

FACTIVA

QUICK FACTS

With Fetch, Factiva scaled from 3,000 to 26,000 web news sources - roughly a tenfold increase - while reducing the engineering resources devoted to data aggregation.

Factiva test-drove six products - and chose ours. With Fetch, Factiva gained the ability to add crucial metadata to content and to scale as needs grow.

Fetch's artificial intelligence capabilities honor /robots.txt requests and accommodate changes on websites- now Factiva can keep up with continually-evolving web data sources.

FETCH FOR FACTIVA

Factiva chose Fetch for News Aggregation to power its Intelligence Engine. Now, it can focus on the news it provides to clients.



Fetch was the only firm that understood our business problem."

Martin Murtland, Vice President & Managing Director, Dow Jones

FACTIVA'S INTELLIGENCE ENGINE RUNS ON FETCH

ABOUT FACTIVA

Factiva – The Intelligence Engine – is an indispensable resource for business, spanning 200 countries in 23 languages. Factiva offers the premier collection of the world's top media outlets combined with powerful search features - such as Factiva Intelligent Indexing - that yield effortless and accurate results. A discovery pane quickly highlights related news content in interactive charts and graphs, and information-sharing features include customized newsletters, widgets, podcasts and alerts accessible via email or mobile device.

CHALLENGE

Factiva wanted to enhance its product offering to clients by incorporating news content from the Web. The company used web crawlers to gather data from 3,000 sites and wanted to scale to tens of thousands of sources, but the web crawlers couldn't handle this scale. Because crawlers require technical staff to maintain, Factiva had to use software developers to manage the effort even though it wanted to let non-technical editorial staff maintain the news content. Factiva was unable to apply its own metadata to the news content that the crawlers were returning, which meant that its end users couldn't discover the content that they needed. Finally, the crawlers couldn't handle any changes to websites without breaking, nor could they honor /robots.txt requests, which were critical requirements for Factiva.

SOLUTION

Factiva identified, reviewed, and rigorously tested six potential vendors' products, and found that Fetch provided the only comprehensive solution available. Others supplied tools that sacrificed maintenance for scalability or vice-versa. Fetch offered low maintenance costs, high scalability, and content to which Factiva could easily add its metadata. "Fetch was the only firm which understood our business problem," says Martin Murtland, Vice President & Managing Director, Dow Jones, "Based on this understanding, we had the confidence to co-develop the end solution using Fetch technology still in the development phase. Fetch is a good business partner."

RESULTS

Factiva now differentiates itself from competitors with its vast Web news coverage. Fetch powers the aggregation and integration of 26,000 web news sources into the Factiva engine. Those sources are then coded with Factiva's proprietary metadata to return real-time, accurate, and reliable results to Factiva clients. Factiva's editorial staff is able to easily maintain the news content, and maintenance costs are low. "We work with Fetch because the solution is scalable, reliable, accurate and robust," Murtland said. "Our clients demand results that they can count on, and that's what Fetch delivers."