

Product Review of EMIS Professional

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

"EMIS is perhaps unique in that it says over half its revenue comes from clients in emerging markets, as well serving users in the developed world who are looking at emerging markets..."

January 2014



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About this Report

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Introduction, Value and FreePint's View



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Introduction

In November 2013 EMIS launched a new platform for its EMIS Intelligence product and introduced a new professional version of the product – [EMIS Professional](#).

The newly launched EMIS Professional platform offers all the data found in EMIS plus a more sophisticated analytical capability and personalisation features as well as integrating EMIS DealWatch mergers and acquisitions content into the service.

The new platform is the result of extensive customer research with EMIS clients (750 responses were received) and analysis of their workflow requirements.

Founded in 1994, EMIS was acquired in 1999 by Euromoney Institutional Investor, a subsidiary of the Daily Mail & General Trust.

The original focus of EMIS was emerging markets news content and over the last 20 years it has acquired a number of regional news providers, such as Kadiev News Service and InfoLatina. However, IntelliNews, which was acquired by EMIS in 2000, was spun out of the business in 2011 through a management buyout.

In 2005 the company acquired CEIC Data, a provider of economic time series data, and in 2008 BPR Benchmark, which supplies detailed financial statements, ratios and industry analytics. Following these later acquisitions, the core focus of EMIS has shifted from text to company, industry and economic data.

EMIS says that EMIS Professional takes the evolution of the business a stage further, with high levels of personalisation and an advanced company screening tool, peer analysis, proprietary M&A news, deal valuations, deal forecasts, credit scoring tools and company analytics.

EMIS is a web-based service which supports Chrome, Opera, Internet Explorer, Firefox and Safari browsers. Users also need to have Java Script and cookies enabled in their browser as well as being able to support Adobe Flash Player. This review was conducted using a Chrome browser.

Audience

Designed to improve productivity and performance of users, EMIS Professional is aimed primarily at:

- Credit analysts
- Investment bankers
- Researchers
- Salespeople
- Business development.

EMIS is perhaps unique in that it says over half its revenue comes from clients in emerging markets, as well serving users in the developed world who are looking at emerging markets.

The company has over 2,500 institutional customers with over 10,000 users around the globe (a single username may have hundreds of users when the service is available at the intranet of a global bank or consultancy). Apart from North America, Western Europe and Hong Kong, most of the customers are based in India, Poland, China, Brazil, Russia, Turkey, Colombia, Mexico and Indonesia.

Value

EMIS believes that the value drivers offered by EMIS Professional include:

- Making smarter decisions as a result of having access to the wide range of emerging market content in the product, including listed and private company data, research reports and news
- Lowering costs through maximising productivity which also empowers the customer to reduce overall vendor spend
- Broadening opportunities by being able to rapidly compare the performance of companies and industries in emerging markets and to quickly identify opportunities using Peer Analysis, Advanced Screening and DealWatch M&A news capabilities
- Faster decision making as result of the tight integration of the data, research and news in EMIS Professional
- Globalisation of business by providing transparency in more than 100 opaque markets
- Validation of decisions through robust company and peer group comparisons
- Customisation of user experience that allows users to define the information that is most important to them and to display it in a dashboard and to export it to Excel or via alerts
- Improved risk management and credit scoring for investment opportunities using Credit Analytics and Country Risk. ■

EMIS Professional: FreePint's View

<ul style="list-style-type: none"> ✓ <i>An impressive collection of company, industry and macroeconomic data along with news and reports for markets that are not as well covered in other more generalist services</i> ✓ <i>Sophisticated analytical tools allowing for cross company, industry and country comparisons</i> ✓ <i>Well-designed interface</i> 	<ul style="list-style-type: none"> ✓ <i>Good navigation and search capabilities</i> ✓ <i>Robust output and alerting functions</i> ✗ <i>Having to select a country or region at the start of each session</i> ✗ <i>The requirement to log in to the user profile for each session if multiple users are sharing the same access.</i>
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Sources, Content & Coverage

EMIS Professional contains a wide range of in-depth content covering 107 emerging markets in 15 languages. The content includes over 9,000 publications and an archive containing a further 7,000 sources. With the exception of DealWatch, the content in EMIS Professional does not differ from EMIS.

