

MarketWire Case Study

Background:

Market Wire is the third largest newswire in the U.S. A full-service distributor of company press releases and financial news announcements, Market Wire offers the best value in the newswire industry, boasting the most secure, innovative, cost-effective, and comprehensive distribution of news with real-time news feeds to AP, Dow Jones, Bloomberg, Reuters, Yahoo!, Google, MarketWatch, AOL, MSNBC, Motley Fool, Lexis-Nexis, Factiva and thousands of other leading websites, newswires, and databases. Market Wire's news is directly integrated into the editorial systems of hundreds of newspapers and broadcast outlets and is also sent to more than 30,000 individual journalists. The Company has more than 3,000 clients.

Situation:

Market Wire has seven offices around the country: Los Angeles, San Francisco, Chicago, New York, Austin, Dallas and Washington D.C. In the beginning, Market Wire needed an application that could be used as a source for everyone to look up information whenever they needed it. Contact information, competitive intelligence, news archived FAQ's, etc, all needed to be accessible from one single place.

Strategy:

After a thorough research, Market Wire felt that the Novo Knowledge Base was the best choice to meet their knowledge management needs. The application was initially set up on a testing server, and then later migrated to the production server for company wide use. Later, Market Wire added the Active Directory module which allows the KB to integrate with their active directory. Now users can access the KB seamlessly without having to re-type in their username and password. Not only has this been easier for users, it has allowed for easier in-house management of user security.

Results:

The centralized knowledge base has been a big success for Market Wire. Its web-based nature allows it to be accessible from all company locations. The install was easy, and employees across the country are now quickly retrieving the information they need. Market Wire states "that after using the KB, we are working more effectively and knowledgeably."