



 **REVERE™**
THINK INSIDE THE BOX

OVERVIEW

In their quest to find great companies, investors turn to **Revere's financial information services to help them better understand the cornerstone of all great companies: the products and services they sell.**

Rather than viewing companies from the outside looking in, **Revere goes deep inside companies to search, discover, and classify their products and services** in up to nine times as many sectors as are commonly used on Wall Street. Investors using Revere have the most accurate and complete visibility into all US-traded companies, as well as key competitor, customer, supplier, and strategic partner relationships throughout company, sector, and industry supply chains.

By combining intelligent design, patented technology, and painstakingly precise product-by-product research – one company at a time over a period of years – Revere has created a powerful suite of data, software, and index solutions for investment professionals. The breadth, depth, and ease of use of **Revere's solutions provide customers with the speed, confidence, and peace of mind to uncover the next great investment and/or the assurance in knowing how the companies they hold are faring on Main Street.**



REVERE BEGINS WHERE OTHERS END

By going deeper and more precisely into a company's goods and services, investors using Revere are better able to analyze its product offerings, to identify the focused areas of its business, and to uncover key competitive and supply chain linkages not visible in other information systems.

TRADITIONAL INDUSTRY VIEW OF INTEL

TECHNOLOGY

Electronic Components

Semiconductors

REVERE'S VIEW OF INTEL

TECHNOLOGY

Electronic Components

Semiconductors

Memory

Non-volatile (Flash/PROM)

Processors

Microcontrollers

Microperipherals

Microprocessors (Focused)

Communications

Packet Processors

Networking ICs

Wireless and RFICs

Multimedia and Imaging

Other Multimedia ICs

REVERE GOES INSIDE INTEL CORP.

1 ... Industry

3 ... Sectors

10 ... Subsectors

74 ... Product/
Service
Groups

106 ... Tradenames

+

68 ... Competitors

114 ... Suppliers

61 ... Customers

185 ... Strategic
Partners

REVERE PROVIDES SOLUTIONS FOR:

INVESTMENT MANAGEMENT Managers are making better investment decisions by leveraging the most accurate and detailed breakdown of a company's competitors, constructing better peer groups, and understanding and monitoring supply chain linkages. This also allows for superior portfolio construction and risk assessment.

INVESTMENT BANKING Bankers are quickly searching for and discovering interesting transaction ideas. They are able to run scenarios based on the strength of a buyer or target's product portfolio, lines of business, supply chains, geographic reach, and the impact of accretion/dilution.

INSTITUTIONAL SALES & TRADING Sales representatives and traders are profiting by quickly and confidently acting upon market, regulatory, and company news to take advantage of opportunities within sectors that Revere more accurately defines, often yielding significant returns in just a matter of seconds.

QUANTITATIVE RESEARCH & TRADING

Quantitative professionals are generating significantly enhanced returns by using Revere's patented system of organizing companies and sectors – to identify linkages between customers and suppliers, as well as lowering risk by reducing volatility in both short-term trading and longer-term fundamentals.

INDEX & FUND SPONSORS Sponsors continue to develop new and unique indices, Exchange-Traded Funds, unit investment trusts, closed-end funds, and options products that offer more accurate, specialized, and dynamically changing peer group construction, allowing investors more of a "pure play" in a given market sector.

CONTENT MANAGEMENT Search-engine technologists and content management professionals are improving the timeliness, relevancy, and monetary value of structured and unstructured search results, as well as enhancing the value of clients' proprietary information applications.



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