The content includes both aggregated sources and EMIS' own proprietary content, including its M&A service DealWatch and economic data from its CEIC subsidiary. As well licensing company data from a range of international and local agencies, EMIS also collects company data direct in countries where it is not easily available from aggregators.

The in-depth focus on emerging markets is both the great strength of EMIS Professional and a weakness, for a professional user who requires emerging markets data then EMIS Professional is possibly unrivalled, but for the more general user who requires content covering both emerging markets and developed markets EMIS Professional would not be able to substitute for Dow Jones Factiva (see [FreePint commentary on the journey to "DJX"](#)), [LexisNexis](#) or Thomson Corporate Intelligence from [Thomson Reuters](#).

The content in EMIS Professional is grouped into:

- Company Financials
- M&A Data
- Economic Data
- Research Reports
- Financial Data
- Ratings
- News.

A "Sources" tab available from all search screens provides a searchable list of all sources available in EMIS Professional (*Figure 1*).

The screenshot shows the 'Sources' page in EMIS Professional. The top navigation bar includes 'DASHBOARD', 'COMPANIES', 'DEALWATCH', 'INDUSTRIES', 'REPORTS', 'MACROECONOMICS', 'SOURCES', and 'NEWS'. The main content area is titled 'Sources' and shows 'Viewing: Sub-Saharan Africa Edit' and 'Content: ALL - Arabic - English'. On the left, there are sections for 'WHAT'S NEW' (New Content Releases) and 'SUB-SAHARAN AFRICA PUBLICATIONS' (Expand All | Collapse All). The main content area displays 'All Categories' with a search bar and a 'Select a Provider' dropdown. Below this, there are search filters for 'Publication Search', 'Include Archived Publications', and 'Sort By: Category/Frequency | Publication Name | Release Date'. The results are listed under 'Sub-Saharan Africa Publications' and include entries from 'BBC Monitoring', 'SeeNews', 'AFP Agence France Presse - News', 'BBC Monitoring - Middle East and North Africa', 'dpa International News Service in Arabic - General News', and 'dpa International News Service in English - Economic News'. Each entry includes a brief description and a red 'EDITORS CHOICE' badge.

Figure 1: Sources

The key content and data in EMIS Professional includes:

CONTENT	SOURCES	NUMBERS
Company Profiles and Financials		
<ul style="list-style-type: none"> Listed 	Data from local stock exchanges, securities commissions as well as from global suppliers like WorldVest Base	<ul style="list-style-type: none"> 25,000 companies Private
	Data from international credit bureaus such as Bisnode (including its brands in Poland, Czech Republic, Hungary), D&B (Finar in Turkey) or Experian (Serasa Experian in Brazil). Local partnerships with domestic providers (CredInform in Russia, Creditinfo in Romania, DION in India, etc.)	<ul style="list-style-type: none"> 1.3 million+ companies
<ul style="list-style-type: none"> Company Research 	In-depth analysis from global sources, e.g. Euromonitor and Datamonitor's Marketline, as well as local intelligence from the likes of Axis Capital, Gyan Research and IIFL in India, Erste Bank in CEE, Econlab with company valuation and forecasting reports via Value Trends and Forecasting Trends	
<ul style="list-style-type: none"> Industry Research 	Multi-sector analysis provided by global sources such as Business Monitor International (BMI), Oxford Economics, Enerdata, Marketline, as well as local providers such as Tendencias, Lafis and Falke in Brazil, ASKCI Consulting, Ceinet and OCN in China, Netscribes and FRPT in India, Deloitte in Colombia, PMR Research in Poland and Russia	<ul style="list-style-type: none"> 2,800+ publications
M&A Data		
	DealWatch, EMIS's M&A & ECM deal library. Exclusive stories and news from third party sources, top financial and legal advisers information, and rumoured and forecasted deals	<ul style="list-style-type: none"> 75,000+ transactions
Economic Data and Reports		
	Data from CEIC, globally, along with data from local statistical offices in each covered market. Forecast data provided by D&B and Focus Economics, globally. Macroeconomic analysis from Oxford Economics, D&B, BMI and the top local think tanks and consultancies	<ul style="list-style-type: none"> 160,000 + country-wide indicators 260,000 + industry time series per country
Financial Markets Data		
	Indices and quotes, provided globally by Exchange Data International (EDI)	<ul style="list-style-type: none"> End of day quotes
Ratings Reports/Data		
	Ratings press releases and global reports from Fitch, as well as Moody's and S&P in selected countries in LatAm, Crisil in India and ICRA in Indonesia	<ul style="list-style-type: none"> 130+ industry ratios
News		
	Well known global providers of news, including the BBC, Deutsche Presse Agentur, Agence France Press, Esmerk, Agencia EFE, BNA, along with a range of local providers such as Kommersant, Izvestia and Vedomosti in Russia; Parkiet, Rzeczpospolita and Polish Press Agency in Poland; Anadolu Agency, Cihan News Agency and Milliyet in Turkey; Xinhua News Agency in China, Asian Age and the Economic Times in India; Agencia IN, Folhapress and O Estado de Sao Paulo in Brazil	<ul style="list-style-type: none"> 1,000+ articles per country 150,000+ M&A and ECM* reports 2,700 news publications Archive to 1996
Proprietary Content		
	M&A Exclusive Interviews via DealWatch, as well as deal/valuation of the week. In-depth analysis of top industries for major markets in each region, accompanied by detailed company profiles produced by the editorial arm of EMIS - EMIS Insights.	

