

InfoMedia '98: Business & Economics

Introducing new services from Information Access Company (IAC):

Introduction:

Thank you for taking the time to attend this launch today. The bulk of this presentation will focus on two new services from Information Access Company (IAC) available via our distributor in the Czech Republic, Albertina Icome Praha.

IAC is delighted to announce the launch of two new developments today:

- InfoTrac SearchBank Custom

plus

- the launch of our largest databases on single disc DVD technology.

We will start however with a brief introduction to the company.

For over 10 years librarians from a multitude of different types of library have chosen Information Access Company (IAC) as their preferred reference system because of higher quality indexing; higher quality abstracts; more full text titles; intuitive, flexible interfaces; a comprehensive subject guide and broader coverage from a single source.

IAC is a leading publisher of predominantly full text databases for the academic and business arenas. To this end we publish in a wide variety of formats and in a wide variety of subject areas within the academic and business disciplines in addition to healthcare; law and computing. All are offered in a variety of media including CD-ROM; online; microform and our Internet service - SearchBank.

Specialists in business information:

Information Access Company has built a formidable reputation for producing full text business databases. We are renowned for supplying libraries with the complete mix of data that business researchers require.

In addition to providing electronic access to full text journal articles, we also offer key financial and statistical corporate data like international investment reports from Investext for example. IAC is unique among academic information providers in offering this mix of textual and statistical data which enables users to get the complete picture on any business topic.

All in all in the business arena we offer:

- coverage of over 2,000 journals
- reports from more than 11,000 stockbrokers
- 200,000 full text company directory listings

International content:

As our most recent 100% publication, European Business ASAP (EBA), illustrates IAC has a commitment to truly international publishing. EBA includes the full text of 110 of the most requested business and management journals like *The Economist*; *The European*; *The Banker*; *McKinsey Quarterly* and *The Middle East Economic Digest* to name just a few.

By actively involving librarians from across the world in this important process of journal selection, we produce products which meet the objectives outlined by librarians themselves. As is evidenced by European Business ASAP, IAC listens to the experts in the markets it serves and works with both customers and local distribution partners like Albertina Icome Praha in a constant effort to offer the most relevant data with the best indexes and search engine at affordable prices.

Business databases:

Business titles available from IAC include the world famous Predicasts Prompt from which the abstract database F&S Index is derived:

Predicasts Prompt:

Predicasts Prompt has been established since 1973 and is ideal for information on:

- industry trends
- company activities
- mergers & acquisitions
- product announcements

It includes over:

- 60% full text
- 1,000 sources
- 2.3 million articles

F&S Index International:

The abstract version of Predicasts Prompt, F&S Index, International is ideal for information on:

- industry trends analysis
- sales figures
- company statistics

and also offers English language abstracts for non-English language articles. F&S Index is only available from IAC.

SearchBank:

All the IAC databases are now available via our WWW based service SearchBank. With SearchBank, Information Access Company was first to market, amongst academic information providers, with a WWW based full text journal service.

SearchBank was developed explicitly to meet the prevailing demand for up to date full text information. The service has been established in the USA for four years and was so successful that it was launched in Europe two years ago to great acclaim.

SearchBank helps libraries fulfil your role as an information centre any time, day or night while allowing you to reach those researchers who might be deterred by more complex online systems with their complicated search language.

Virtual library:

It enables your library to offer:

- 24 hour; seven-day-a-week remote self service

Content:

It includes:

- the full range of IAC databases
- graphics and images including
- photographs
- maps
- charts
- daily updates
- extensive retrospective data

Third party content:

Popular databases from other information providers are also available on SearchBank including:

- Books in Print
- Current Contents
- Compendex
- PsychInfo

Further third party data is continually being added.

Functionality:

SearchBank offers cross-platform access; cross database searching and user convenience with a user-friendly graphical user interface. With SearchBank then you can provide access to more full text without heavy maintenance responsibilities and the cost of inter-library loans.

Functionality includes:

- a user friendly interface
- multi-platform access
- cross database searching
- Windows '95 availability

- Z39.50 compatibility

Multiple download options:

SearchBank also offers multiple download facilities from the flexible ASCII to facsimile images of articles exactly as they would have looked in the printed journal.

- ASCII
- facsimile including advertisements
- email full text delivery facility

Eliminates:

This service then eliminates the need to invest heavily in extra hardware; distribute software; maintain dedicated CD-ROM equipment and administrate disc collections

- extra hardware requirements
- software distribution hassles
- administration of cumbersome disc collections
- maintenance of dedicated CD-ROM equipment
- expense of inter-library loans
- need to train end users

Cost effective subscription based pricing:

Pricing is subscription based and includes the daily updates and graphics and images. In addition to providing currency and full text, the extensive retrospective data is included in the annual subscription price. The fixed fee also includes unlimited usage and downloading.

