

VIP Report

Product Review of TheMarkets

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

"TheMarkets research product consists of content from the Member Firms and 700 Contributing Firms located around the world. The research platform enables access to real-time investment reports, data, and estimates. Relationship management capabilities and workflow tools are also offered..."

August 2010



[SAMPLE]

VIP Volume: Reports on Products

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In-depth review of products by experienced researcher, including screen shots and commentary

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About this Report

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.

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Contact Information

Free Pint Limited
4-6 Station Approach, Ashford,
Middlesex, TW15 2QN, United Kingdom
Registered Office: Delaport Coach House, Lamer Lane, Wheathampstead, Herts, AL4 8RQ
Registered Number: 3754481

Telephone: 01784 605000
International: +44 1784 605000
Email: support@vivaVIP.com
Web: <http://www.vivaVIP.com/>



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Heidi Longaberger
[View Author Biography](#)

Introducing TheMarkets

TheMarkets.com (TheMarkets) was founded in 2000 by the world's top investment banks (Member Firms) as a single source destination site for comprehensive and real-time equity capital markets information and research. It provides equity and fixed income research, estimates, new issue information, and market data to over 2400 investment institutions worldwide. Direct access to the proprietary websites of the Member Firms is also provided.

TheMarkets research product consists of content from the Member Firms and 700 Contributing Firms located around the world. The research platform enables access to real-time investment reports, data, and estimates. Relationship management capabilities and workflow tools are also offered.

The vendor promotes the time-saving aspects of the database by focusing on two areas: provision of an intuitive interface on the front end and advanced search technologies to power the back end. According to TheMarkets, this has saved their clients an average of three hours research time per week.

TheMarkets: VIP's View

- | | |
|------------------------------------|---|
| ✓ Time-saving features | ✓ Workflow solutions - add user's own research |
| ✓ Aftermarket research product | ✗ Busy interface |
| ✓ Capable customer service | ✗ Database can run slowly (tested on different PCs) |
| ✓ Expansive international coverage | ✗ No publicly available list of Contributing Firms |
| ✓ Highly customisable | |

VIP's View

TheMarkets provides a much needed resource for broker research and additional securities data and manages to pack a lot of information and capability into one platform. The many benefits of the platform include multiple search parameters and options for saving and retrieving searches or reports for repeat use. The ability to incorporate the same search strategy easily across several features is particularly time-saving, and the vendor goes to great lengths to make sure special features, such as creating a Profile, are available in a variety of places and are one click away.

However, the result of the increased content and feature availability is a crowded interface. The font size is now customisable, which helps to bring comfort to the eyes when staring at the busy screen. Also, the database has never been particularly fast in processing, and I especially find that the more complex the search, the slower the processing.

The vendor has also added a number of time-saving features as well as capabilities either to incorporate your proprietary data into TheMarkets platform, or vice versa and place TheMarkets research within your Company's Intranet or knowledge management system. They are also experimenting with a few real-time news features.

"...manages to pack a lot of information and capability into one platform."

"However, the result of the increased content and feature availability is a crowded interface."



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