(*ECM = Equity Capital Markets)

EMIS Professional carries content in 15 languages:

- Arabic
- Bulgarian
- Chinese
- Czech
- English
- Hungarian
- Indonesian
- Polish
- Portuguese
- Romanian
- Russian
- Slovak
- Spanish
- Thai
- Turkish.

EMIS Professional also supports language user interfaces, search and indexing in all 15 languages. There is a translation function available on all text content in to the user's language preference from any of the 15 languages covered.

Although it is a computer generated auto translation it still provides a reasonable indication of the content meaning.

The 107 countries covered in EMIS Professional include:

Asia-Pacific	Latin America & the Caribbean
China	Argentina
Hong Kong	Bolivia
Taiwan	Brazil
India	Central America & Caribbean (8 countries)
Indochina (3 countries)	Chile
Indonesia	Colombia
Malaysia	Ecuador
Mongolia	Mexico
Philippines	Paraguay
Singapore	Peru
Korea	Uruguay
Sri Lanka	Venezuela
Thailand	
Central Europe	Middle East & Africa
Baltic States (3 countries)	Greater MENA (20 countries)
Belarus	Sub-Saharan Africa (27 countries)
Czech Republic	Southeast Europe
Hungary	Bulgaria
Poland	Moldova
Russia	Romania
Slovakia	Serbia
Ukraine	Turkey
The Caucasus & Central Asia (8 countries)	Western Balkans (7 Countries)

"Local Databases" is a feature within the Companies tab which highlights geographically relevant company data content sets.

For example, within India there is to be found Credit Rating Tracker, a domestic aggregator of credit rating data and speciality databases providing information on listed companies or IPO data.

EMIS Professional undoubtedly has a very rich collection of emerging markets news and data, although aside from DealWatch the same content is also available in EMIS Intelligence. What distinguishes the two products is the functionality rather than the content. ■

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[EMIS Professional: Sources, Content & Coverage](#)



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The start point for all searches in EMIS Professional is a country or region, or “all countries”.

The login page presents a list of all the emerging markets. The user selects one and is then taken into the product, with data for that country populating all tabs.

The country selection can be changed at any point via a drop-down menu. The content and interface language can also be changed from the drop-down menu.

It is possible to subscribe to individual counties or combinations of countries.

Eight Search Screens

EMIS Professional is a highly structured product offering eight different search screens accessible via tabs which are available from all screens:

- Dashboard
- Companies
- DealWatch
- Industries
- Reports
- Macroeconomics
- Sources
- News.

