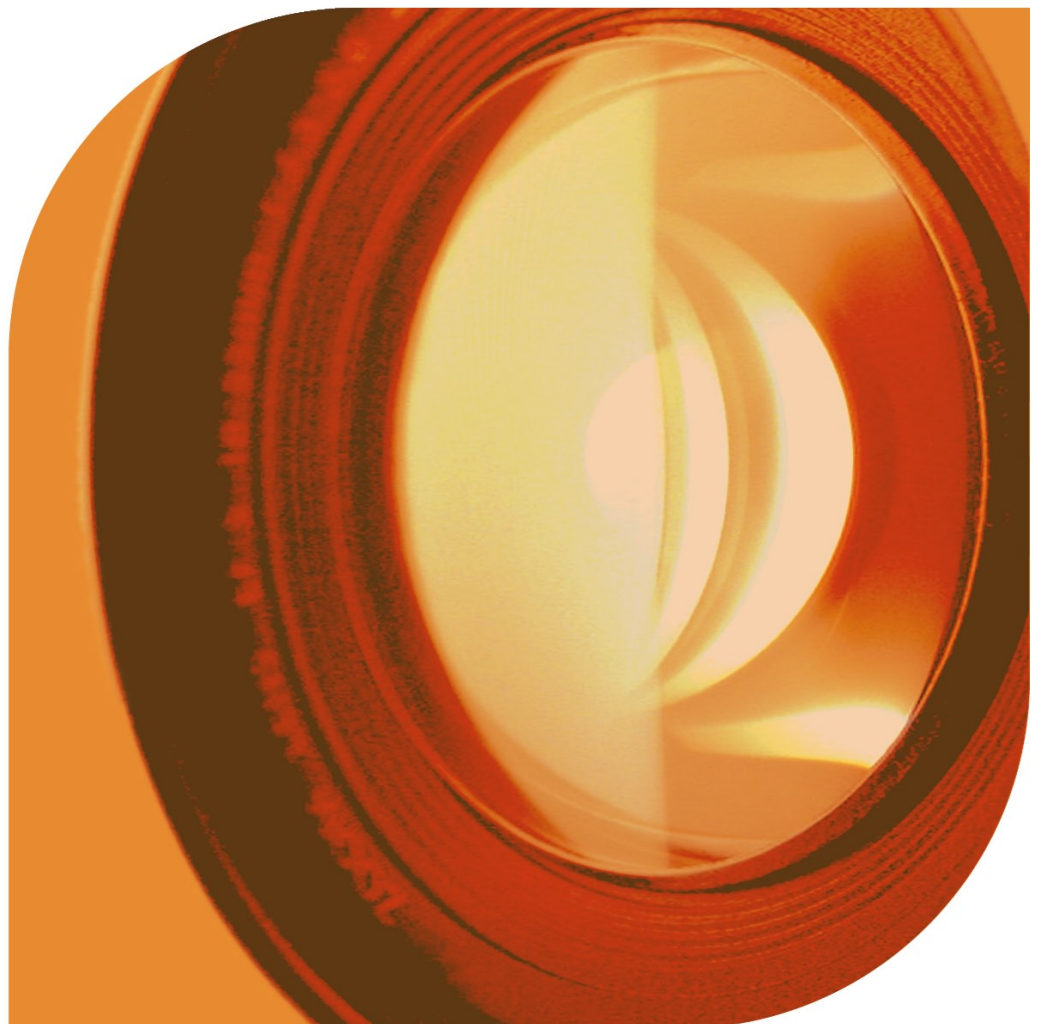# VIP Report

Product Review of Alacra Pulse

In-depth, independent review of the product, plus links to related resources

"Alacra Pulse is a recent addition to the Alacra suite of products. The Pulse platform takes around 2,600 RSS feeds from traditional media and alternative blog sources. Applications sit on top of this platform and the first, Street Pulse, which focuses on analyst commentary, was launched in February 2009."

