



Manufacturing Success

Nexis® helps organizations achieve data-driven business intelligence

Recent years have seen steady growth across manufacturing worldwide, but experts believe a downturn lies ahead.

A survey of manufacturing executives across high tech, consumer goods, industrial, automotive, and life sciences industries found that 61% of respondents believe 2020 will see a global recession.¹ Beyond protectionist trade policies, other factors influencing a slowdown in global manufacturing include market volatility, shifting currency exchange rates, increased business and environmental regulation, geopolitical uncertainty and the threat of a global pandemic.

What can manufacturers do to remain competitive and maintain a positive growth trajectory in light of such challenges?

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For a manufacturing company of any size to survive and thrive in this era, its operations have to be both lean (cost competitive and efficient) and agile (responsive to market demands).²

INDUSTRY WEEK, SPECIAL RESEARCH REPORT

Empower decision-makers across your organization with relevant research

Business intelligence plays an important role in meeting those goals—and that’s where Nexis® can help.

The report, “The Future of Manufacturing: 2020 and Beyond,” goes on to note the top five priorities for manufacturing organizations with high-growth expectations:

Priority	Nexis Benefits
Enhanced data availability	Brings together a world-leading repository of trade publications, news, company, financial, legal, regulatory, industry and market data—all in one place.
Enhanced collaboration	Enables users to collaborate across the enterprise with shared folders, allowing users to highlight key points and annotate documents. Nexis Reader also enables sharing of articles for readers on the account. You can also create alerts to automatically share new information as it becomes available.
Enhanced market intelligence	Provides easy access to industry and market reports, as well as relevant thought-leader blogs to help you capture a complete picture of the business landscape.
Higher productivity	Helps users find relevant insights faster with post search filters that leverage content enrichments powered by AI technologies and human expertise to yield smarter, searchable data.
Real-time availability of critical business information	Available when and where you need it, including a handy mobile news search app to stay abreast of breaking news that could signal a risk or opportunity.

Nexis helps manufacturers capture timely intelligence from respected, global publishers—a crucial advantage for manufacturers with multinational supply chains or those looking to understand demand in emerging markets targeted as growth opportunities.

Use Case:

Chemical Manufacturing

With more than 45,000 licensed and fair-use sources—print and broadcast media, as well as web content—Nexis provides chemical manufacturers with an efficient, cost-effective research platform supporting the needs of:

- **Corporate information and Competitive Intelligence professionals** conducting in-depth competitive intelligence research, identifying potential risks or opportunities—such as growing interest and regulation related to sustainability— based on market research into their own industry as well as those they sell into.
- **Sales teams** conducting primary research on prospects, including access to corporate hierarchies, which allows Sales to identify organizations related to existing customers—low hanging fruit for achieving sales targets.
- **Engineering and Product teams** monitoring developments in patents, tracking consumer trends to inspire innovative product development, identifying world events which could impact order volumes.

Nexis aggregates content relevant to chemical manufacturing—from industry-specific publications to regulatory sources.

- ICIS Chemical Business
- ICIS Chemical News
- Chemical Week
- Chemical Engineering
- Plastics Technology
- Plastics News
- Plastics in Packaging
- Rubber & Plastics News
- Risk Policy Report
- Toxics Regulations News

These sources—along with authoritative content from 10,000+ publishers and data providers—enable chemical manufacturers to uncover actionable insights to make decisions with confidence.

Experience Nexis® for yourself.

Connect with us to learn more and arrange a personalized demo.

Email us at information@lexisnexis.com

¹ "Survey: Manufacturing Execs Predict Global Recession in 2020," *tED magazine*. January 24, 2020. Accessed at: <http://bit.ly/33aB4vQ>

² "The Future of Manufacturing: 2020 and Beyond," *IndustryWeek* Special Research Report. Published 2016. Accessed at: <http://bit.ly/391qP53>

