

Energy Intelligence partners with Content DSI to streamline publication and delivery of personalized content to subscribers**Energy Intelligence's Goals**

- Develop a central data repository
- Allow access rights and privileges based on user specifications
- Provide remote access to system
- Develop an Energy Intelligence home page and additional Web pages for
- Energy Intelligence publications
- Allow for Web subscriber personalization
- Ensure digital rights protection

The Solution

- Comprehensive editorial content management system
- Dynamic Web site featuring home page and pages for each publication
- Personalization, search, and e-commerce features
- Digital rights management capabilities

BACKGROUND

Energy Intelligence is an independent publisher of *Petroleum Intelligence Weekly*, *Oil Daily*, *Natural Gas Week*, and other specialized serial newsletters. Energy Intelligence also produces handbooks, special reports, and databases, about and for the worldwide oil and gas industry. It provides high quality business intelligence both in text and numerical form that caters primarily to senior executives. Energy Intelligence is widely considered to be a leader in this field of specialized journalism. Energy Intelligence has six bureaus for newsgathering: New York, Moscow, London, Washington DC, Houston, and Singapore. Energy Intelligence's information reaches thousands of energy industry professionals in more than 100 countries, as well as government officials,

THE CHALLENGE

Energy Intelligence's print publication process was separate from its electronic publishing process. In addition, there were some inherent limitations to the electronic publishing system and software, as well as the inability to support additional publishing channels.

Energy Intelligence needed to collect and standardize all its data into one central repository. All reporters, editorial staff, management staff and remote staff would need access to the electronic publishing system via desktops and laptops. The system would need to accommodate any temporary access changes such as allowing journalists to publish directly to the Web in the case of breaking news. Energy Intelligence also wanted to develop Web sites with search, personalization, and e-commerce functionality for its publications in addition to a general Energy Intelligence home page. They also wanted visitors and subscribers to be able to view and purchase content online.

THE SOLUTION

After detailed and thorough analyses of the legacy conversion requirements, the editorial process, and the Web site portal requirements, Content DSI developed and implemented a comprehensive end-to-end publishing system and a dynamic new Web site—www.energyintel.com. Based on Energy Intelligence's needs, Content DSI proposed a content management system and a customized software solution based on its Web Publishing Solution (WPS) architecture.

CONTENT MANAGEMENT

The content management system includes a browser interface and uses Microsoft Word as the authoring tool. Underlying the Microsoft SQL Server database is a workflow component that helps field journalists process articles—write, edit, review, and publish to the Web and print.

A central database houses all articles and links for associated graphics, tables, and other multi-media objects. All reporters, editors, and management staff have access to the system via desktops and laptops; and remote staff has access via the Internet. The system provides access rights and privileges based on user specifications. Only certain editors can publish issues to the Web site, and journalists cannot edit each other's stories. The system accommodates the occasional need to modify users' rights. For example, journalists who normally cannot publish a story to the Web have the ability to do so when covering special industry events like OPEC meetings and need to publish news to the Web immediately.

The system supports publishing to the Web on a scheduled basis as well as on demand (for breaking news, corrections, etc.). The system also lets Energy Intelligence release newsletters to the Web on a

Technology Employed

Content DSI's WPS
Microsoft Commerce Server
Microsoft Site Server
CyberCash
QuarkXPress

Content DSI Company Overview

Content Data Solutions, Inc., a software and systems integrator, provides custom content management, cross-media publishing and e-business solutions to leading commercial publishers, industrial manufacturers and other content centric companies.

We apply proven methodologies and processes to help enable our clients to author, store and manage information from a central data repository, publish that information in multiple formats and import and export data to and from internal business systems. Our solutions help companies efficiently manage and publish their information.

Content DSI has the experience and expertise to develop a clear understanding of our clients' goals, requirements and business issues. We then recommend, design and implement an effective solution to satisfy their needs.

We highly value the relationships we establish with our clients and are dedicated to delivering the highest level of service.

schedule as well as instantly in the case of breaking news. The system also allows for extracts into QuarkXPress™ for print production.

WEB DELIVERY

The dynamic Web site provides a free content area for non-subscribers as well as a more in depth, personalized area for subscribers. The site features personalization, powerful search capability, and e-commerce functionality.

Subscribers are greeted by name when they log in and can view and re-run saved queries. As an option, the system can generate e-mail when subscriber-specified topics are updated. And unique to the Energy Intelligence site, nonsubscribers have the opportunity to search and purchase single articles.

Newsletters are fully searchable and downloadable as PDF files, and Energy Intelligence can provide content dating back to 1990. Visitors to the site can run searches by category, full text searches across selected publications, and combined searches of fields and full text. Non-subscribers also can search all publications and are then prompted to subscribe to areas to which they do not have access.

Users can purchase print and Web subscriptions and hard and soft goods using credit card or "bill me" options. The Web Administrator functionality allows editors to modify Web publications. Advertisements and subscription information also are easily updated. Integrated and customized Microsoft software allows for Web analysis and generates Tracking Reports using Microsoft Site Server.

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SUCCESSFUL RESULTS

Content DSI's development of a content management system to maintain and present all of Energy Intelligence's content to Web subscribers and other users expanded Energy Intelligence's abilities as an Internet content provider. With the new system, Energy Intelligence has greater control in design, content, and functionality. Selling content on an article-by-article basis has created an additional, incremental revenue stream.

"Content DSI's solution, along with a custom designed Web site, has streamlined our production processes and enabled us to offer our customers a new way of previewing, viewing, and ordering our information," says Tom Wallin, President and COO of Energy Intelligence. "The system is easy to use and customizable and allows us the flexibility to identify and create new products in a way that was not possible prior to its inception. It has reduced production effort and increased output, making our processes more efficient."

In 2004, Content DSI will provide capabilities to Energy Intelligence to support digital rights management to insure secure, authorized distribution of published articles. The solution will manage user access to PDF documents, dynamically water-mark content, track usage, and ultimately prevent redistribution to unauthorized users.