July 2009

VIP Volume: Reports on Products

Contents

VIP Report

VIP (http://www.vivaVIP.com/) publishes in-depth reports on products, vendors and user experiences relating to premium content products. The monthly *VIP Magazine*, available by paid subscription, includes news analysis and highlights from the latest product reviews. Subscribers also receive, as part of their subscription, the full product review reports published each month.

Users can also purchase individual reports and back-issues of the magazine to meet their immediate needs. The free *VIP Wires Weekly* HTML newsletter offers a regular update of the material which *VIP's* editorial team is reviewing and commenting upon.

To subscribe to *VIP*, purchase reports or back-issues or subscribe to the *VIP Wires Weekly* visit http://www.vivaVIP.com/

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digbig

Publisher's Note
To improve the usability of VIP, we have shortened many long URLs with DigBig, a free utility that creates persistent links (http://www.digbig.com). When you click a DigBig URL, or paste it into your browser, you will be directed to the original URL.

Product Review of Alacra Pulse

By Anne Jordan

Introducing Alacra Pulse

Alacra Pulse is a recent addition to the Alacra suite of products. The Pulse platform takes around 2,600 RSS feeds from traditional media and alternative blog sources. Applications sit on top of this platform and the first, Street Pulse, which focuses on analyst commentary, was launched in February 2009.

A subscription product, Pulse Professional, went live in mid-May. This provides more functionality than the free version, and also includes Deal Pulse (covering M&A deals). Weak Pulse (distressed companies and restructurings) recently went live and Legal Pulse (mentions of law firms) is currently in development.

Alacra, Inc, founded as Data Downlink in 1996, is a provider of business and financial information. Its core Alacra Premium product hosts more than 100 sources of premium business information, with content covering investment research, market research, economic data, news and company financial data. Alacra's largest customer segments are investment and commercial banking, management consulting, law and multinational corporations.

Anne Jordan
View Author Biography

"Legal Pulse (mentions of law firms) is currently in development."

"Alacra's largest customer segments are investment and commercial banking, management consulting, law and multinational corporations."

Alacra Pulse: VIP's View

✓ Quality mixture of online traditional media and alternative blog sources	✗ English language source bias
✓ Clean interface, intuitive to use	✗ Automated semantic tagging leads to a certain proportion of false drops
✓ Near real-time information	✗ Full text is available via a link to the website of the original content provider, therefore stories can only be viewed in full text one at a time, not selected and downloaded in batch
✓ Targeted applications make it easy to home in on specific issues: find out what opinion leaders are saying about Company X or Industry Y, see M&A deals or rumours in a specific sector etc.	✗ Some underlying documents may no longer be available when users click through.

The Pulse idea grew out of conversations with the company's clients, who were concerned about the increasing quantity of information on the Web, particularly weblogs, not captured by the major information services. The challenge was to find the valuable information in quality, creditable sources, hidden amongst the enormous amount of noise. Alacra is not alone, as other companies have also looked at this problem and released products – SkyGrid (http://www.skygrid.com) and FirstRain (http://www.firstrain.com) both looking at company and financial stories, Techmeme (http://www.techmeme.com) for technical information, and Memeorandum (http://www.memeorandum.com), with online political content.

"The Pulse idea grew out of conversations with the company's clients, who were concerned about the increasing quantity of information on the Web, particularly weblogs, not captured by the major information services."

Alacra Pulse editors have hand-selected a range of sources. The system mines and applies semantic technology to the content, providing a reference, a snippet that shows the relevant information in context, and a link to the original source document on the Web.

Pulse is primarily targeted at business and investment end-users. However, the content will be of interest to both end-users and information professionals alike.

Sources of information and information partners

The Alacra Pulse Platform covers around 2,600 RSS feeds from both the traditional media and alternative blog sources. The editors have hand-selected what they consider quality and creditable sources, such as the major news titles or trade and industry journals. Blogs from the alternative media are covered where they have a strong following, or are influential in their given field. Users can submit suggestions for further sources to mydata@alacra.com.

