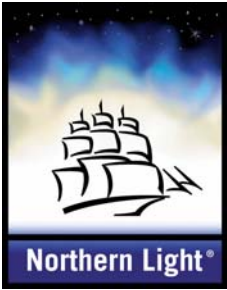


Northern Light® SinglePoint™ Market Research Portal



Search all your market intelligence sources simultaneously.

Search your internal primary market research reports, licensed secondary research subscriptions, and purchased one-off reports, too.

So simple to use that you can distribute access to the research database enterprise-wide, saving the professional research staff untold hours supporting internal clients looking for information that can be found in the reports.

SinglePoint at a Glance

- **Content:** All licensed, purchased, and internal market research content in one integrated database.
- **Integration:** All sources indexed and classified to a single consistent high standard and available through:
 - One login
 - One user interface
 - One search
 - One results list
- **Seat Management:** Enforce access privileges so users only have access to documents they are authorized to read.
- **Search Unlicensed Content:** You can include search results from content you do not license so that you can have a comprehensive view of what is available.
- **Best Search Technology:** Full-text index of all content, taxonomy, subject classification, metadata, alerts, user personalization, administration, reports, the industry's best relevance ranking.
- **Hosted Turnkey Solution:** We develop and maintain the portal, load the new content daily, QA the vendor deliveries, and run the search engine to help you keep your labor costs down and minimize the impact on your internal IT resources.
- **Other Content Options:** News, trade journals, Business Web™, white papers.

The Problem and the Benefit

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 news, trade journals, and the Web 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.

A typical SinglePoint has 20 external market research sources, two internal content repositories, a business news feed, and is used by 30,000 employees.

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 that allow administrators to set access rights for users to any content set and also allow users to make use of their own individual seats for licensed content. SinglePoint permits the filtering of results lists and/or the restriction of document access user-by-user, source-by-source, document-by-document, and query-by query.



Contact us for your free demo of SinglePoint:

Call us at 617-674-2074 ext 1 or email us at singlepoint@northernlight.com.

Use 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. All metadata is represented in the index which means you can search on title, author, source, document types, etc. Our flexible query parsing handles keywords, Boolean expressions (all operators, compound, nested), natural language, phrase searching, wildcards, or any combination of these. Any search, no matter how complex, can be saved as a Search Alert™ that sends an e-mail notification whenever new material matching the search criteria becomes available or can be subscribed to as RSS feeds. Northern Light features relevance ranking so effective that *PC World* called it "uncanny." There's no need to develop a taxonomy because we can work with you to customize our existing 17,000-node subject index to your requirements, and all content is automatically classified.

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. You can link to SinglePoint from intranet sites so that every employee in your organizations can use it.

We work with over 60 market research analyst firms and diverse internal content repositories.

Gartner, Forrester, IDC, Jupiter, Yankee, Ovum, Burton Group, and scores more. And if you need to include a vendor we do not already work with, we have a 100% success rate recruiting new market research analyst firms to the SinglePoint service. Also, we can handle any type of internal repository: file directories, content management systems, and intranet sites to name a few. And we have systems to help collect your internal content from the many places it probably resides!

The screenshot shows the Northern Light SinglePoint Demo interface. At the top, there's a navigation bar with tabs for 'My Research', 'My Alerts & Documents', 'My Account', 'Contact', 'Help', 'Admin', and 'Logout'. Below this is a breadcrumb trail: 'Home · Market Research · Journals · Business Web · News · White Papers · Market Intelligence · A-Z Vendor List'. The user is logged in as 'Sheri Larsen'.

The main content area is titled 'Search Results' and shows 'Your search returned 1874 results.' The search term is 'Bluetooth'. There are buttons for 'Save this Search as an Alert', 'Edit this Search', 'Sort by Date', and 'Analyze'. A 'Did you mean: Blue tooth' link is also present.

