TRYING TO CURE YOUR INFORMATION PROBLEMS? TAKE A HEALTH CHECK WITH DIALOG!
Sjoerd Vogt - Oxford Office - The Dialog Corporation

Background

Welcome to The Dialog Corporation, the world's largest online information company. Quantity of data, by itself, is of little consequence. The challenge is to help people isolate data of real value from an exponentially rising tide of information.

We are one of the first companies to acknowledge the problems that data overload is imposing on the retrieval of strategic information, and the first to offer credible solutions.

The Dialog Corporation has been responsible for some of the most significant, innovative advances in database management, indexing and user interface technology. We are a company now aiming to establish the new standard for a new information age.

With a combined database over fifty times the size of the World Wide Web, The Dialog Corporation offers one of the most comprehensive, and most authoritative, sources of online information available.

From librarians to board directors of global corporations, from government employees, to university professors, from scientists to management consultants - more people depend on our data to make the decisions that count.

The Dialog Corporation was newly formed on November 14th 1997 from the merger between Knight-Ridder Information and M.A.I.D plc.

The Dialog Corporation offers over 900 main databases on all subject areas, and we serve over 160,000 corporate clients in 120 countries.

The company has more than 1000 full-time employees, and operates out of 34 countries across the globe - including the Czech and Slovak Republics.

The following is a selection of recent awards and recognition for our products, partnerships and people during 1997:

- *World Economic Forum, Davos - Global Leader for Tomorrow: Dan Wagner.*
- *The Winter Corporation and Database Programming and Design Magazine survey: DIALOG® is recognised as the world's largest decision-support database.*
- *Toronto Chapter of the Special Libraries Association (SLA) - eople's Choice Award for Best New Information Product by a Vendor: DIALOG®Web.*
- *INFORMATION Highways magazine - Best Information Professional Online Product for 1997: DIALOG Web.*
- *Telebusiness Awards for Excellence Telebusiness International 1997 Runner-up - HelpDesk Manager of the Year: Tony Webb*

The Dialog Corporation offers one of the most comprehensive, and authoritative, sources of information available. Content areas include:

•News & Media	•Business & Finance
•Medicine	•Food & Agriculture
•Pharmaceuticals	•Intellectual Property
•Chemicals	•Government and Regulations
•Reference	•Science and Technology
•Social Sciences	•Energy & Environment

PRODUCTS AND SERVICES

The following is a summary of The Dialog Corporation's product range. Further information may be found in "Products" at http://www.dialog.com.

Flagship Online Services

DIALOG®

DIALOG is the world's oldest and largest commercial online information service, with a powerful and precise search capability. The service contains nearly 500 databases from a broad range of disciplines, including business, U.S. and international news, patents and trademarks, science and technology, as well as consumer news.

Profound

Profound is the online business service designed to deliver the data essential for decision making, without information overload. This includes market research reports, breaking and archived business news, company statistics, brokerage research, economic analysis, and up-to-date stock market and commodity prices. Profound features The Dialog Corporation's proprietary technology, InfoSort ™, a powerful data indexing technology that allows fast, accurate and seamless searching across all Profound databases. It also offers users a Custom Alert feature, allowing users to automatically track companies, industries or issues by predefined search criteria.

DataStar

Europe's leading online service contains over 350 databases offering worldwide coverage, and specialises in providing information about and for Europe. Content focuses on companies, economic/business/political news, EU legislative developments, trade information, and country and market reports.

Web-Based Services

DIALOG® Web

Provides Internet access to the full range of DIALOG databases, covering business, U.S. and international news, patents and trademarks, science and technology, and

consumer news. It is designed to enable information professionals to utilise the power, precision and full functionality of DIALOG using the DIALOG command language.
See http://www.dialogweb.com/ or more information at http://products.dialog.com/products/dialogweb/

DIALOG Select
Provides a Web-based, easy-to-use guided search service with access to nearly 300 of the most popular DIALOG databases. The service is designed to address the specific information needs of professional end users in the high-tech, pharmaceutical, legal, consumer product, and media industries.
See http://dialogselect.dialog.com/ or http://products.dialog.com/products/dialogselect/ for more details.