There is no full list of sources on the Pulse site. However, the vendor provided a sample selection, which can be viewed in Table 1.

Alacra Pulse does not store full-text content. The system mines and applies semantic technology to feeds, making snippets of information available through its interface in near real-time. These snippets show the

"The system mines and applies semantic technology to the content, providing a reference, a snippet that shows the relevant information in context, and a link to the original source document on the Web."

"Alacra Pulse does not store full-text content."

relevant information in context; users can choose to click through to the original source for the full text. Currently, all original sources are free, except the *Financial Times*, which, at time of writing, was due to be added to the system in early June. Some sources may require registration to view content.

Pulse will keep its references and extracts on the system for 12 months, although the current archive only dates back to 1 September 2008 for around two thirds of the sources, and January 2009 for the remainder. In some cases, the underlying document may no longer be available on the Web, when users click through from the extract. Content providers may have moved the free article to their paid archive, or simply deleted it. This is unlikely to be an issue for end-users using Pulse primarily as a current awareness tool, but irritating for researchers looking at older material.

Each source has its own rules, but the vendor estimates that in general it is the newspaper sites which tend to remove content in less than 12 months, whilst trade publications and blog/alternative media retain content for at least this period. Information professionals will search other news archives, such as Factiva, to find the

"The Alacra Pulse Platform covers around 2,600 RSS feeds from both the traditional media and alternative blog sources."

"...users can choose to click through to the original source for the full text."

"Pulse will keep its references and extracts on the system for 12 months..."

Table 1: Selection of Pulse Sources

Traditional news	Financial & business publications	Trade media	Finance blogs	Industry blogs	Industry analyst blogs
New York Times	Wall Street Journal (free site)	Daily Wireless	ClusterStock	All Things D	NPD Group blogs
The Guardian	The Deal	Energy Industry Today	Trader Mike	Silicon Alley Insider	Forrester Analyst blogs
China Post	Barron's Blogs	FlightGlobal	Dealbreaker	Gizmodo	Gartner Group blogs
Globe & Mail	PE Hub	Oil & Gas Journal	Footnoted.org	Eye on FDA	O'Reilly Radar
Spiegel Online	CNBC News	Pharmaceutical Executive	Nouriel Roubini's EconoMonitor	CleanTechnica	Just Drinks blog
Taiwan News	FT.com	Recruiter	Calculated Risk	Fine on Media	James Governor's Monkchips

references and it would be interesting to see whether any of the Web archives such as the Internet Archive's Wayback Machine (http://www.archive.org/web/web.php) could help. However, none of the very small, random sample of dead links that I pasted into this site retrieved the original text, and a more thorough investigation is outside the remit of this review.

Audience

Alacra Pulse is aimed at business and investment professionals. The applications are targeted at Alacra's main client base in the financial services and management consulting sectors, as well as law firms and large corporations.

The vendor describes Pulse as a current awareness tool, and the near real-time updates, simple interface and targeted applications all make this suited to end-user needs. However, the coverage also makes this a useful source for information professionals.

Coverage/content

The vendor estimates that around a half of Pulse's 2,600 RSS feeds are traditional sources, the other half are alternative blog sources. The geographic breakdown is approximately 50% US sources, 30% European and 20% the rest of the world. The vendor explained that this was not a result of a specific target, but rather a reflection of English language content available. The US has more English-language sources than Europe, and is ahead in the growth of the professional blogger. Only English language sources are included as the semantic tagging is language-dependent.

Alacra Applied Knowledge Extraction™ applies semantic tagging to the content, automatically identifying and tagging firstly entities (companies), then events. Information is included on the core Alacra universe of around 400,000 companies, covering global listed companies and large private companies. Business events include analyst comments, bankruptcy filings, news of M&A transactions, etc.

Alacra is developing a range of event-specific applications from the Pulse database. Currently, Street Pulse is available for free and on subscription, and Deal Pulse on subscription. Further applications are under development.