Each of the tabs has search criteria appropriate to the subject matter.

As might be expected with a freshly designed product built on a new platform, the search screens are clear and easy to use, making use of drop-down menus, and slide bars to set ranges in the Company Screener.

A clickable map is available in Country Risk and in DealWatch, where it shows volumes of deals by country broken down by buy-side and sell-side with a click through to the individual deal details.

Examples of some of the other search navigation to be found within the different sections of EMIS Professional include:

Company screening tool: this is located in the Company Tab (*Figure 2*). It allows filtering of the company database by a range of criteria, including:

- 9 basic options, such as Geography, Industry, Operational Status and Listed/Unlisted
- 21 items from Balance Sheet and Income statement
- 9 valuation figures, including Enterprise Value or Book Value
- 22 ratios, for example profitability, efficiency, liquidity, leverage and growth trend ratios.

Country: India | Language: English | Edit

EMAIL ALERTS | Your Account | Service | Support | User Guide | LOGOUT

EMIS Professional
A EuroMoney Institutional Investor Company

Search Companies, Industries, Topics, Keywords

DASHBOARD COMPANIES DEALWATCH INDUSTRIES REPORTS MACROECONOMICS SOURCES NEWS

Companies
Viewing: India

QUICK SCREENER | ADVANCED SCREENER | ANALYTICAL WORKSPACE | LOCAL DATABASES | EQUITY CHARTS | REPORTS | NEWS

Company Information

Regions and Countries: India

Industries: Select

City/State/County: [Input Field]

Operational Status: Select

Listed/Unlisted: Select

Basic Financials

INR | Ten mn | Year | Latest

Total Assets: -5249 to 2133159. Criteria Matches: 34477. Cumulative Matches: 34778.

Total Operating Revenue: 0 to 481810. Criteria Matches: 27672. Cumulative Matches: 34778.

Net Profit(Loss): [Slider]

Quick Preview of your results

Sort By: Total Operating Revenue

Num	Country	Company	Total Operating Revenue
1	IN	Indian Oil Corporation Ltd.	461,809.97
2	IN	Reliance Industries Ltd.	397,225.00
3	IN	Bharat Petroleum Corporation Ltd.	237,158.49
4	IN	Hindustan Petroleum Corporation Ltd.	216,545.51
5	IN	Tata Motors Ltd.	188,818.14
6	IN	Oil And Natural Gas Corporation Ltd.	164,549.55
7	IN	Tata Steel Ltd.	134,711.54
8	IN	Food Corporation of India Ltd.	105,277.85
9	IN	Sbi Dfhi Limited	98,556.00
10	IN	Essar Oil Ltd.	88,598.94
11	IN	Tata Consultancy Services Ltd.	81,809.36
12	IN	Hindalco Industries Ltd.	80,976.14
13	IN	Bharti Airtel Ltd.	80,359.00
14	IN	State Bank of India	75,022.12
15	IN	Larsen & Toubro Ltd.	74,591.53
16	IN	NTPC Ltd.	70,134.81
17	IN	Coal India Ltd.	70,008.75
18	IN	Mangalore Refinery And Petrochemicals Ltd.	65,715.39
19	IN	Mahindra & Mahindra Ltd.	64,832.98
20	IN	GAIL India Ltd.	51,288.03
21	IN	Infosys Ltd.	50,133.00
22	IN	Bharat Heavy Electricals Ltd.	49,004.10
23	IN	Sterlite Industries (India) Limited	45,162.29
24	IN	Steel Authority of India SAIL Ltd.	45,117.88
25	IN	Maruti Suzuki India Ltd.	44,228.50
26	IN	Wipro Ltd.	43,754.90

Figure 2: Searching the company database

Advanced Screener: this allows users to screen over 800,000 companies.

Key features include:

- Boolean searching
- Screening across standardised financial statements and local reported financials for banking, insurance and other companies.