Profound for the Internet
Enables users to access the Profound databases, containing market research reports, breaking and archived business news, company statistics, brokerage research, economic analysis, and up-to-date stock market and commodity prices, via an easy-to-use interface. The Custom Alert feature is also part of this version of the product.
See http://www.profound.co.uk/

DataStar Web
Enables Internet-based basic and advanced-level searching of the DataStar databases, specialising in information about and for Europe. This includes information on companies; economic, business, and political news; EU legislative developments; trade information; and country and market reports. This service can be integrated into an organisation's intranet.
See http://datastarweb.com or more details at http://products.dialog.com/products/datastarweb/ .

DIALOG@CARL
A Web-based graphical interface accessing over 300 DIALOG databases for academic end users, including students, faculty, and other traditional library patrons.
See http://dialog.carl.org

Intranet-Based Services

Intranet Solutions
Provides companies with the option of delivering a completely flexible, custom-built information solution over their corporate intranet.
Further information can be found at http://www.dialog.com/info/products/intranet.

Dialog@Site

Another intranet-based service, providing enterprise-wide access to the current Dialog OnDiscTM CD-ROM collection, via an Internet browser. Subject areas include business, science and technology, medicine, and law.
(http://products.dialog.com/products/atsite/)

Other Products and Services

Profound LiveWireTM

A news alerting service, which applies InfoSort technology to 25 newswire feeds, allowing real-time news, relevant to a user's predefined criteria, to be delivered automatically to his or her desktop. A demonstration may be viewed at http://www.dialog.com/info/products/profound_livewire/

Crossroads

An online Web-based community of interest where information professionals worldwide come together to share expertise and gain knowledge for effective information use. Crossroads visitors may participate in discussions, get tips from experts, attend training sessions in their areas of interest, order documents and tools, browse the latest information industry news and professional publications.
See it at http://crossroads.dialog.com/

The Library

An open access virtual library - an essential reference tool for anyone using information from The Dialog Corporation. Provides access to a wealth of invaluable, current material including newsletters, product guides, database specification sheets and subject guides. The Library is a free service and is located at http://library.dialog.com

Dialog OnDisc

The CD-ROM product line of The Dialog Corporation, offering over 85 titles for both information professionals and end users in the fields of biomedicine, science and technology, and business and finance.
More information at http://products.dialog.com/products/ondisc/

DIALOG and DataStar Alerts

Current awareness services that automatically alert users to new information on topics/subjects specified by them, and then deliver the results via email, fax, or regular mail to designated recipients.

SourceOne/UnCover®
SourceOne, The Dialog Corporation's online document delivery service via the World Wide Web, can be used to access over 1.5 million titles from over 30 of the world's leading libraries and universities. UnCover archives and indexes more than 17,000 titles and over 8 million article citations. Full-text documents can be ordered and delivered within 1-to-48 hours of the request via fax, email, the Internet, or express mail.

DIALOG ERA and Datastar ERA
The Dialog Corporation's proprietary Electronic Redistribution and Archiving services, which ensure copyright compliance on all stored and redistributed search results.

CARL
Leading provider of integrated library systems.
View this address http://www.carl.org

BUSINESS PARTNERS

A major element of The Dialog Corporation's strategic plan is to leverage the value of its InfoSort technology and its databases through alliance partnerships. Such alliances have been signed with, amongst others, Microsoft®, CompuServe, IBM, and British Telecom. A full list can be viewed in "Business Partners" at http://www.dialog.com/info/corporate/partners. The Dialog Corporation's alliance partners provide the opportunity to leverage the strength of InfoSort and The Dialog Corporation's databases on a global basis.

Biomedical & Healthcare Coverage on Dialog

Success in the lab, your practice, and the boardroom often depends upon your use of the latest biomedical or pharmaceutical information available. Researchers, practitioners, and other professionals depend on the biomedical and pharmaceutical collections on DIALOG®, DataStar SM, Dialog OnDisc® and DIALOG SelectSM to provide comprehensive details that enlighten and lead to answers.

If you are in the high-pressure pharmaceutical R&D arena, the practice of medicine with life or death consequences, or the high-stakes world of industry, you need extensive, up-to-date information that you can count on. At any time you may need to review research data, study findings, market and industry analyses, practice guidelines, or new advances in medicine and pharmaceutical development. All of this information, and more, is available online anytime to help you meet the challenges that lay ahead.

Plus, online tools help you isolate and extract the data you need for the task at hand--conveniently and cost-effectively.

