

Northern Light[®] MI Metrics[™] Brand Monitoring

What are IT analysts, journalists, and bloggers saying about your company, brands, and products?

MI Metrics is a service of Northern Light that provides a custom, in-depth, frequently updated tracking of the competitive landscape as reported by IT analyst reports from leading IT Analysts, journalists, and bloggers from around the world and thousands of news sources and industry authority bloggers.

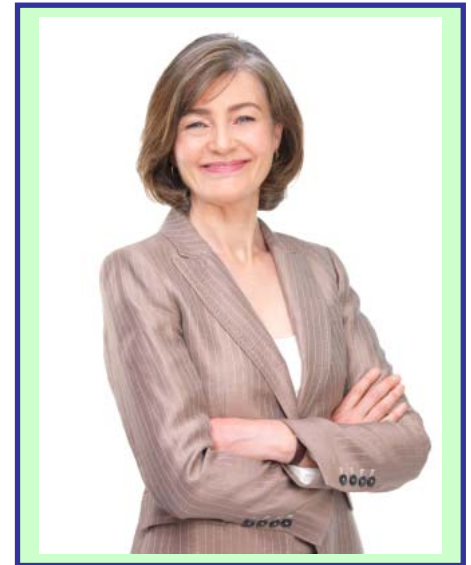
Special focus is given to news stories that contain IT analyst quotes, perspective, analysis, and commentary because most brand tracking services miss this crucial coverage.

To produce MI Metrics, Northern Light uses its considerable content, technical, and professional staff resources:

- Northern Light's comprehensive, full-text index of 20 IT analyst firms content including Forrester, Gartner, and IDC - additional IT firms can be added on a custom basis (Client must license the analyst content from the analyst firms to see the full-text of the reports)
- Northern Light business news with Industry Authority Blogs with over 7,000 sources including leading international news sources (e.g., *New York Times*, *Financial Times*), newswires (*Reuters*, *Knight-Ridder*), industry trade sites (e.g., *CNET*, *ZDNet*), and authority bloggers (e.g., Walt Mossberg, Larry Page)
- *MI Analyst*, text analytics with sentiment scoring
- Our staff of expert online researchers

Deliverables include:

- Track the client and any number of competing firms
- Share of Voice Analysis: metrics identifying which companies are garnering the most analyst coverage in the news
- Share of Coverage Analysis: metrics identifying which publications and analysts grant the most coverage in the market segment.
- Sentiment Analysis: metrics of positive, negative, and neutral stories containing analyst quotes, with business issues being discussed
- Selected headlines, analyst quotes, and links to news stories containing analyst quotes, and IT analyst reports of significance industry wide.
- Points of View that provide high level summarization and interpretation for reported-on important industry events, trends, and business strategy issues



With Northern Light MI Metrics, you can be assured you know everything being said about your company and its competitors by IT analysts, journalists, or industry authority bloggers whether it is in analyst reports or news.

Northern Light research shows that half of IT analyst quotes about companies occur in news articles and blogger posts as opposed to published analyst reports.

If your company is tracking analyst quotes only in analyst reports, you are missing half the coverage.

Contact us for information and a demonstration.
617-674-2074 ext 1 or email at sales@northernlight.com.

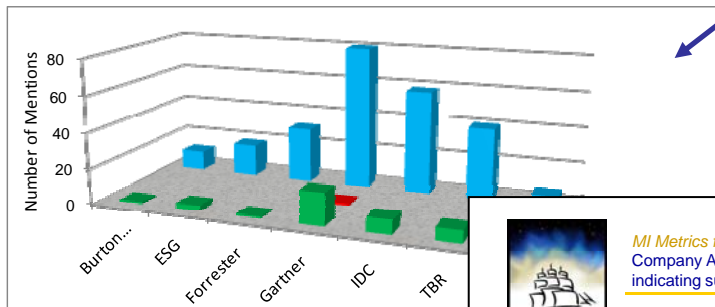


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Strategic Research Portals

MI Metrics for Analyst Reports

Gartner, IDC, and TBR and key analysts expressing sentiment toward Company A



Sentiment analysis measures tone of voice, positive, neutral, and negative toward companies

Metrics like "Net Positives" display sentiment analysis by competitor

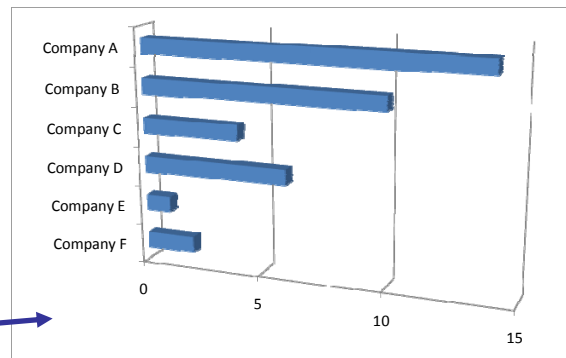


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MI Metrics for Analyst Reports

Company A had the highest "net positive" coverage in analyst reports, indicating success at securing analyst support for the Company A story



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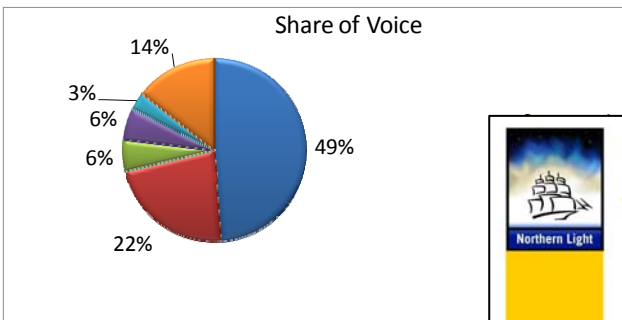


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MI Metrics for Analyst Reports

Company A had the highest share of analyst coverage, with Company B a distant second and Company F an even more distant third



Share of Voice Analysis shows who is successful communicating with analysts, journalists, and bloggers

Actual quotes from media coverage illustrate themes and findings



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Strategic Research Portals

MI Metrics for Analyst Reports

Company A: Strategy is being driven by acquisitions

- Positive: acquisition strategy

During 2006 through 2007, several of these vendors were acquired by incumbent industry players with solid positions in the larger market. We expect further consolidation through 2008 with the remaining independents.

[Hype Cycle for Data and Application Security, 2008](#)

Gartner, September 30, 2008

At the end of this first phase of consolidation, customers should expect to see one or two leading independent vendors and a number of platform players with integrated orchestration offerings.

[Orchestration: A Market Emerges Out of the IT-GRC Fog](#)

Burton Group, August 8, 2008

The \$350 million [Company V acquisition] deal enabled Company A to cut to the front of the line of vendors offering a mix of network-based and endpoint-based solutions that can be integrated with existing product wares.

[Anywhere Data Is Powerful; Data Everywhere Is Dangerous](#)

Yankee Group, August 13, 2008

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