

Inside Market Data

December 21, 2009

www.insidemarketdata.com

Volume 25, Number 13

InfoNgen Preps Internal Content Management ‘Appliance’

Web-based content aggregator InfoNgen is rolling out an application that aggregates and filters content to which firms already have access, providing portfolio managers and analysts with a manageable stream of individually targeted information.

The application, dubbed Discovery Appliance, searches Web-based news, users’ email archives, research received by a firm, and files or presentations stored on shared servers, then selects and summarizes it based on each user’s preferences and displays it in the vendor’s own interface, in users’ Microsoft Outlook applications, or via APIs on firms’ own displays.

Jason Garverich, head of sales and business development at InfoNgen, says the vendor built the Appliance based on client demand for a product to help them manage the ever-increasing flow of information that they need to be aware of on the Web and within their firms. “During earnings season, a portfolio manager might get 5,000 emails per day. And maybe they have some aggregated sets of information, but there are still multiple places they need to go to,” he says.

“Clients specified [that they needed to search for data in] the Web, email, network drives and internal publishing applications such as Microsoft Word or Excel. So we built crawlers into the box that look at all of those, using everything that we’ve already built for text extraction, pattern-matching, structural recognition and summarizing information... then we extract relevant information and with one search—or even better, using persistent search—give the buy side Web news, research in email attachments or content from internal systems, without requiring a large IT project,” which could take longer to implement because IT resources might be thin on the ground or devoted to other projects, Garverich says.

Clients can either install the Appliance on-site, run it in a third-party compute cloud, or access it running in InfoNgen’s own cloud, where the vendor offers a choice of shared infrastructure, semi-dedicated service that uses dedicated servers but a shared network, or fully dedicated machines and network, depending on how they prefer to configure it.

The Appliance is then mapped to profiles created from each user’s log-in details, email account and access permissions, so they cannot access information or network places that they are not authorized to view, or which might be

contractually licensed and controlled, or, for example, another user’s emails.

InfoNgen’s default display is a basic portal view that segments content from different sources and allows users to search and filter by time periods, topics, specific items in text, or using the vendor’s tagging taxonomy, and also to select other companies or topics frequently mentioned alongside their

chosen results, or as a widget view that allows them to break down content further using custom filters and saved searches.

Alternatively, users can feed the results into their existing portals using APIs from InfoNgen, or into their email inbox in sub-folders for different topics. To ensure a steady stream of new internal content, the system encourages analysts producing reports or saving presentations about companies to share their content within their firm. This also enables authorized users to access colleagues’ saved searches to find information on related companies and markets where they may not have direct expertise, by “tapping into the expertise of people who are experts in that subject matter, without waiting for them to produce a summary,” Garverich says.

Max Bowie

“We extract relevant information and give the buy side Web news, research in email attachments or content from internal systems”

Jason Garverich, head of sales and business development, InfoNgen