The biomedical and pharmaceutical collections on DIALOG, DataStar, Dialog OnDisc, and DIALOG Select are unparalleled in scope. Look at **http://library.dialog.com/smart_tools/biomed/index.html** to fine tables which highlight these collections and will give you a new perspective on the vast information resources available to you. Use them to identify the sources that will give you the advantage in your next research quest.

Our Vision for the Future

The merger of Knight Ridder Information Inc. and M.A.I.D plc created The Dialog Corporation plc in November 1997. As soon as the deal was announced we began hearing from you, our customers, about what you expected from us moving forward.

We spent many months visiting cities in Europe and America speaking with you about your information needs and listening to your comments about products, content, pricing and support. Now, as market leader we are committed to serving the needs of thousands of global customers and we are prepared to work with you individually to make sure that The Dialog Corporation meets your information needs.

We have identified a number of areas for which we are now able to give you our plans for our products and services over the coming year. Included is information on the following areas:
- The Convergence of Dialog, DataStar and Profound
- A single data and service repository
- New telecommunications platform for fast access
- New simplified pricing plans
- New Products
- Merged Newsfile
- Medical, Pharmaceutical & Chemical
- Engineering, Automotive & Aerospace
- Business & Finance
- Intellectual Property
- Science & Technology
Improved Multi File Alerting - more accurate, more comprehensive, more timely

Systems Convergence

At the time of the merger, we found ourselves with three data repositories located in three different geographic markets:
1. Dialog - Located in Palo Alto, California
2. DataStar - Located in Bern, Switzerland
3. Profound - Located in London, England

In terms of relative size, Dialog's databases were ten times that which is contained within Profound and DataStar combined. In addition, 30% of DataStar's content and 70% of that which is contained in Profound is duplicated on the Dialog system.

We are now in the process of merging the unique content contained in both DataStar and Profound and loading it directly onto the Dialog infrastructure in California. This consolidation will save us valuable resource and allow us to deliver data in a more cost-effective and timely fashion. For you, this means one invoice, one access code.

Multiple Interfaces to suit the entire organisation

Information Professional Solutions
The Dialog Corporation offers two of the most powerful information professional products available- Classic Dialog and Classic DataStar. As The Dialog Corporation, we are committed to serving the information professional and to providing the necessary tools for that industry.

The Classic Dialog search environment will form the backbone of the new system and will continue to be enhanced. The Classic DataStar interface will also be available with the top 30 commands representing over 95% of all searches. Both products will have access to all of our content and after extensive research into the way our products are searched we are certain that this will meet your needs whichever interface you prefer.

DialogWeb, our new Internet based professional interface will be re-designed to take the best features of DataStarWeb and DialogWeb to provide the ultimate Information Professional solution available on the Internet.

End-User Interfaces
DialogSelect and Profound, both Web-based end user interfaces will also enable access to the entire Dialog system. DialogSelect is customisable to suit the specific needs of each and every end user group within your organisation. The interface can be integrated into your existing Intranet solution and be branded in your company style or tailored for individual departments.

Example: the legal department can have an interface which includes access to popular files on Dialog used by counsel such as Intellectual Property, News and Company Profiles; the mergers and acquisitions department can have an interface which contains M&A databases, Company Profiles and News.

Profound is to be renamed Profound Business and there will be a suite of new Profound products focussed on specific industry segments such as Profound Pharmaceutical, Profound Engineering, Profound Intellectual Property amongst others.

As a result, your entire organisation can use multiple interfaces to reach the world's most comprehensive online database catering specifically for the users within your company.

Content: Over 50 times the size of the World Wide Web

The new system will be the most comprehensive collection of information on the planet. It will house six billion pages of text, three million image files and will total nine terabytes of information.

When compared to the Internet, Dialog is over 50 times the size. Unlike the Internet, all of Dialog?s data comes from reliable, professional sources. The information is current, with new information updated continuously and, at the same time, searchable historically using a number of standard search environments. Much of the information contained within the World Wide Web today could not be considered professional.

One price fits all

Currently, The Dialog Corporation has 37 different pricing plans for access to our information. We intend to simplify our pricing into two options: Flat Fee Pricing and Pay-as-you-go.

Connect time charges dropped

We have dropped connect time charges viewing the policy as unsustainable in Today's high-speed access environment. You told us that you wanted to work without the pressure of connect time charging. So, as part of our new pricing we are introducing DialUnits (Dialog Interactive Access Language). A DialUnit allows you to do the following without incurring costs:

- *Prepare a search strategy*
- *Read documentation including Bluesheets and Help screens*
- *Browse and view title lists*
- *Browse and view search output*
- *Configure Alerts*
- *Set delivery options*
- *Establish user preferences*

Additionally, in an effort to provide high quality service and support to all our customers, we have instituted a minimum monthly spend on any of our online products of $75 per billing location. These changes will take effect from June 1st 1998.