On the left side, there are two panels: 'Search In Other Datasources:' with links to Market Research, Journals Research, Business Web Research, Current News Research, Archived News Research, and White Papers Research; and 'Narrow Your Search:' with a list of custom search folders like Wireless communications, Bluetooth, Computer hardware industry, Mobile computing, Consumer electronics industry, Third generation wireless (3G), Computer software industry, Computer networks, Telecommunications industry, Networking hardware products, Audio equipment, Cellular phone service, MP3, and All Others. A 'Tips:' section at the bottom left provides instructions on report access, desktop availability, saved login, and corporate subscriptions.

The search results list includes:

- Bluetooth: Not Just a Flash in the Pan** (Burton Group) - 100%: Global shipments of Bluetooth devices in 2005 reached 318 million units. This is nearly enough to provide every person in the United States and Canada with a Bluetooth device. Where are all of these devices and how are they being used? Is this finally "the year of Bluetooth"? What are the security implications of this increasingly popular technology?
Burton Group: Network & Telecom Strategies In-depth Reports, 03/20/2006
48%: **Real-Time Location Systems: Whereare**
[More results](#) from this source
- Market Focus: Bluetooth in Mobile Devices, Worldwide, 2004-2009** (Gartner) - 89%: Annual sales of Bluetooth phones will top 140 million in 2005 and near 583 million in 2009, as Bluetooth becomes a standard part of new handsets in Western Europe and North America. Bluetooth headsets will also sell well. - This is Gartner Report number 486634
Gartner Group Research: Unlicensed Content (report), 11/04/2005
86%: **Market Focus: Bluetooth in Mobile Phones, Worldwide, 2004-2009**
[More results](#) from this source
- Worldwide Bluetooth-Enabled Mobile Device 2004-2008 Forecast** (IDC) - 89%: This IDC study examines the evolution of Bluetooth within the worldwide mobile device market. Updating the IDC smart handheld devices forecast for Bluetooth integration within mobile devices, this document examines the development of mobile device-based Bluetooth strategies in 2004 and places a particular focus on the evolution of the Bluetooth mobile phone headset market. - This is International Data Corporation document number 31396
IDC: Market Research (report), 06/01/2004
56%: **U.S. Wireless Printing 2005-2009 Forecast**
[More results](#) from this source
- Special Focus: Bluetooth and Other Wireless Technologies** (Frost & Sullivan) - 84%: Special Focus: Bluetooth and Other Wireless Technologies Introduction to Bluetooth & Other Wireless Technologies Introduction About Bluetooth and Other Wireless Technologies This report looks at the way in which Bluetooth interacts with the other popular wireless technologies that exist within its environment. The report is divided into four sections: Cellular Technologies Wireless Local Area Networks Other Short-Range Wireless Technologies Wireless Data Services In each section the development of the relevant technologies will be examined briefly before discussing the likely implications. - This is Frost & Sullivan report number 9515-00
Frost & Sullivan: North American Mobile Communications (report), 07/18/2002
84%: **WAP Meets GPRS and Bluetooth**
[More results](#) from this source
- Market Focus: Bluetooth in Mobile Devices, Worldwide, 2004-2009 (Executive Summary)** (Gartner) - 81%: Annual sales of Bluetooth phones will top 140 million in 2005 and near 583 million in 2009, as Bluetooth becomes a standard part of new handsets in Western Europe and North America. Bluetooth headsets will also sell well. - This is Gartner Report number 486516
Gartner Group Research: Licensed Content, 11/04/2005
78%: **High-Trust Environments Require Improved Bluetooth Security**
[More results](#) from this source
- Bluetooth Security Is An Issue For Enterprises** (Forrester Research, Inc.) - 76%: The penetration of Bluetooth devices in corporate networks is growing, and yet often these devices are not looked at as security threats. And attacks on Bluetooth-enabled devices are still in their infancy, a number of different types of attacks have demonstrated that hackers can steal valuable information and even take over devices. The very fact that Bluetooth devices advertise themselves and actively look for a connection makes them a tempting target. The best strategy is to include Bluetooth devices in any corporate wireless security strategy rather than focus all attention on IEEE 802.11 wireless LAN devices. - This is Forrester Research report number 35126
Forrester Research: Quick Take (report), 07/30/2004
48%: **Cell Phones And WLANs: Interference Can Create An Unsound Mix**