- cost effective subscription based pricing
- unlimited usage & downloading

Dedicated European line and European mirror site:

A dedicated European line has been set up to ensure speedy response times.

In addition a European mirror site will be launched in June '98 which will mean customers can choose the most efficient route to access the data either via Europe or the US.

Passwords can be supplied for you to test the system yourselves and so far SearchBank has performed well in the Czech Republic.

InfoTrac SearchBank Custom:

With InfoTrac SearchBank Custom we take all this one step further by enabling you to choose the journals you need to compile your own database.

InfoTrac SearchBank Custom offers all the advantages of SearchBank with daily updates; graphics and images and multiple download options including image.

However now libraries can choose the journals they want on their database from over 3,000 titles in the IAC collection. Libraries can pick anything from a minimum of 100 titles and even customise the search engine to their own requirements.

Functionality:

InfoTrac SearchBank Custom offers libraries:

- the freedom to choose the journal titles that you want with full text; graphics and images
- the freedom to alter the content of the database to meet your changing needs as frequently as daily
- the freedom to create databases suited to specific subjects, projects and courses
- the freedom to customise the search engine to suit the user preferences at your library

The service has been available in the USA since January '98 and has just been launched in the UK at the UK Serials Group meeting and is already proving very popular. It is particularly useful for smaller less well funded academic libraries who do not want to pay for a whole host of journals they do not use.

As with SearchBank itself, InfoTrac SearchBank Custom proves that once again Information Access Company is ahead of others in the field.

A selection of materials are available which will help you evaluate the product including:

- a launch flier announcing the service
- a full journal list from which customers can pick the journals

CD-ROMs available on DVD:

Meanwhile IAC has developed “something for everyone” so for those customers whose Internet connections are not so efficient we have launched our largest databases including the **General BusinessFile International** (GBF) database on single disc DVD technology.

Using DVD advanced technology IAC has developed a single disc alternative to the previous multiple disc investment required for the CD-ROM products, allowing customers to invest in information rather than hardware components.

The development of DVD (digital versatile disc) products offers the most advanced delivery option for users who require a disc-based solution for their information needs where poor Internet connectivity may prevent access to information via the WWW.

DVD technology:

DVD technology stores data in little pits on the metal surface of the disc, in much the same manner as a CD-ROM product. Yet DVD technology has the capacity to condense 7 to 25 times more data per disc, eliminating the need for multiple disc products.

One-stop shop:

General BusinessFile International formerly required a minimum of 6 discs.

DVD technology now provides the perfect “one-stop shop” to access these different types of full text data on a single disc.

All IAC products use a Windows 95 interface and contain the software on the disc, thus eliminating the need for any software installation.

General BusinessFile International ASAP:

IAC’s premier business source **General BusinessFile International** (GBF) integrates all the major sources of business and company information into one unique, all inclusive database. GBF offers both textual and financial data which enables users to easily cross reference between full text articles and financial reports providing the complete picture on any business topic.

General BusinessFile International includes the following information:

- over 500 full text journals out of 1000 indexed journals including titles like *The Economist; The Financial Times; The European; The Banker; McKinsey Quarterly; Sloan Management Review; Forbes* and *The Wall Street Journal*.
- over 200,000 full text international company directory listings including sales revenue; turnover; mergers; acquisitions and joint ventures
- over 94,000 full text investment reports from the worlds leading investment banks including public and “hard to find” private company data
- includes backfile from 1980

SPECIAL OFFER: subsidised DVD drives from IAC:

Perhaps most importantly for the first customers that come on board, IAC is offering to subsidise the purchase of the DVD drive by reducing the list price of the databases concerned by £600 UK sterling. DVD drives will of course run normal CD-ROMs as well.

The IAC DVD-ROM drive rebate offer then allows customers to focus on acquiring more information rather than purchasing additional hardware.

SPECIAL DISCOUNT:

Seminar attendees are entitled to an exclusive 10% discount on orders for the above services received before the end of June '98.

As these new developments prove Information Access Company is dedicated to building solutions which meet the changing information needs of customers around the world and the challenges of a rapidly changing information environment.

Now we will see one of the IAC databases in action.

DEMONSTRATION OF GENERAL BUSINESSFILE INTERNATIONAL

We look forward to discussing all the new developments from IAC in more detail with you during the day.

Meanwhile our WWW site provides full listings of the journals covered by our fixed format databases: www.international.iacnet.com and our distributors here in the Czech Republic, Albertina Icome Praha, will be able to help with any queries you may have.

Rhiannon James, International Distribution Manager, 7 April 1998