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S O F T W A R E
A Kofax Company

Automating Web Data Integration for Financial and Market Research

Supporting the information research needs of financial research professionals

Overview

Features
- Precision extraction of the web data most relevant to research
- Automatically enhance research data before delivering to destination
- Monitor millions of web data points; detect and deliver only data that changes
- Aggregate multiple data sets from external sites and internal systems
- Integrate with any system, BI tool, database, data warehouse
- Enterprise architecture that complements and supports enterprise big data projects
- Meets IT standards and security requirements

Benefits
- Unprecedented accuracy and data quality; greater value to research analysts
- Deliver research in timely manner vs. weeks or months of collecting data
- Fresh insights into markets, customer behavior and preferences, using wider variety of information
- Support big data initiatives by capturing wide variety of data

One of the greatest resources of financial and market information comes from the web. With a few quick searches, information about financial filings, corporate actions, SEC filings, call transcripts, and many other sources are easily available.

From the vast amount of publicly available web data, financial professionals can gain visibility into specific companies and markets, helping them explore investment ideas and build confidence around their investment views.

But what if the data you are trying to gather is spread across hundreds, if not thousands, of websites? What if critical data is buried deep within these sites, and user interactions are required—such as performing searches or providing user login information—in order to reach the data you are looking for? This is where the process of acquiring and delivering the data to your enterprise applications, for investment research analysis, falls short and becomes a real challenge for many financial research teams today.

If you have tried using open source web crawlers, web scrapers and scripts, you probably have had limited success in getting all the data you require. To compound the problem, the data returned by these tools is not readily usable. It also requires data research analysts to cleanse and correct it before it can be turned into actionable information and leveraged within business intelligence software

Gathering Financial and Market Data Just Got Easier

We realize research projects are driven by a need to answer a specific set of questions now versus weeks or months from now when the analysis is not relevant. In many cases, IT resources are not available to help support these project initiatives and the data research analysts are on their own.

The Kapow integration and automation platform is the fastest way to acquire, enhance and deliver information to any enterprise application, business process and business intelligence tool. Kapow efficiently extracts the data you want and need from any website or application, using precision accuracy, to deliver the most relevant information.

The Kapow design studio environment is powerful enough for IT developers, but easy enough for a data research analyst to use. Through the Kapow visual design studio, a technical or business user quickly builds integration flows that connect to both internal and external data sources and, right at design time, the designer sees immediately how the data is being extracted. Instant feedback is then provided on whether or not the integration is delivering the data expected.

"With Kapow, we built powerful fundamental data models. Analysts and traders get critical factors that affect the price of a trade in real-time."

— **Director, Market Data & Analytics, one of the world's leading exchange organizations**

Hard to Reach Information Not a Problem

In many cases, getting data from a website requires the ability to navigate through a site that requires authentication, or performing actions such as building a search query in order to retrieve a list of results you are looking for. With Kapow, automating these interactions with any web application or website is built within a few minutes.

Websites that use AJAX and Javascript technologies are fully supported, regardless of their level of complexity. The sophistication and scalability of Kapow makes the volume and variety of financial and market data, that can be extracted by Kapow on the order of magnitudes, better than what most research teams are experiencing today.

Fresh Insights into Markets and Customer Behavior

With the large volumes and variety of information available on the web, imagine how it could be leveraged in understanding micro trends, emerging markets, tracking specific companies, collecting inventory data and more. At the end of the day, researchers want to connect the dots between the various data-sets that will ultimately deliver fresh insights into markets and customer behaviors.

Kapow helps financial research teams broaden their research data sets where other technologies fall short, and manual human work simply cannot keep up with the project demand and ever evolving variety of data available. Kapow helps research teams answer critical questions for institutional investors such as retail pricing discrepancies, inventory concerns or demographic analysis.

Automating Data Transformation and Delivery

The transformation of the data is equally as important to a research project since the data not only needs to extracted, but also enhanced and enriched into a format that meets the analyst research needs. Many tools lack this important automation step.

Kapow transforms the data into any format needed and delivers it right to your databases and data warehouses, making the data instantly accessible by business intelligence software. As part of the integration flow, business rules and logic are designed to help data research analysts pull data sets together, whether they are external web data sources, internal databases, or other structured data sets; this enhances the information producing a much clearer picture of complicated markets and business conditions.

Getting Started

A winning formula to any research project is three fold: data, analytics and execution. To learn more about how Kapow can help your never-ending desire to address investment ideas and debates through fresh and insightful data, visit http://kapowsoftware.com/solutions/market-intelligence/financial-research.php

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About Kapow Software

Kapow Software, a Kofax company, harnesses the power of legacy data and big data, making it actionable and accessible across organizations. Hundreds of large global enterprises including Audi, Intel, Fiserv, Deutsche Telekom, and more than a dozen federal agencies rely on our agile big data integration platform to make smarter decisions, automate processes, and drive better outcomes faster. They leverage our platform to give business consumers a flexible 360-degree view of information across any internal and external source, providing organizations with a data-driven advantage. For more information, please visit: www.kapowsoftware.com.