

VIP Report

Product Review of Mergent Online

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

"Mergent Online is an industrial-strength company and executive profile database geared towards academic institutions yet strong enough for many business users. It has strong data components as well as group list-building and alerting tools that corporate users will appreciate."

April 2010



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About this Report

VIP Report

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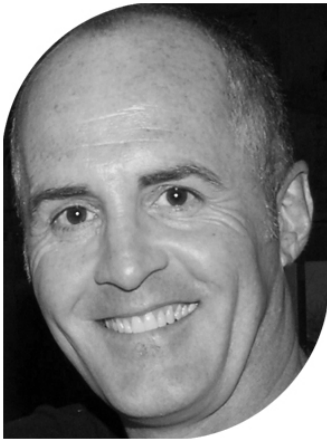


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Product Review of Mergent Online

By John McGovern



John McGovern
[View Author Biography](#)

Introducing Mergent Online

Mergent Online (www.mergentonline.com) is an industrial-strength company and executive profile database geared towards academic institutions yet strong enough for many business users. It has strong data components as well as group list-building and alerting tools that corporate users will appreciate. Mergent Online is produced by Mergent Inc., provider of company 'manuals' under the Moody's name since 1909. The Equities side of Moody's (then called Moody's Financial Information division) was spun off to become Mergent Inc. in 1998.

Mergent Online, scheduled to go live in June, is an upgrade to the existing product of the same name. Mergent Online is one of the products in Mergent's Desktop Applications suite and has a strong focus on historical company information. The genesis for this Mergent Online upgrade was customer requests for more data and improved search and screening functionality. Mergent was also looking to increase response times on the product and did a major back-end technology/database upgrade to accomplish that.

"The genesis for this Mergent Online upgrade was customer requests for more data and improved search and screening functionality."

Mergent Online: VIP's View

- | | |
|--|---|
| <ul style="list-style-type: none"> ✓ <i>Strong datasets that thoroughly cover the main ingredients of good company analysis</i> ✓ <i>Interlocking company and executive search options that connect in a way that follows a searcher's typical path or workflow</i> ✓ <i>Extensive list of financials and other data points searchable across both private and public company databases</i> | <ul style="list-style-type: none"> ✓ <i>Ability to combine fielded data searches with free-text search of important fields in one search</i> ✓ <i>Flexible 'unbundled' philosophy toward pricing</i> ✗ <i>Report formats are strong data-wise but need reformatting to be presentation-quality. Different sets of industry codes depending on type of search</i> |
|--|---|

VIP's View

This significant upgrade to Mergent Online shows that the vendor understands an important concept in the practice of company/executive research –the notion of a researcher's workflow. Company research, like many types of research, is a series of 'forks in the road.' A user discovers a data point when looking at a company in one way that leads them to look at the company in another way. The Company Search, Advanced Search and Executive Search and the total of 50+ options are integrated in a path or flow that a user seeking company information would be likely to follow. The way that a user can toggle between Company options and Executive options is powerful.

Mergent Online's interface is robust enough for a power user yet intuitive enough for the infrequent user. Mergent Online is good at providing extensive search options search design and output option, especially for revenue reporting.

There is also a good mix of widely available public company data combined with the always elusive data on private companies. In addition to basic profiles, Mergent Online 'bakes in' access to the staples of public company information such as SEC filings, an earnings calendar, earnings estimates, news, stock ownership data, equity research reports and annual reports. The result is a robust offering that while may not have the coverage an investment bank or commercial bank needs to make lending decisions,



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