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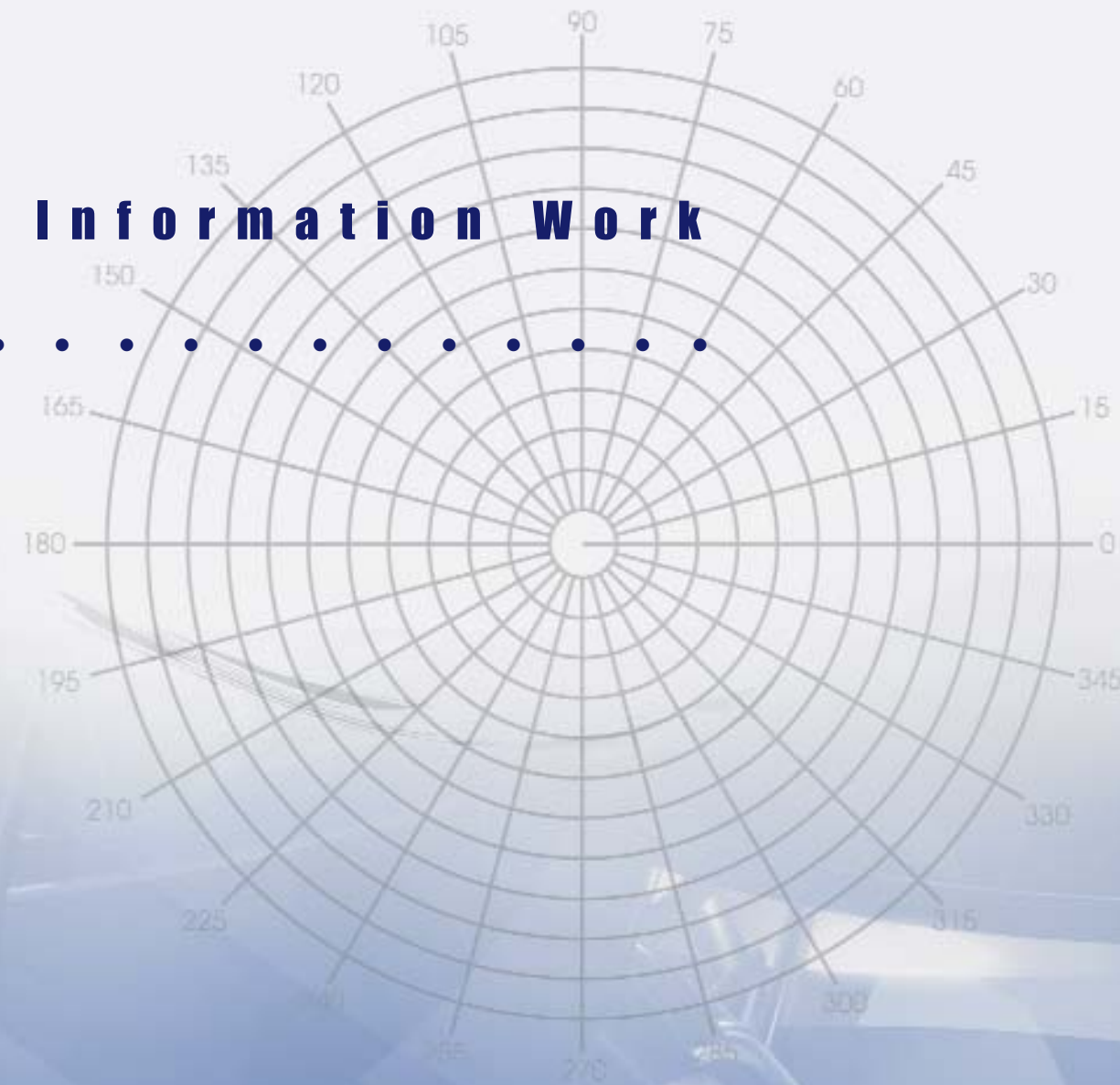
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The first place where people search for information is the Internet.

Controlling the content is your job. Getting it on the Web is ours.

Bureau van Dijk Electronic Publishing (BvDEP) helps you distribute content to your customers and subscribers around the world—in the format they desire, using the technology they require—with incredible speed and amazing accuracy. Working side-by-side with you to help you maximize revenue, BvDEP provides a Web-based platform that:

- Intuitively delivers information faster than ever before.
- Scales to accommodate and integrate with your business and technology requirements.
- Provides the highest degree of relevancy for searches.
- Reduces time to market for new services and content via modular, reusable components.

Open, Safe, Secure and Fast Information Delivery

- Fast, Powerful Search Options – Our open XML API architecture enhances the speed of information delivery. With our flexible, intelligent, proprietary search engine, your customers can receive the information they need, when they need it.
- Quick Updates – a shorter time to market equals faster time to revenue. With a scalable BvDEP electronic platform, you can add and update components and content based on availability and business decisions.