"Alacra is developing a range of event-specific applications from the Pulse database."

"Alacra Pulse is aimed at business and investment professionals."

"The vendor estimates that around a half of Pulse's 2,600 RSS feeds are traditional sources, the other half are alternative blog sources."

- **Street Pulse:** Extracts analyst comments on companies from the news and combines them with commentary from influential bloggers, credit and industry analysts. Available as a free service (http://pulse.alacra.com) and part of Pulse Professional.

- **Deal Pulse:** Tracks M&A deals, with news and blogging commentary on rumours, pending deals, deal ideas etc. Currently only available as part of Pulse Professional, a free version, at time of writing, was scheduled to be launched in early June.

- **Weak Pulse:** This was recently launched. It covers items on distressed companies, such as those seeking strategic alternatives, announcing layoffs, filing for bankruptcy or restructuring.

- **Legal Pulse:** Still under development, in collaboration with a renowned legal publisher. The vendor would not divulge the identity of the partner at this stage. Legal Pulse will cover commentary on law firms. There will be a free component of this offering, but no specifics are available.

Alacra is exploring other ideas for applications, such as Credit Pulse, with comments by rating agencies and credit analysts about an issuer's credit rating. However, none of these are close to launch.

Type of reports available

Both the free and the Professional versions provide short extracts from the original source, where the event or comment is shown in context of one to two sentences. The extracts are automatically generated, with no editing from Alacra. In Street Pulse, the extract focuses on company name and analyst commentary. In Deal Pulse, the focus is the company name and deal event.

"Alacra is exploring other ideas for applications, such as Credit Pulse, with comments by rating agencies and credit analysts about an issuer's credit rating."

"Both the free and the Professional versions provide short extracts from the original source..."

Clicking on the extract shows a slightly longer extract, which aims to incorporate the primary sentences around the event. In the free version, this also provides links to related Alacra Store pay-as-you-go content. The full text is available via a link to the original source site.

Search Options

There are three applications currently available on Pulse – Street Pulse, Deal Pulse and Weak Pulse. At the time this review was researched, only Street Pulse and Deal Pulse were availaible for study. Both have similar, simple search interfaces. Due to the different nature of the events they cover, this section of the review will cover each application in turn.

Street Pulse

Street Pulse provides analyst commentary on companies. Analysts can be sell-side investment research analysts, credit rating analysts, industry analysts from leading market research organisations, or influential bloggers. Street Pulse is available for free (http://pulse.alacra.com) and on Pulse Professional.

"The full text is available via a link to the original source site."

"There are two applications currently available on Pulse – Street Pulse and Deal Pulse."

"Street Pulse provides analyst commentary on companies."

The free and Professional versions have almost identical, cleanly-designed home pages, although Professional provides an additional level of search options. *Figure 1* shows the Street Pulse Professional home page. The top left hand box has the latest analyst comment. Users can click on the tabs for this box to show mainstream media or alternative sources. The latest comments are streamed as content is added to the system.

Underneath the latest comment is a box with the latest 5 analyst comments. The entries are reloaded every 75 seconds with the most recent additions to the system. The right hand box on the home pages organises content by *'The Most Talked About Companies Today'*, listed by number of comments. This company ranking is updated dynamically throughout the day and reflects a rolling 24-hour period. In the Professional version, users can click on radio buttons to show mainstream media only, alternative sources only, or both. This section is updated whenever the user refreshes the page.

A search box on the top right allows users to search by company ticker or name. As letters are typed, a drop-down box appears with matching options, showing whether the entry is a company, research firm or analyst name. Typing *'Goldman'* for example, shows entries illustrated in *Figure 2*, including the Goldman Sachs Group as a company, Goldman Sachs as a research firm, and Ken Goldman, an analyst at JP Morgan.

"Underneath the latest comment is a box with the latest 5 analyst comments."

"A search box on the top right allows users to search by company ticker or name."

