



 **REVERE™**
THINK INSIDE THE BOX

CONTENT MANAGEMENT

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Our pledge to content management professionals is to make it easier for their end-users to search, discover, and profit by developing customized processes that enhance their online experience. Revere provides a suite of solutions that creates real business value for information intensive professionals and companies.

Specifically, content management professionals rely on Revere's breadth, depth, and precision to: help build and deploy custom information solutions that better organize enterprise content assets; enhance search and discovery of valuable data; enable better content retrieval and reuse; and transform content into actionable ideas and knowledge.



Through its intelligent design and patented technology, Revere provides knowledge-hungry professionals the ability to quickly organize valuable data, contextually blend that data with other disparate sources of information, and confidently discover insights that were previously difficult to uncover.



SEARCH :: DISCOVER :: PROFIT

The discovery of knowledge ultimately starts with the ability to sort and apply value to data in order to make better decisions. Content management and search professionals rely on Revere to:

- Better organize enterprise content assets
- Enhance search and discovery of valuable data and information
- Enable better content retrieval and reuse
- Transform content into actionable ideas and knowledge

Everyday, Revere collects, classifies, and organizes data on tens of thousands of products and services into a highly specific product and sector-based taxonomy – the Revere Hierarchy™. The precision with which Revere classifies these products and services provides unprecedented visibility into companies, the sectors in which they compete, their major lines of business, key events and personnel, as well as competitors, suppliers, customers, and strategic partners.

The Revere Hierarchy™ and related products such as Revere Relationships™ make the search, filtering, storage, and retrieval of a large amounts of unstructured, semi-structured, and structured data and information faster, easier, and more cost effective.

MAPPING A HYPOTHETICAL BIOTECH COMPANY:

Understanding the relationships among its products, key stakeholders, and outside forces



Revere provides a suite of off-the-shelf datafeed products and analytics as well as customized software solutions specifically designed to meet the search, monitoring, and data visualization needs of content management professionals across all types of industries.

ENABLE BETTER CONTENT RETRIEVAL AND REUSE

Revere helps create real business value by unifying all forms of digital content across a company's entire value chain - from employees to suppliers, customers, competitors, and strategic partners. Better organization makes the retrieval and reuse of valuable enterprise content easier and enables the launch of new internal or external information services, which can provide a better return on investment and a source of real, sustainable competitive advantage.

Customer: A global diversified financial services firm

By using the Revere Relationships™ database, this top-tier firm is able to unlock thousands of equity research models that previously resided in data silos in offices across the globe.

Revere's powerful online system automatically suggests additional models that have a known or unrecognized relationship to the primary company being researched, thereby maximizing reuse of existing content and delivering a richer user experience.

TRANSFER CONTENT INTO ACTION AND KNOWLEDGE

Revere's integrated data and software tools make the development and commercialization of information solutions more targeted and flexible for content management professionals, thereby making the visualization, consumption, and analysis of valuable content faster and easier for end-users.

Ticker	Name	Alerts	Last Price	Price Chg	Price Chg %
MRVT	Merivent Medical Technologies		0.01	0.00	10.00%
MACE	Mace Security International, Inc.	N	2.85	0.20	7.55%



An international provider of data and information products

Mergent relies upon Revere's powerful datafeeds and customized software to help transform a robust array of Mergent data into an easy to use, integrated knowledge-delivery platform that is used by Fortune 500 corporations as well as hundreds of colleges and universities.

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Revere provides content management professionals across Wall Street and Main Street a family of datafeed and software solutions.

DATA

REVERE HIERARCHY™

Patented Product Classification System

REVERE RISC™

Revere International Sector Classification

REVERE RELATIONSHIPS™

Customers, Suppliers, Competitors, Strategic Partners, and Related Keywords

REVERE TRADENAMES™

Products, Services, and Tradenames

REVERE HEALTHCARE™

Integrated Healthcare Pipelines and Regulatory Events

REVERE GEOREV™

Normalized Revenue by Geography

SOFTWARE

REVERE RESEARCH™

Web-Delivered Business Information and Equity Research Service

REVERE COMPLETE™

Business Information, Equity Research, Plus Integrated Market Data

REVERE CUSTOM

White-Labeled or customized versions of flagship Revere Research™ and Revere Complete™ software



REVERE PROVIDES SOLUTIONS FOR:

Content Management

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Investment Management

Institutional Sales & Trading

Quantitative Research & Trading



San Francisco
150 California St. Suite 200
San Francisco, CA 94111
(415) 782-0454

New York
60 East 42nd St. Suite 716
New York, NY 10165
(212) 405-3970

Client Support:
7am to 9pm EST
Monday-Friday, except market holidays
moreinfo@reveredata.com
www.reveredata.com
(866) 738-3739