SinglePoint™ MI Analyst™
Business Research Edition

The next frontier in search: Meaning Extraction

MI Analyst uses meaning extraction to deliver search results with real intelligence – so you can get the full value from your market intelligence content.

With MI Analyst a market researcher can conduct a search on a product line and have the search engine zero in on the reports that describe threats to market share or pricing strategy. Or the researcher can run a search and have the application report who are the innovative new companies that might emerge as competitors or acquisition opportunities in the future. MI Analyst can analyze the tone of the market research about products, and highlight which reports and research analysts have positive sentiment and which ones have negative sentiment about your company and its competitors.

MI Analyst combines the power of Northern Light’s best-in-class free-text search facility and industry-leading research portal platform with advanced text analytics developed specifically for business research.

**Entity extraction** and **concept extraction.** MI Analyst identifies 50,000 companies, thousands of venture funded companies, industries, and markets and hundreds of business issues like pricing, market share, and financial results. The locations of each entity and concept in each document is part of the search index, and proximity can be used to find all mentions of a company, a pricing strategy, and a technology in proximity to one another in all the documents in the research portal.

**Relationship identification** between entities. MI Analyst discovers relationships between companies, technologies, markets, and business issues discussed in search results documents.

**Meaning Extraction.** MI Analyst identifies business and research issues contained in the documents on the search results. MI Analyst suggests the threats and opportunities regarding products, market share, pricing, new technologies, marketing partnerships, and business strategy.

**Company analysis.** MI Analyst summarizes the relationships, business and research issues for each company and provides a summary overview of that company’s strategy, marketing programs, and technology focus.
Since 1996, Northern Light has been a leader in search technology. The company has developed and deployed strategic research portals for more Fortune 500 enterprises than any other firm. Northern Light is the only company that leading market research publishers trust to index the full text of their reports; and its technology infrastructure is so robust that even the world’s foremost security software vendor trusts Northern Light to host their valuable research content.