Fig 1 – Home Page of Alacra Pulse Professional: Street Pulse

Fig 2 – Index Entries for "Goldman" in Street Pulse

"Street Pulse allows users to browse by company name, individual analyst or analyst firm."

"There is also a box with the top ten analysts, giving those that are most frequently quoted."

"When choosing a firm, the results page shows extracts where the firm is quoted, and also a list of the most quoted analysts from that firm."

"The Pulse platform uses automated semantic tagging to extract entities and events from text."

As well as the search box, Street Pulse allows users to browse by company name, individual analyst or analyst firm. In Pulse Professional, there's also the option of browsing by industry.

- **By Company:** companies are listed alphabetically. Choosing Gartner Inc. as a company should result in items on Gartner only as a company, rather than commentary by Gartner's analysts. A search by the reviewer retrieved a Q1 Earnings Conference Call, and news about a recent redundancy at Gartner, as expected. However, it also retrieved items where Gartner analysts were cited, including an article about Hewlett-Packard's inkjet printer business, and another about the three Indian technology majors.

- **By Analyst:** alphabetically by individual analyst name. There is also a box with the top ten analysts, giving those that are most frequently quoted. This is computed once a day (4:00am EST) and uses the past 24-hour period for the ranking. Clicking on an analyst's name retrieves items by that analyst, and also shows a brief biography and photograph in some instances. These are still being added to the system. Analysts can click on *'This is me'* to submit their own details.

- **By Firm:** by investment, credit or industry analyst research firm/blog name. When choosing a firm, the results page shows extracts where the firm is quoted, and also a list of the most quoted analysts from that firm. Clicking on Gartner as a firm should identify items where Gartner research analysts are cited, rather than those about Gartner Inc. as a company. On the day of the review, all of the results were as expected (scanning the first 10 of 20 pages of results).

- **By Industry:** not available on the free version, this section lists 99 broad industry terms, using Alacra's Industry Coding. The vendor stated that this can be mapped to SICs, NAICs or other indexes, if Professional clients require customisation. Clicking into any industry shows commentary on the left, and the most closely followed companies in that industry on the bottom right.

The Pulse platform uses automated semantic tagging to extract entities and events from text. The vendor estimates the indexing will be 80-90% correct, and this was illustrated with the reviewer's Gartner search example. The vendor welcomes user feedback on specific problems to help the developers improve the system.

Deal Pulse

Deal Pulse is only available via Pulse Professional. It tracks M&A deals, with news and blogging commentary on rumours, pending deals, deal ideas etc. The home page is shown in *Figure 3*. The focus here is deals, rather than analyst commentary, so the top left hand box has the latest deal story, with stories streamed as content is added to the system. The extract focuses on the company and deal event.

"Deal Pulse is only available via Pulse Professional. It tracks M&A deals, with news and blogging commentary on rumours, pending deals, deal ideas etc."

"...the top left hand box has the latest deal story, with stories streamed as content is added to the system."

Underneath the latest deal story is a box with the latest five deal stories, reloaded every 75 seconds with the most recent additions to the system. The right hand box on the home page organises content by *'The Most Talked About Deals Today'*. As with Street Pulse Professional, users can click on radio buttons to show mainstream media only, alternative sources only, or both. This is updated whenever the user refreshes the page.

A search box on the top right allows users to search by company ticker or name. As letters are typed, a drop-down box appears with matching options, showing the company as a stand-alone index term, or in conjunction with other companies as part of an M&A deal or rumour. Typing *'Google,'* for example, shows entries illustrated in *Figure 4*, with Google alone, and two specific deal rumours regarding *The New York Times* and Twitter.

"A search box on the top right allows users to search by company ticker or name."

Fig 3 – Home Page of Alacra Pulse Professional: Deal Pulse

Fig 4 – Index Entries for "Google" in Deal Pulse

Figure 5 shows results of a search for *'Fiat SpA'* on Deal Search. As well as the list of deal stories on the left, there is also a useful box on the top right with one headline about each major deal event. This list is pulled from a proprietary M&A database, maintained directly by Alacra specifically for the purpose of supporting Deal Pulse. As well as tracking deals, it also captures rumours and deal ideas.