Flat Fee Pricing

Our view is that Dialog should be used as a utility, enabling our customers to search, without penalty, the entire collection of material hosted on our system. This not only empowers the entire organisation with valuable, actionable intelligence but also allows total access within the parameters of a pre-determined budget.

When it is time for renewal in a year or two, we anticipate that actual usage for the previous year will dramatically exceed the fixed price charged but, our commitment to you is that we will not increase the annual commitment by the same proportions. In

fact, regardless as to growth, we can guarantee a fixed growth plan that is acceptable in advance regardless of the *real* spend.

We are prepared to work with you on a case by case basis to ensure your specific requirements for information are met and that we can work within your budget.

Move to a Flat Fee Price Plan now and get Profound too!

Many customers who commit to a new fixed price plan with us will be eligible for access to Profound as part of the agreement. Profound carries a $10,000 annual subscription so that's $10,000 of additional value for converting your existing contract to the new price plan.

New Telecommunications Network - DialogNet

The Dialog Corporation is acutely aware of the congestion that can be experienced on the Internet at certain times of the day. In an effort to provide our customers with the most professional information gathering experience, we are investing over $3 million in a global telecommunications backbone that will provide fast, secure access to the Dialog databanks from anywhere in the world. Customers using a standard Internet connection can now hop onto our backbone DialogNet - and get fast results.

Some of you told us that you wanted even greater security. A direct link to DialogNet will essentially become part of your internal network. Additionally, with our new *Dialog Auto Logon*, users will no longer be required to enter their username and password.

This structure forms the basis of our Intranet solutions, supported by the customized interfaces for the user groups internally, it will provide you with secure, fast access without the redistribution, infrastructure and copyright issues associated with loading databases locally.

Save money by consolidating services

Because Dialog is the most comprehensive vendor of information, we can make
 you this unique offer:

- Convert to Dialog and we will give you cash back.
- Convert your spend from a competing service to The Dialog Corporation plc, and we will give you at least 20% back in cash.
- Provide the organisation you serve with the most comprehensive suite of products, save your company money and agree a flat fee for all of your information needs. Your Account Representative can assist you in determining the optimal plan for you and your organisation.

New Products designed to meet your needs

A suite of new products are currently in development at The Dialog Corporation all designed around building value on the industry specific collections available through the service today.

Merged Newsfile

We are currently in the process of indexing and reloading all our newspapers and magazines to provide you with a single comprehensive and carefully indexed news library. The indexing is based on our award winning InfoSort technology which allows specific retrieval of information by company, topic, country and type of data (e.g. export statistics). This new file will also have images and built in hypertext links allowing you to move on to related material contained within DialogNet.

Medical, Pharmaceutical & Chemical

We are currently in the process of creating specialised indexing to allow improved navigation, cross-file alerting and natural language searching capabilities for the key sources of information contained within this area. We are going to take the basic capabilities available through DataStar Web and our other products and build upon those features to provide an easy to use and effective methods for searching the content that you have told us is of high value to you.

Knowledge workers can use this product to locate relevant content quickly and effectively. This new product will also have images and built in hypertext links allowing you to move on to related material contained within DialogNet.

Engineering, Automotive & Aerospace
Business & Finance
Intellectual Property
Science & Technology

Our future product direction is to provide additional value to our customers by providing links from one source of content to others as appropriate, adding improved image capabilities, standardising our indexing and continuing to provide innovative tools to ensure that relevant data is located quickly and easily.

Improved Multi File Alerting - more accurate, more comprehensive, more timely

In an effort to overcome information overload and provide you with more actionable and relevant information, our new Multi File Alert system will enable one powerful alerts to be run across all files contained in Dialog's databanks. In addition, Alert results can be captured in Lotus Notes and other Groupware and Intranet solutions.

Our vision for the future is solidified by our commitment to honour our responsibility as the market leader. The Dialog Corporation is the only online host who is the Informational Professional's partner in providing total end user solutions. Together, in cooperation with one another, we can effect the change that is required to service the entire information community with the most innovative, exciting and comprehensive services.