EMIS says that there are over 200 datapoints from Income Statement, Balance Sheet and Cash Flow statements, as well as over 95 ratios and 25 multiples

- Formula builder that allows users to create and save user defined formulas for screening and future reference

Each **company profile** has a navigation pane on the right-hand side of the screen which offers a series of options:

- Company Summary
- Financial Statements
- Financial Documents/Annual Reports
- Quick Comparables
- EMIS DealWatch Deals
- Corporate Actions
- Reports
- EMIS Credit Analytics (a risk assessment model based on industry benchmarks)
- News.

DealWatch: the DealWatch tab (Figure 3) includes a number of further tabs such as the Deal Database and a Leagueboard, which list the top financial and legal advisers by size of deal.

The screenshot shows the EMIS Professional DealWatch interface. At the top, there is a search bar and navigation tabs. The DealWatch tab is selected, showing an Overview section with a table of Latest Deals, a DealWatch Forecasts world map, and a list of Latest News articles.

Date	Results for	Target	Buyer	Deal Value (USDm)
2014-04-16	Brazil	iMusica SA	Claro SA	15.61
2014-04-16	Brazil	Alpeso Indústria e Comercio de Prototipos Ltda (Robtec)	3D Systems Corp	N/A
2014-04-15	Brazil, Paraguay	South American fertilizer distribution business of Archer Daniels Midland (ADM)	The Mosaic Company	350.00
2014-04-14	Argentina	Plascar Argentina SA	Private Investors	N/A
2014-04-11	Brazil	Usina Termelétrica Norte Fluminense SA	Electricite de France SA (EDF)	N/A

DealWatch Forecasts

Show by Country of: Target Investor Seller

tool by ammap.com

DealWatch Exclusives EXCLUSIVE

April 16, 2014

- Brazil startup pinGObot pushes commercial automation tech, pursues Series A round

16-Apr-14 (16:47) | DealWatch News | Pages: 2

April 03, 2014

- Nigerian mobility solutions provider AuraCom seeks JV partners to expand domestic footprint

03-Apr-14 (13:45) | DealWatch News | Pages: 1

Figure 3: Searching from the DealWatch tab

Industries tab: in the Industries tab can be found Benchmarks, Compare Trends and Peer Analysis functions, as well as Statistics for individual industrial sectors.

Macroeconomic tab: Cross Country Comparisons, Consensus Forecast and Country Risk are found here.

News search tab: in the News search tab there is a "Search within News" function which allows for free text searches on the news content.

Search Bar

In addition to the individual search criteria within each tab there is also a search bar available from all tabs of EMIS Professional.

Searches from the search bar are carried out in the full database to include news articles, research, companies etc.

Clicking on the search box opens a search filter menu (Figure 4), described by EMIS as the “Mega Menu”, which allows for searching by:

- Publication date – the default is the last 12 months
- Position within document – all text, title only, title and abstract only
- Document format – e.g. PDF, HTML, Excel etc.
- Countries and regions
- Language of content
- Industries – utilises NAICS (North American Industry Classification System)
- Publication type – e.g. research, commentary, financials etc.
- Sources
- Topic.

The Mega Menu also allows searches to be saved.

The screenshot displays the EMIS Professional search interface. At the top, there is a search bar with the text "Search Companies, Industries, Topics, Keywords". Below the search bar, a "Filter Results" mega menu is open, showing various filter options. The filters include:

- View:** ALL (selected), Search All Text, Search Title Only, Title and Abstract Only.
- Specify Date Range:** (calendar icon)
- Document Format:** Select
- Regions and Countries:** Russia (selected)
- Language:** English, Russian (selected)
- Industries:** Select, NAICS by Alphabet | NAICS by Sector
- Publication Types:** Select
- Sources:** Select
- Topic:** Select
- Save This Search:** (checkbox)
- Search:** (button)

The main search results area shows a list of industry categories for Russia, including:

- Animal Production | Country/Region: Russia
- Fishing, Hunting and Trapping | Country/Region: Russia
- Engine, Turbine, and Power Transmission Equipment Manufacturing | Country/Region: Russia
- Health Care and Social Assistance | Country/Region: Russia
- Seafood Product Preparation and Packaging | Country/Region: Russia
- Merchant Wholesalers, Nondurable Goods | Country/Region: Russia

Each result includes a "Quick Preview" and "Add to MyItems" option.

