



Case Study: Zephus Limited

Even in today's fast-paced world of finance and commerce, mergers and acquisitions (M&A) activities tend to grab the attention of hardened professionals. Partnerships formed between feuding rivals, the merging of stagnating middle-tier corporations to create a global powerhouse overnight, the demise of a centuries-old franchise are all played out on a publicly viewed stage, under the scrutiny of the international business community.

M&A events represent the lifeblood of any industry, and keeping abreast of the latest deals is imperative for survival. Bureau van Dijk Electronic Publishing (BvDEP) is a leading business information publisher, offering subscribers a window into the highly volatile world of M&A transactions, trends, and speculations.

BvDEP offers a suite of databases, coupled with intuitive and flexible interfaces, to present users with straightforward screening options with which to conduct targeted searches. The databases are populated with information extracted from over 50 data sources, providing subscribers access to detailed financial information, market research, and related news on over 18 million companies. Information for publicly listed entities is extremely comprehensive, but one of BvDEP's major strengths is its unique extensive coverage of private companies.

A Commitment to Mergers and Acquisitions—A Focus on Information

To underscore its commitment and to emphasize the commercial importance of global mergers and acquisitions, BvDEP launched a specific M&A database – Zephyr. The data for this product is collected by BvDEP's wholly owned subsidiary, Zephus Ltd., that focuses solely on the collection and research of data related to global M&A transactions. Zephus' leadership position in the M&A field is highly dependent on the quality and timeliness of the data that it processes.

Zephus is constantly evaluating information sources to ensure provision of the highest quality data to subscribers. To begin with, it primarily received materials from a single source, but became increasingly concerned with the supplier's inability to meet its needs for responsiveness, coverage, and general reliability. The nature of Zephus' business is such that it is always under pressure to continually improve service in terms of the comprehensiveness of the coverage and the speed with which the information is made available—Zephus knew it had to identify alternative suppliers that could meet its needs.

Discontent with the Old Way of Doing Business

Zephus embarked on a rigorous evaluation process to identify an information provider with a proven ability to meet the company's stringent set of requirements. It narrowed the field down to two candidates in addition to the incumbent product. Over a trial period of six weeks, it compared the results returned from each vendor in terms of coverage, depth, indexing quality, etc., and also from the standpoints of geography and timeliness.

The clear winner was Moreover Technologies. Lisa Wright, Zephus' Commercial Director,



Solution Summary

Specializing in collecting global M&A data, Zephus Limited—the wholly-owned subsidiary of Bureau van Dijk Electronic Publishing, one of the leading purveyors of value-added business information—incorporated Moreover Technologies into its data collection process to help facilitate creation of its database.

Industry

Technology

Challenges

- Remove dependency on a legacy single-source information provider.
- Identify a cost-effective, expeditious, and globally comprehensive source of public information.
- Locate a supplier with the potential to become a collaborative partner, one with a proven track record of creating innovative new offerings.
- Remove limitations imposed by traditional batch-oriented data feeds.

Solution

Moreover Technologies, trusted aggregator of global news and Social Media with applications that provide corporate customers worldwide with direct access to comprehensive, yet targeted, real-time business and consumer information, from the Web's most read and respected sources.

Results

Improved access to a wide array of source sites at reduced costs.

- Real-time data feeds lift previous limitations on delivering timely data to clients by Zephus.
- The Moreover Technologies account team was highly proactive and collaborative.
- Creation of leading-edge business information offerings is now much easier.

recalled, "We found the real-time availability of public information was a tremendous benefit," adding that the Moreover Technologies' "personnel were clearly very customer focused and interested in working with us to achieve a better solution. Of great importance were the anticipated cost savings that we were able to make, and the fixed, predictable cost structure."

Moreover Technologies Scours the Internet

Since 1998, Moreover Technologies has been a trusted aggregator of global news and Social Media with applications that provide corporate customers worldwide with direct access to comprehensive, yet targeted, real-time business and consumer information, from the Web's most read and respected sources. Moreover Technologies aggregates millions of news and Social Media posts every day from more than 780,000+ editorially-vetted sources, and makes this information available to customers through a variety of products aligned to specific business needs.

The Moreover Technologies account team's approach contrasted starkly with the disinterested legacy provider's interactions. Wright recalled that Moreover Technologies, "From day one closely monitored our Web site's traffic patterns and were extremely proactive in immediately flagging a situation where subscriber volumes were not meeting predicted levels. Our account manager helped us to optimize the integration of the services to quickly achieve the originally anticipated targets. The dialog is always very open, and always very responsive and informative. I genuinely enjoy doing business with the [Moreover Technologies] team."

Moreover Technologies Proves to be Compelling

The Moreover Technologies solution has proven so compelling that in addition to providing access to source sites containing news and social media information for BvDEP's Zephyr M&A offering, other BvDEP products such as MINT Global have adopted the services. The location, format, and impact of source sites is dynamically changing, dictating a need for flexibility and innovation to stay ahead in the highly competitive marketplace. Wright cited an example: "We are seeing a great increase in the number of credible source sites appearing all over the world—to give our own clients the very best available public information we have to be able to extract the items that pertain to M&A activities regardless of the complexity. She added that Moreover Technologies "has been very open to adding new languages, and accommodating emerging formats, such as blogs, that allow us to harvest even the most obscurely hidden piece of information."

The huge flexibility inherent in the Moreover Technologies offering removes many traditional limitations. Wright explained that Moreover Technologies' ability to provide alerts virtually in real-time, "gives us the opportunity to provide our clients with unprecedented access to source sites containing public news and blog information. We have yet to fully realize the potential available with this capability, but it does mean that we are free to dramatically evolve our offerings without the limitations that burden our competitors using batch feeds."

Moreover Technologies is benchmarking the marketplace. Wright stated that Moreover Technologies' services "give us the tools to look at the information landscape in radically new ways. Previously the most respected public information came from premium news feeds where the temptation was to equate a data item's value with its cost, traditionally causing people to dismiss publicly available sources...News and web search capabilities bring an increased level of information to my staff...We are able to search, synthesize, and structure data and then provide access to public information on a real-time basis, irrespective of its origin."

More News. More Social. More Often.

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Lisa Wright
Commercial Director
Zephyr Ltd.

