

The Achiever

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The Achiever is a weekly communication from Strategic Marketing, providing in-depth coverage of North America Sales achievements and successes.

SUCCESS STORIES

Brad Swecker, senior account manager, signed a 12-month, \$274,000 renewal with Townsend and Townsend and Crew, an intellectual-property law firm. The firm uses Dialog to monitor prior art for its clients. Brad gives special thanks to **Deborah Collins**, director, legal sales and account management, and **Anna Michel**, application specialist, for their contributions in renewing this contract.

Roger Steele, senior account manager, secured a 12-month, \$102,800 renewal with Baxter Healthcare, a medical products and services company. Baxter Healthcare uses Dialog for ad-hoc searching and a Dialog DataStar PRIV file to monitor pharmaceutical research. Roger gives special thanks to **Neal Rhutasel**, account manager, and **Tom Love**, senior account manager, for their contributions in closing this renewal. Roger also closed a 12-month, \$23,400 Dialog NewsEdge agreement with Daiichi Medical Research, a clinical development company. Daiichi will use Dialog NewsEdge to monitor pharmaceutical research and competitors. Roger thanks **Denise Horan**, director, eastern corporate account management, for her assistance on the Daiichi deal.

Vince Lombardo, business development executive, sold a 12-month, \$31,000 Dialog Portals 2.0 contract to food maker The J.M. Smucker Company. Smucker will use Dialog Portals to broadcast news, weather, customer and competitive information to 1,000 employees.

Patricia Currie, account manager, signed a 12-month, \$18,000 Dialog Advantage Plan renewal, including \$1,600 in uplift, with ArvinMeritor, a maker of parts for commercial and light vehicles. ArvinMeritor uses DialogClassic and Dialog Intranet Toolkit to support its research and development, strategic planning and other departments.

Barry Augustensen, business development executive, signed financial data company Dealogic to a 12-month, \$15,000 Dialog NewsEdge agreement. Dealogic will use Dialog NewsEdge for competitive intelligence. Since Factiva was not fully meeting Dealogic's needs, Barry positioned Dialog NewsEdge as the perfect solution to complement the customer's current service.

Larry Hoover, business development executive, closed a 12-month, \$8,600 DialogPRO and Dialog Profound agreement with Canadian Life and Health Insurance Association, representing a takeaway from Factiva. The trade association will use DialogPRO and Dialog Profound to research best practices, trends and threats to the Canadian insurance industry.

TOP WEEKLY SALES NUMBERS

Sales

Vince Lombardo, business development executive, Cleveland – \$31,000 in new business
Roger Steele, senior account manager, Philadelphia – \$23,400 in new business
Barry Augustensen, business development executive, New York – \$15,000 in new business
Al Kennedy, director, Canadian account management, Toronto – \$13,200 in new business
Larry Hoover, business development executive, Toronto – \$8,600 in new business

Renewals

Brad Swecker, senior account manager, Irvine, Calif. – \$274,000 in renewals
Roger Steele, senior account manager, Philadelphia – \$102,800 in renewals
Neal Rhutasel, account manager, Chicago – \$80,000 in renewals
Patricia Currie, account manager, Chicago – \$18,000 in renewals, including \$1,600 in uplift
Ann Stefano, business development executive, San Diego – \$10,800 in renewals
Francine English, senior account manager, New York – \$9,500 in renewals

NEWS

New Dun & Bradstreet International Trade Reports Added to Dialog Profound

Three new Dun & Bradstreet report sources offering international trade research and analysis have been added to Dialog Profound:

- **D&B Country Reports** cover 132 countries and provide in-depth analysis of risks and opportunities, as well as economic forecasts. Updated annually, the reports are available as full reports or by chapters, such as "Executive Summary, Political Risk, Commercial Risk and Trade & Investment Environment."
- **D&B Country RiskLine Reports**, updated monthly, contain snapshots of the overall risk of doing business, as well as current terms and business trading conditions in 132 countries.
- **D&B Export Guides** include information on global markets and export regulations for more than 185 countries. Updated annually, the Guides incorporate proprietary data collected from D&B's global network of reporting offices and its database of 79 million companies worldwide that track aggregate corporate trends.

For more information, contact [Steve Brown](#).

F-D-C Reports Terminating Agreement

As of March 31, 2005, F-D-C Reports is canceling its agreement with Dialog, and the content will no longer be available through Dialog products and services, including Dialog, Dialog DataStar and Dialog NewsEdge. Currently, Dialog NewsEdge customers who access these reports pay F-D-C Reports for the content. Beginning April 1, 2005, F-D-C Reports is requiring users to access its content through its own content channels. Sales representatives are encouraged to contact affected Dialog NewsEdge customers directly to discuss [alternatives](#).

This change also affects F-D-C Reports (Files 186,187/FDCR), F-D-C Reports Gold Sheet/Silver Sheet (File 184/FDGS), Health News Daily (File 43/HNDO), NDA Pipeline: New Drugs (File 189/NDAP) on Dialog and Dialog DataStar. A number of [alternative sources](#) are available for Dialog and Dialog DataStar customers. The Knowledge Center is available to help customers with changes to their Alerts.

See the February 3, 2005, [issue](#) of *The Insider* for more information.

Last Issue of *The Achiever*

Please note that this is the last issue of *The Achiever*. Watch for the new Dialog DataStar and Dialog NewsEdge newsletters, launching in Q2 2005.