"This list is pulled from a proprietary M&A database, maintained directly by Alacra specifically for the purpose of supporting Deal Pulse."

Fig 5 – Deal Pulse Results By Company (Fiat SpA)

Clicking on a deal allows the user to browse news articles about that specific deal, as opposed to all deal stories for a given company. Whilst this is an extremely useful tool for companies involved in multiple deals, it should not be considered comprehensive. A search for Johnson & Johnson gave the three deals listed below, but does not mention the rumour in March 2009 about the company considering Stiefel Laboratories.

- **Announced:** Johnson & Johnson acquires Cougar Biotechnology Inc
- **Rumour:** Johnson & Johnson may consider acquisition of Bristol Myers Squibb
- **Ex-Rumour:** Johnson & Johnson no longer rumoured to acquire Schering-Plough.

As well as the search box, Deal Pulse allows users to browse:

- **By Company:** choosing companies here will provide a list of results about deal events related to specific companies, and the summary list

- **By Deal Status:** this section allows users to browse by any of the criteria below, showing a list of the latest 20 headlines. *Figure 6* shows browsing by deal ideas.
  - Rumour
  - Announced
  - Completed
  - Cancelled
  - Ex-Rumour
  - Deal Idea.

- **By Deal Type:** this section allows users to browse by any of the deal types below, showing a list of the latest 20 headlines.
  - Acquisition
  - Stake Purchase
  - Acquisition of Remaining Interest
  - MBO
  - Spinoff
  - Merger
  - Seeking Buyer
  - Seeking Seller
  - Takeover Target.

Advanced Search
At the time of writing, Alacra intended launching an advanced search facility for the Professional product in early June. This was not available for the reviewer to use, but the vendor provided screen shots and further information on the functionality.

"Clicking on a deal allows the user to browse news articles about that specific deal..."

"As well as the search box, Deal Pulse allows users to browse..."

Fig 6 – Deal Pulse, Browsing Deal Ideas

Advanced search will provide the following search capabilities, which can be used alone or in combination:

- date range

- searching only news media, alternative media, or both

- free text keywords; both Web search and Boolean search are supported

- company or companies

- industry search; one or more specific industries

- event-based searching, for example:
  - where the analyst type is 'sell-side' (or by a specific analyst)
  - Deal search, where the target was a European energy company
  - Weak pulse search for stories on companies in the retail space seeking strategic alternatives.

A sample search was undertaken for stories on Google, Inc. between 1 January and 31 March 2009, mentioning the word *'Android'* and citing either Eugene Munster of Piper Jaffray or Shaw Wu of Kaufman Brothers. This retrieved three relevant references. Results of the Advanced search can be sorted by date or relevancy.

Search Results and Output options

Searches on Pulse show up to 20 pages of 20 items each. For searches where there are more hits, the remaining archive will be accessible via the date searching facility on Advanced Search, which was due to go live in the first week of June.

In Pulse Professional, items from the list retrieved can be tagged in the 'Share this' box, then forwarded by email to others who may be interested. This will show the short extract and provide a link to the full text, under the subject *'I thought this Alacra Pulse article would be of interest to you'*.

As the Alacra Pulse platform does not store the full text of its entries, the user is unable to click and choose individual stories to download in a batch. This is a limitation for information professional users.

Interface

The interface is uncluttered and intuitive to use. In Pulse Professional, tabs at the top provide easy switching between the current applications of Street Pulse and Deal Pulse. Clicking on comments which look of interest shows further context, and links to the original full text at source.

The entries are all are labelled with colour-coded letters, specific to each application. Street Pulse content uses the following key, which helps the user quickly determine the type of comment:

- S for Sell Side
- B for Blog
- C for Credit Analyst
- I for Industry Analyst.