Same Content = More Revenue for You

Your success becomes our success. Not only do we reduce your cost of entry to electronic publishing, we help you generate more revenue with your content. Most importantly we partner with our clients for long-term relationships and deliver value-added services that allow you to continuously leverage the latest technological advances and increase service to your customers

- Security – your content is your source of revenue and must be protected against unauthorized distribution or reproduction. BvDEP solutions contain the security, management and control mechanisms you need to ensure authorized access and viewing of critical information.
- Advertising Integration – For many publishers, advertising represents a major source of revenue. BvDEP enables inclusion of advertising for specific searches and provides the ability to dynamically rotate results within a category of advertisers based on a wide-array of weight and ranking requirements.
- Industry Standard Open Architecture – BvDEP leverages industry standards to deliver an open architecture that can easily integrate within just about any IT environment.
- E-Commerce Functionality – BvDEP can deliver e-commerce functionality or integrate with your existing e-commerce system. Our e-commerce platform can handle online orders, manage subscriptions, provide a variety of online and offline payment options, and a variety of other functions.
- File Format Independence – Many organizations maintain their own unique standards for the storage and format of content. For BvDEP, the ability to manage different file formats is crucial—and experience is built on more than 20 years of delivering solutions.

Measure, Optimize and Communicate

Knowing the success of your online presence can only be determined by facts. Securely delivered via the BvDEP dashboard, you will have measurement technologies that graphically reveal usage statistics for searches, advertising and performance. These technologies enable you to identify patterns and trends to help determine content pricing and relevance, and whether or not new information should be added or if existing information is no longer of value. Additionally, self-contained automated e-mail capabilities provide you the opportunity to stay in touch with your customers, advertise promotions, market events and new content, and distribute administrative alerts.

Content Delivery: Where Ever Required by Your Customers

Your customers use a wide range of technologies to access information. BvDEP has the experience and partnerships that enable you to securely distribute your information to the platforms demanded by your customers.

Deep Roots in Electronic Publishing

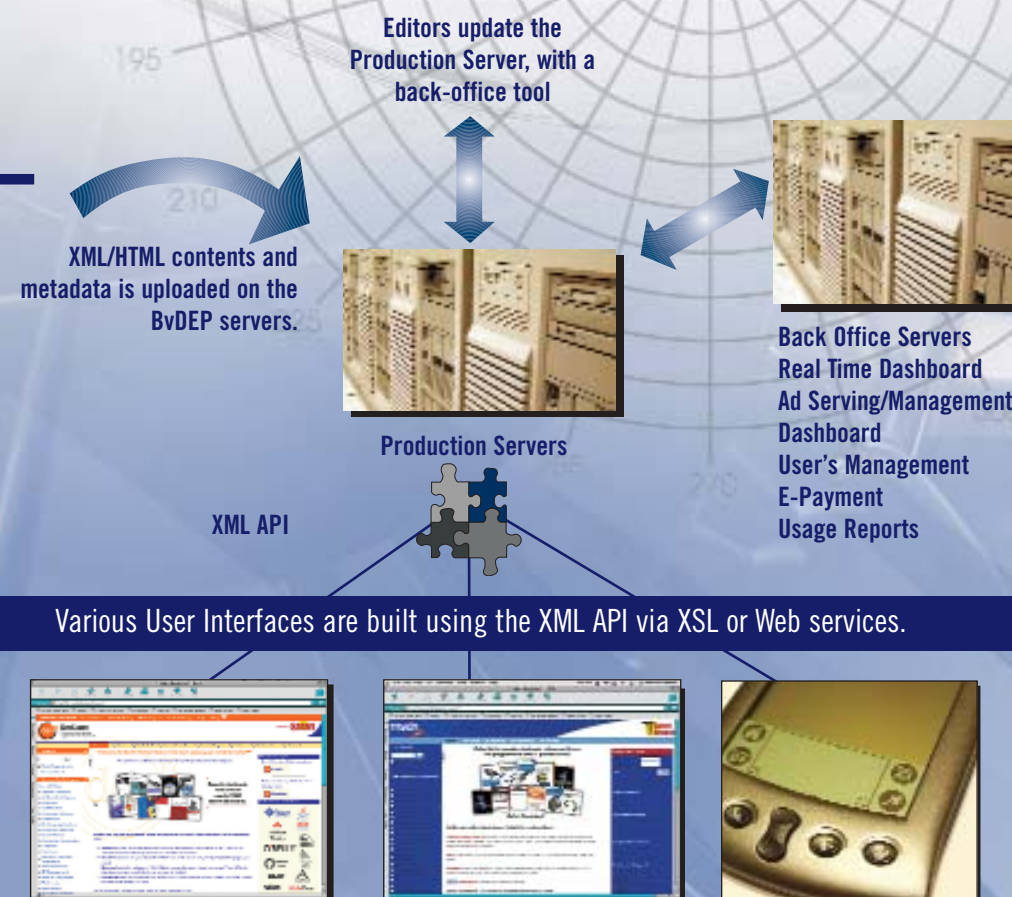
Since 1989, BvDEP has been a leader in the delivery of document management and electronic publishing solutions. Our strong team of experts remains committed to long-term relationships and partnerships with our customers. We help them to remain focused on their core businesses by providing flexible state-of-the-art platforms to deliver content to wherever needed: Internet and mobile technologies.

BvDEP customers include some of the most widely recognized names in the world:

- O'Reilly and Associates
- The Pearson Technology Group
- Sony Electronics
- IATA
- Reuters
- Horizon House Publications
- Leadership Directories
- British Telecom
- Kluwer Academic Publishers
- The Economist Intelligence Unit
- International Telecommunications Union
- VNU World Directories

B v D E P S e r v e r A r c h i t e c t u r e

XML



XML/HTML contents and metadata is uploaded on the BvDEP servers.

Editors update the Production Server, with a back-office tool



Production Servers

XML API

Various User Interfaces are built using the XML API via XSL or Web services.



Back Office Servers
Real Time Dashboard
Ad Serving/Management Dashboard
User's Management
E-Payment
Usage Reports