Figure 4: Searching from the search bar

When a keyword is typed in the search box, Company, Industry and Topics are automatically suggested, clicking on one of them navigates directly to that page rather than via the search results.

The results of the search output using the search bar can be further refined with free text searching.

The Mega Menu bar is also shown in a pane on the left hand side of the screen. There are a number of options for viewing the search result by content type:

- All
- Company
- Documents
- Industries
- Statistics
- DealWatch.

Both within the search bar and in the “Refine Search” view in the results page, standard Boolean operators can be used, e.g.: AND, OR, NOT, NEAR and parenthesis for grouping search terms.

Stemming is enabled in single language searching, e.g.: if you search for ‘manufacturing’, you will get results with: “manufacturing, manufacture, manufacturer, manufacturers” etc. This functionality can be turned off or manually instituted using the * function.

The ‘?’ operator can be used to substitute for any character, which is useful to search for words which can be spelled in different ways, e.g.: searching for ‘organi?ation’ will retrieve results containing either ‘organisation’ or ‘organization’.

Comment: Overall, the search functionality EMIS Professional is relatively intuitive and easy to use with clear navigation. The search results appear to achieve accurate retrieval of content. For some professional users, not all the visual search features might be to their taste, however there is an option to remove the slide bars in the Company Screener. The need to start every search from a county or sub-region may also be a frustration for some users. ■

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Outputs & Alerts, User Interface

Outputs

EMIS Professional offers a range of output functions, including a tear sheet, PDF generation, export to Excel and Word, as well as an online Excel function within the product. The output functions vary according to the tab being used.

Select your layout: in Companies, a Tear Sheet (Figure 5) can be created with the user being able to select an Investment Banker/Credit Analyst layout or a Researcher, Corporate Strategist or Industry Analyst layout.