Deal Pulse uses the following key, taken from its Deal Status index:

- R for Rumor
- A for Announced
- C for Completed
- X for Cancelled
- E for Ex-Rumour
- D for Deal Idea.

Browsing entries on a specific company within Deal Pulse gives the deal status and deal type beside the headline, for example 'Announced Acquisition' or 'Rumour Stake Purchase'. For active companies, where there are a number of stories, this is a useful tool, enabling users to quickly identify items of interest.

Alacra has not developed an option for assigning client codes for billing purposes as Pulse Professional is designed as a current awareness tool, to be rolled out to all members of a group or enterprise. All the links are to free sources on the Web. However, the vendor has indicated that usage could be tracked by login IDs, if required.

Software

Recent and forthcoming developments illustrate how Alacra is targeting Pulse very much as an end-user current awareness system.

A mobile version of email alerts from Pulse Professional was released in late May. This format has been optimised for viewing on a BlackBerry or other mobile device, and removes graphics, uses shorter headlines, short URLs, etc. The mobile version was not part of this review, therefore no comments can be made on its user-friendliness.

Alacra currently posts select Pulse events to Twitter using the @AlacraPulse ID. Events considered of broad interest are posted and this is being used to help build the Alacra Pulse brand. A quick scan of the most recent posts shows a range of zero to four posts a day.

In June, a 'Tweet This' button and 'Share This' button was added to the free version of Alacra Pulse, which allow users to easily post any Pulse event they find interesting. Future plans include offering other social bookmarking tools within Pulse so users can share links with their social networks.

Printing, downloading and exporting

There are no Pulse-specific options for exporting, downloading or printing. In the Professional version, items can be selected then emailed to colleagues. The recipient receives the short comment extract, with the link to the original full text.

Portfolios & Alerts

Pulse Professional users can create portfolios to track selected companies. On the home page of each application, there is the option to see all stories or only those by portfolio. Each portfolio is indicated on a tab, with a user-defined name. Tabs display the first 14 characters of a portfolio name. There's technically no limit to the number of user-created portfolios, but for ease of navigation via the tabs, Alacra recommends up to 6-8 portfolios. There is also no current limit to the number of companies in a portfolio.

"The interface is uncluttered and intuitive to use."

"Browsing entries on a specific company within Deal Pulse gives the deal status and deal type beside the headline..."

"Pulse Professional users can create portfolios to track selected companies."

Figure 7 shows Street Pulse, with three portfolios created by the reviewer and labelled Auto, Banks and Technology. The Banks portfolio is currently on display, with only those stories on my selected banks displayed in the right hand box. The left hand side of the page still displays the latest analyst comments. I've opted to see all sources, but could choose either news or alternative media. Tabs at the top allow navigation to my other portfolios – labelled Auto and Tech – or back to All stories. The 'New' Tab allows users to create more portfolios. Portfolios can be used in both applications (Street and Deal), or just one. This facility will be useful as Pulse expands the number of applications.

Fig 7 – Street Pulse Showing the Reviewer's Portfolio "Banks"

"Future plans include offering other social bookmarking tools within Pulse so users can share links with their social networks."

"A mobile version of email alerts from Pulse Professional was released in late May."

"Alacra currently posts select Pulse events to Twitter using the @AlacraPulse ID."

Once portfolios are set up, email Alerts can be created. Again, these can be run against one or more applications, as required.

Timeliness

When feeds hit the Alacra server, they are automatically indexed and fed through to the platform. The information is therefore near real-time.

Data will be kept for a rolling 12-month period, although the current archive only covers 9 months, from 1 September 2008, for around two-thirds of the sources, and from January 2009 for the remainder.

Help and user support

There is no online help on either the free or Professional product; however, the reviewer does not see this as a problem for such an intuitive product. Pulse Professional users are supported by the Alacra help desk, which offers 24-hour support during weekdays and 8 hours per day support on weekends, and is staffed by Alacra employees based in London and New York. Many clients use multiple Alacra products, so the help desk employees are trained to support all offerings, rather than just one.

