

# Northern Light® MI Analyst™

The next frontier in search for market intelligence content:

## Meaning Extraction

### MI Analyst At-A-Glance

**Entity extraction** for business-critical facets:

- Companies
- Venture Funded Companies
- Technologies
- Markets
- Job Titles
- Business Issues
- Government Agencies
- Identified Phrases
- Market Research Vendors

**Sentiment scoring** and sorting by sentiment score:

- See summary sentiment score (document author's positive or negative tone) for each company
- Sort documents by sentiment from most positive to most negative and from most negative to most positive.
- View documents with individual sentiment scores

**Relationship identification** between entities:

- Discover relationships between entities revealed by the document set
- Mitigate the research barrier of unfamiliar or unidentified concepts, synonyms, acronyms and aliases.

#### Meaning Extraction

- Uncover relevant business issues hidden in content
- Identify threats and opportunities regarding products, market share, pricing, new technologies, marketing partnerships, and business strategy.

**Trend analysis** with display and data export options.

What if your search engine could read all the market intelligence reports and articles your company creates or licenses and tell you what is in them, suggest to you what the business issues are that they report on, and direct you to the documents that are the most interesting to you, not from a search relevance perspective, but from a *meaning* perspective?

For example, what if you could conduct a search on one of your product lines and have the search engine zero in on the reports that describe threats to your company's market share or pricing strategy? Or what if you could do a search and have the search engine tell you who the innovative new companies are that might emerge as threats or acquisition opportunities in the future? Imagine if your search engine could analyze the tone of the market research about your company's products, and tell you which reports and research analysts have positive sentiment and which ones have negative sentiment about your company or your competitors?

With Northern Light MI Analyst, you can do all these things and more.

MI Analyst combines the power of Northern Light's best-in-class free-text searching with advanced text analytics developed specifically for Market Intelligence applications. Your market intelligence content is the most valuable database your company possesses for the purposes of strategic analysis. Extract the full meaning from it.



Contact us for your free demo of MI Analyst:

Call us at 617-674-2074 extension 1,  
or email us at [sales@northernlight.com](mailto:sales@northernlight.com).

**Search Results**

Your search returned 605 results.  
New search:

Did you mean: [saas](#)

- Evaluating Software-as-a-Service Providers: Questions to Ask Potential SaaS Providers**    
 100%: More software functionality is being delivered in the form of software as a service. We provide key issues that users should discuss with SaaS vendors. - This is Gartner Report number 491288  
**Gartner Group Research: Licensed Content**, 04/18/2006  
 96%: [SaaS Delivery Challenges On-Premise Software](#)  
 from this source
- Comparing The ROI Of SaaS Versus On-Premise Using Forrester's TEI™ Approach**    
 93%: While adoption of software-as-a-service (SaaS) has become widely accepted in CRM, usage in ERP continues to play catch-up. Consequently, firms evaluating various deployment options should consider evaluating both SaaS as well as traditional on-premise options beyond the pure cost tradeoffs. Depending on the business models and economic drivers, differences in business benefits, flexibility, and risk are important when comparing these deployment options.  
**Forrester Research: Tech Choices (report)**, 09/20/2006  
 28%: [The Forrester Wave™: Midmarket Sales Force Automation Q4 2005](#)  
 from this source
- Microsoft Announces SaaS Commitment to Partners**    
 86%: This IDC Flash examines Microsoft's stated plans to incorporate partners within its software as a service (SaaS) strategy (encompassing Windows Live, Office Live, Microsoft Dynamics CRM Live, and Microsoft Ad Center) and provides recommendations on key priorities that need to be addressed to better engage partners as this strategy unfolds. - This is International Data Corporation document number 202850  
**IDC: Market Research (report)**, 07/26/2006  
 85%: [Worldwide and U.S. Software as a Service: 2005-2009 Forecast and Analysis: Adoption...](#)  
 from this source

**Search In Other Datasources:**

- Analysts Research
- Journals Research
- Business Web Research
- Current News Research
- Archived News Research
- White Papers Research

**Narrow Your Search!**

Your search returned 605 items which we have organized into the following **Custom Search Folders™**:

- Application Service Providers (ASPs)
- Computing & Internet
- International markets
- Software engineering
- Merchandising
- Business to business sales
- Internet
- Central & Eastern European market

**Analyze the results of any free text search.**

**Analyze Search Results**

Your search returned 744 companies.  
New search:

#	Sentiment	Company (4 selected on all pages   <a href="#">clear all</a> )
1	[+1]	<input type="checkbox"/> Microsoft (329)
2	[+1]	<input type="checkbox"/> Fast (286)
3	[+1]	<input type="checkbox"/> Oracle (209)
4	[+1]	<input checked="" type="checkbox"/> IBM (197)
5	[+1]	<input type="checkbox"/> Hewlett-Packard (112)
6	[+1]	<input type="checkbox"/> Siebel (101)
7	[+1]	<input checked="" type="checkbox"/> PeopleSoft (65)
8	[+1]	<input type="checkbox"/> Google (59)
9	[+1]	<input type="checkbox"/> Accenture (57)
10	[+1]	<input type="checkbox"/> Cisco (48)

Total: 744

last 3 years

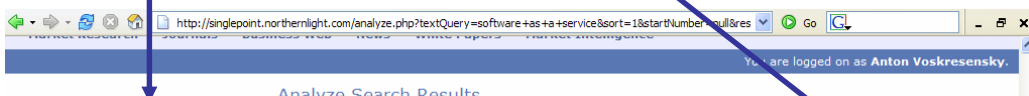
**Choose from multiple entity types.**

**See results for selected entity, sorted by sentiment score**

Your search returned 197 results.  
New search:

Your search is now limited to only 197 results.

- IBM Managed Web Hosting Product Assessment**    
 +10: IBM continues to be a threat in hosting assets. With recent mega-mergers, IBM's position in the market is solid. **Current Analysis Parent**, 05/02/2006  
 +8: [IBM Promises More Enhancements](#)  
 from this source
- Canadian Consulting & Integration Services**    
 +7: This study examines the impact of interesting developments in the ranking of the top ten professional through acquisitions, new entrants and changing strategies. This report...



**Analyze Search Results**

Your search returned 19 business issues.  
New search:

#	Business Issue (0 selected on all pages   <a href="#">clear all</a> )
1	<input type="checkbox"/> Strategic management (18909) ( <a href="#">more detail</a> )
2	<input type="checkbox"/> Product marketing strategy (10836) ( <a href="#">more detail</a> )
3	<input type="checkbox"/> Mergers and acquisitions (10502) ( <a href="#">more detail</a> )
4	<input type="checkbox"/> Financial issues (10475) ( <a href="#">more detail</a> )
5	<input type="checkbox"/> Thought leaders (7279) ( <a href="#">more detail</a> )
6	<input type="checkbox"/> Market forecasting (6156) ( <a href="#">more detail</a> )
7	<input type="checkbox"/> Pricing strategy (5167) ( <a href="#">hide detail</a> )
	<ul style="list-style-type: none"> <li>Value chain (1028)               <ul style="list-style-type: none"> <li>Pricing pressure (899)</li> <li>Price competition (824)</li> <li>License fees (622)</li> <li>Price premium (376)</li> <li>Price war (346)</li> <li>Price decline (313)</li> <li>Premium price (312)</li> <li>Discounted price (250)</li> <li>Bundled pricing (232)</li> <li>Maintenance fees (232)</li> <li>Price discount (188)</li> <li>Declining price (107)</li> <li>Switching costs (83)</li> <li>Commodity pricing (75)</li> <li>Quantity discount (9)</li> <li>Price discrimination (6)</li> <li>Penetration pricing (2)</li> </ul> </li> </ul>

**Extract meaning from documents and zero in on business issues to identify threats, opportunities, and insights.**

**Entity Distribution**

2004 (1,115 docs) | 2005 (1,115 docs) | 2006 (1,188 docs)

IBM (57%) [+1] | PeopleSoft (21%) [+1] | IBM (62%) [+1]

EDS (16%) [+1] | Dell (8%) [+1] | EDS (13%) [0]

**Show trends in coverage and sentiment.**

**Create your own charts and presentations**