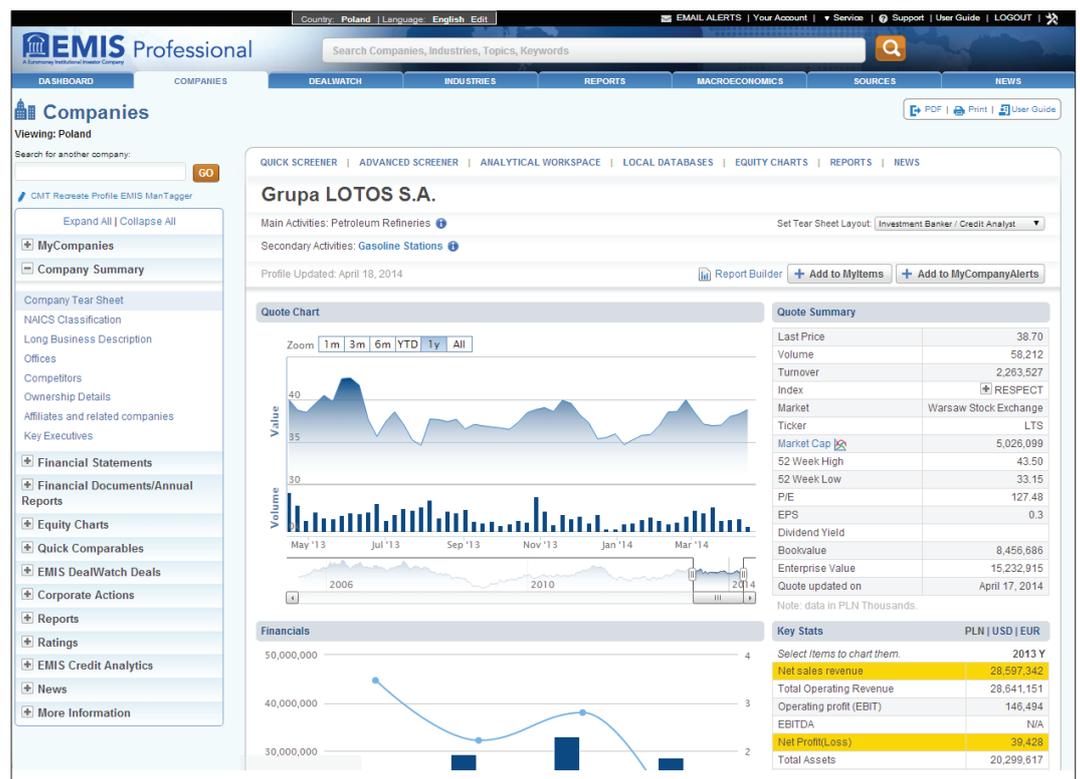


Figure 5: Tear Sheet

Report Builder: there is also a Report Builder, which allows the user to select sections of a company report for display.

The resulting reports can either be printed or rendered as a PDF.

The content display in the Reports section of the service is for the most part offered in PDF or HTML.

There are a number of output options:

- Add to My Items: this stores content as a favourite for later access
- Add to My Clippings: this allows content to be sent to colleagues as a clipping
- Export: the Export function downloads the content into Microsoft Excel. For numeric data, such as industry statistic and macroeconomic data, there is an export function to Microsoft Excel
- Print

- **Email:** this allows content to be emailed to the user or to a colleague. EMIS reserves the right to contact any colleagues whose email is used - to enquire about their interest in subscribing to EMIS Professional.

Analytical Workspace: in the Companies tab there is also an Analytical Workspace function, which provides an online spreadsheet, which is stored by EMIS Professional rather than exporting it to the user's desktop.

The Analytical Workspace allows users to:

- Work in an online spreadsheet and store it for later usage
- Add a company by name/ID/Ticker or screen for a set of companies and add them to the sheets
- Select from a range of Ratios, Multiples, Market Data, M&A and Company data and display them for the selected companies
- Refresh the data at a later stage
- Create bespoke formulas using the Formula Builder
- Create Peer Analysis for quick company comparison.

Peer Analysis tool: In the Industry tab this tool is designed to give a view of a company within its peer group and understand the company's performance versus its peers using a range of financial parameters. There are four predefined types of analysis:

- **Aggregation Analysis**, designed to help users to evaluate industry trends in table and chart format for a choice of financial indicators
- **Concentration Analysis** which allows evaluation of the degree of concentration of market power within the analysed industry
- **DuPont Analysis** which provides a table and chart view of the key drivers affecting the return on equity for the analysed industry
- **Statistical Distribution** which provides a view of companies in quartiles or deciles for a selected financial parameter.

The results of the analysis can be displayed as either a table or a chart, with the exception of the DuPont Analysis where the results are displayed as a pyramid chart.

Compare Trends: in the Industry tab this allows the user to get a quick view of the company or sector against its peers. It allows users to compare multiple companies against an industry for selected financials and to view the results as both in a table and as graph. The data can be exported to Excel, although not the graph.

Other views include:

- **EMIS Benchmark Trends**, which helps users track competition and identify risks and opportunities
- **Analyse Industry**, which provides a summary of key financials at industry level
- **My Benchmark Industries**, which is designed to allow a user to customise and define a set of companies for a quick analysis of trends and ranking.

Credit Analytics, a risk assessment tool that is available as an option on company profiles. It provides credit risk assessment for a range of companies, evaluating creditworthiness, a company's position within the industry, a EMIS Benchmark score and analyses its historical performance to provide financial score and credit quota recommendations.

Company Profiles also has a report builder function with an output in PDF or HTML.

Alerts

The alerting function, My Alerts, is set up in the Your Account personalisation screen, accessible from a (not very visible) link found in the top left-hand corner of each screen.

Two types of alerts are available:

- **Publications Alerts:** this sets up an alert to receive email notifications when selected publications are updated
- **Company Alerts:** this allows alerts to be set up so the user receives email notification when selected companies are updated.

Users can further specify the types of updates they are interested in: corporate actions, research reports, rating reports, earnings estimates, financial documents/ annual reports, financial statements, DealWatch deals.

In setting up alerts users can select the following options:

- The email address which will receive the alerts
- The format of the email (HTML, text)
- The language of the publications
- The days on which the emails are to be received
- Delivery time based on the preferred timezone.

