Northern Light® SinglePoint™
Strategic Research Portal

Search all your market intelligence sources simultaneously.

SinglePoint at a Glance

- **Research Content:** Full-text index of all licensed, purchased, and internal market research content in one integrated search.

- **Business News:** Over 40,000 stories a day from premium newswires, online news sources, industry authority blogs, and IT white papers covering every industry.

- **Integration:** All content indexed and classified to a single consistent standard and available through one login, one user interface, one search, and one results list

- **MI Analyst:** The power of Northern Light's best-in-class free-text searching with advanced text analytics developed specifically for market intelligence applications.

- **Seat Management:** Enforce access privileges so users only have access to documents they are authorized to read.

- **Security:** HTTPS access to our standard user account system or integration with single sign on system.

- **Personalization:** Save searches, customize your home page, and set search defaults.

- **Collaboration and sharing:** RSS delivery of alerts, shared bookmarking, research collaboration, tag clouds and widgets, wikis, and more.

- **Administration:** Online secure access to user accounts, content logins, feedback, reports and content uploading system.

Your organization, like most large enterprises, produces internal primary market research and competitive intelligence, licenses secondary market research studies and commentary from dozens of external market research firms, and monitors the news for market and competitive intelligence.

A SinglePoint Market Research Portal can integrate this diverse content, make it searchable from a single interface with a single login, and provide seamless download of relevant documents to users from the servers wherever they are hosted - at Northern Light, on your internal network, on the public Web, or at a secure content provider website.

The benefits of a SinglePoint portal are many: increased access to market research throughout the enterprise, increased utilization of subscriptions for external sources, reduced time searching for relevant material, and more time for higher-value activities such as analyzing the information.

SinglePoint implementations include authorization capabilities manages access rights for users to any content set and also allow users to make use of their own individual seats for licensed content.

> ### Contact us for your free demo of SinglePoint:
> Call (617) 674-2074 ext 1 or email singlepoint@northernlight.com.

Leverage the simplicity and power of Northern Light's award-winning search technology

Northern Light indexes every word of every document, including within MS Office and PDF documents. You can search on metadata like title, author, source, document types, or custom metadata that reflects your common report names and corporate conventions.   Users can search using keywords, Boolean expressions (all operators, compound, nested), natural language, phrase searching, wildcards, or any combination of these. Any search can be saved as a Search Alert™ Any search can be saved and delivered as personalized Home Page headlines, email alerts or RSS feeds.   Northern Light features relevance ranking so effective that *PC World* called it "uncanny."

Extract the full meaning from your valuable market intelligence content

MI Analyst® from Northern Light combines the power of our best-in-class free-text searching with advanced text analytics developed specifically for market intelligence applications.   MI Analyst includes sentiment scoring allowing users to see summary sentiment scores for extracted entities and to sort results lists by sentiment – positive to negative or negative to positive.   Discover relationships between companies, technologies, markets, and business issues discussed in your search results documents. Identify threats and opportunities regarding products, market share, pricing, new technologies, marketing partnerships, and business strategy.

SinglePoint is a turnkey hosted solution that scales easily to your whole company

You don't need a large IT staff to support a search portal because we handle the development and operation. We integrate the content, load it every day, and host the database index and search functionality.   And because SinglePoint is based on Northern Light's award winning search technology, it scales. In addition to the hosted SinglePoint portal, you can link to SinglePoint from intranet sites using our XML APIs or Microsoft SharePoint Web Parts collection.

We work with over 150 market research analyst firms and diverse internal content repositories.