The vendor has undertaken introductory sessions for Pulse Professional users and can offer various training options if required.

"Alacra is using the freemium model."

"Pulse Professional has no Google advertising and no links to paid content."

"Alacra's large clients will often have customised portals and Professional can be customised to needs."

"When feeds hit the Alacra server, they are automatically indexed and fed through to the platform."

"Pulse Professional users are supported by the Alacra help desk..."

Costs

Alacra is using the freemium model. The free version increases awareness and is supported by advertising – all pages (except the Home and About pages) include one advertisement from Google AdSense on the top right hand side – and links to pay-as-you-go Alacra Store premium content.

Pulse Professional has no Google advertising and no links to paid content. However, clients can request links to other content such as Investext or premium market research. Alacra's large clients will often have customised portals and Professional can be customised to needs.

Pricing will depend on the number of applications (Street, Deal, Weak, Legal) and the size of user-base. The vendor indicated that enterprise subscriptions are likely to range from US $ low/mid five figures to low six figures.

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Web Resources

Find additional information and insight relating to this product through the following FreePint Family resources:

VIP http://www.vivaVIP.com/

- **VIP Report: Introduction to Alacra**
  This report contains all VIP published content related to Alacra, including news items, reviews and features, up to March 2009

- Press releases from this company can be found on the VIP Wire:
  http://web.vivavip.com/forum/Wire/

- Editorial commentary covering this company can be found at the VIP LiveWire:
  http://web.vivavip.com/forum/LiveWire/

  Recent postings include:
  The freemium business model – the way forward?
  Just as newspapers are debating whether to continue offering free access to articles online, with editors and proprietors questioning the viability of the free internet business model used by the major newspapers, we hear of a couple of business information publishers experimenting with the freemium business model.

  SIIA Brown Bag on "Why Twitter Matters"
  SIIA members were treated to a in-person and live broadcast on April 23 of a panel discussion, moderated by Barry Graubart from Alacra, on the topic of Twitter. It's such a hot subject that the online audience was actually oversold, and there were a few fits and starts for Internet viewers as the panel kicked off because so many people were logged in (all of which were resolved quickly.)

  Q&A with Steven Goldstein of Alacra
  During April's Buying and Selling eContent conference in Scottsdale, Arizona, VIP Magazine had an opportunity to speak with publishers, intermediaries and content buyers. A series of brief interviews explore innovation in the content market and how publishers are working to meet the needs of today's enterprise content buyers.

Subscribe to receive the VIP Wires Weekly, a free update of the latest commentary from our editors, plus current press release headlines.

Find additional product reviews in back issues of VIP Magazine or in VIP Reports by visiting http://web.vivavip.com/go/shop/

FUMSI http://www.fumsi.com/

FUMSI articles mentioning this company include:

- **Widgets for Content Distribution: A Shift in the Internet**
  Build it and they will come. That was the promise of the early days of the Internet. There was a race to develop large portals, packed with content. Yahoo, AOL, Lycos and others battled for the top position. Meanwhile, in the B2B space, publishers raced to stake out ground to become the top portal in their vertical market.

- **Business Information Trends: Locking Down and Opening Up Content**
  The last few months have seen established information companies increasingly offering free quality data. At the same time, changes in the way broker firms are distributing their research is making it more difficult for companies and other organisations to obtain embargoed research.

FreePint http://www.freepint.com/

Ask questions about user experiences with this product in the FreePint Bar, a free online Q&A forum of research questions. Visit the Bar: http://www.freepint.com/bar/

Subscribe to receive the FreePint Digest, a free weekly update of postings.

About the Reviewer

Anne Jordan is a freelance business information researcher and consultant with over twenty years of professional experience. She became an independent practitioner after positions in business research and research management at various City of London-based financial services institutions and management consultancy firms, including Marakon Associates, Mitchell Madison Group, Lloyds of London and Goldman Sachs.

She has worked in the UK and overseas, most recently managing the client relationship with an Indian-based research organisation.

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