprehensive, focused answers you need directly to your desktop, with news and analysis from over 2,500 of the world's most important publications, profiles on nearly 200,000 U.S. and international companies, and 20 newswires provided by COMTEX.

INSITE 2 AT WORK

InSite 2 can provide the information you need for a wide range of business applications:

Competitive Intelligence – Find out about competitors' strategies, products, technologies, financials, management, and distribution strategies. You can also compare competitors' prices and costs as well as their production capacity and utilization, and keep track of executives in the news.

Mergers and Acquisitions – Search up-to-the minute news sources for details on new mergers and acquisitions in your industry, and use this information to identify emerging competitive threats. If you're seeking potential acquisition targets or business partners, InSite 2 provides coverage of thousands of public and private U.S. and international companies.

New Business Development – Uncover new business opportunities. Tap into new markets and identify potential new customers through an extensive database containing information on market trends and forecasts, emerging technologies, economic statistics, and more.

Strategic Planning – Gain a solid understanding of your industry and competitors to aid you in developing an effective strategic plan. InSite 2 allows you to locate and retrieve market profiles, company profiles, market share data, and more.

Researching New Product Opportunities – Develop new products and research new product opportunities more easily with access to information on emerging technologies, product evaluations and reviews, best practice overviews, and other critical information.

Sales and Marketing – In addition to hundreds of thousands of public and private company profiles, InSite 2 provides demographic trends, market trends and forecasts, industry and market profiles, competitive intelligence, and other important data, helping sales and marketing professionals gain the competitive edge they need.

A Tough Job Made Easy

Designed to help you make better, faster business decisions, the InSite 2 "Solutions Approach" provides you with the ability to customize your search based on what you look for most—whether it be company, industry, or market information. Other features include:

Customized Alerts – The alerting service allows any number of users in your company to save searches and receive e-mail notification of additional information on selected topics, eliminating the need for you to continuously search for information on those topics. Instead, updated information is delivered to you automatically.

Margin Links – InSite 2 was built to make the discovery of critical business intelligence a cost-effective and intuitive process. This powerful feature allows you to quickly and easily find the direct route to relevant data via hyperlinks, which offer you the option to access additional information on related topics.

Find the Information You Need, When You Need It

A host of search options makes it easy to locate and retrieve detailed information on the topics, companies, and industries you're interested in:

Quick Search – Go directly to your desired information by searching article titles, summaries of articles, index terms, and the first 50 words of full-text articles.

Power Search – Conduct complex searches by entering a word or phrase to focus your inquiry, including: words anywhere in text, company name, geographic location, publication name and date, author, or brand name.

Prospecting – Search for directory information from a database of thousands of public and private companies. Access information that includes revenue and assets, number of employees, parent company, officer names, and officer positions.

Digests – Retrieve the information you need with a single entry by tapping into logically grouped information on companies, industries, and current events.

Easy Access to Help

To help you save time and enhance productivity, we've made it easy to get the support you need. You can access online help via a link from the product, or contact our client services department via phone or email for personal attention. Our U.S.-based client services team is available Monday through Friday, 8:30 a.m. until 8:00 p.m. EST, and our London-based team is available Monday through Friday, 8:30 a.m. until 5:30 p.m. GMT.

For More Information...

Find out how Intelligence Data can help you to achieve a competitive advantage. For more information about our products and services, please call 1.800.654.0393 or e-mail intelligence.data@tfn.com. In Europe, please call +44.(0)20.7369.7656 or e-mail id.support@tfeurope.com.

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