There is an API access through the I-Search feed.

The output functions of EMIS Professional are all appropriate to the product and relatively easy to use. Using some of the functionality in the tools, such as the Analytical Workspace and Peer Analysis, are clearly aimed at sophisticated professional users rather than a more general researcher – although this is made clear in the positioning of the product.

User Interface

The EMIS Professional interface is well designed with clear, easy to read text and graphics. The predominate colour scheme used in the interface is blue.

What distinguishes EMIS Professional from EMIS Intelligence, the base product, is described by EMIS as the analytical functionality to be found in the new product.

Navigation is driven from either:

- The text search box, which sits across the top of all screens
- Or the tabs which divide the product into its eight principal sections:
 - Dashboard
 - Companies
 - DealWatch
 - Industries
 - Reports
 - Macroeconomics
 - Sources
 - News.

Within each of these sections there are further tabs providing access to specific functionality relevant to the section.

On each login the user selects a country or sub-region which then generates relevant data in each of the product sections.

The default landing page is the Dashboard (*Figure 6*), where results of searches based on user preferences are displayed in a series of titles. This page is configurable using the “Smart View Settings” button on the top right of the screen, which allows widgets to be selected.

The screenshot shows the EMIS Professional Dashboard for India. The top navigation bar includes tabs for Dashboard, Companies, Dealwatch, Industries, Reports, Macroeconomics, Sources, and News. The main content area is organized into a grid of widgets. The 'Latest' widget shows 10 news items. The 'Company News' widget displays news related to India's Forex Reserves and investment in shale gas. The 'Industry Reports' widget is currently set to 'Telecommunications' and shows reports on the Indian telecom industry. The 'Company Reports' widget features reports on Infosys Q4 results and Bajaj Corp. The 'News by Topic' widget lists news items categorized by topic. The 'Macroeconomy News' widget shows news about India's economic growth and global guidelines. The 'DealWatch News' widget highlights deals like Wonderla's funding and Reliance Brands' strategic funding. The 'My Publications' widget lists various industry reports and forecasts. The 'My Companies' widget lists several Indian companies like Hindustan Foods Ltd. and JSW Steel Ltd. The 'Industries' widget shows a list of selected industries such as Agriculture, Forestry, Fishing and Hunting, and Finance and Insurance.

Figure 6: Dashboard

“Your Account”, accessible from the top right-hand side of the screen, allows the user to manage their profile, which drives a number of the content displays, including:

- My Items
- My Newsstand
- My Alerts
- My Projects
- My Clippings.

The account function also allows the user to select their language preference for support, translations and default content language. The tear sheet layout can also be selected from financial and non-financial job functions.

Access to the individual user profile is cumbersome, each time users logs in the profile has to be selected and a password entered.

My Projects enables users to manage access to the service using project codes. This page can also be used to allocate expenses and assign data use to particular projects.

As has already been described in an earlier section of this review, use of the text search box opens a screen with a number of drop-down menus (e.g. time period, position in article or report, region, language, source, topic, publication type and source) which allows the search to be filtered. These functions are all very easy to use.

In the Company, Industry and Macroeconomic tabs there is more complex functionality used to generate graphs and charts, such as Peer Analysis and Cross County Comparisons. Although the level of subject knowledge required by the user is higher, the navigation to use these functions is straightforward.

The use of clickable maps in the DealWatch and Macroeconomic tabs provides easy access to the underlying data, although this functionality may not be to all users' tastes. ■

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[EMIS Professional: Outputs & Alerts, User Interface](#)

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Special Software Functionality

The key feature of EMIS Professional which distinguishes it from other products is its focus only on emerging markets data.

This is both a strength and a weakness. The strength lies in the focus on one type of market, which has enabled EMIS to bring together a mixture of its own economic data and licensed content into a possibly unrivalled collection of company, industry and economic data.

However, the corollary to this is that EMIS Intelligence and EMIS Professional could not be used as a replacement for Nexis or Factiva, so a client who is not only interested in emerging markets might need to subscribe to two products. However, for emerging market specialists, EMIS Professional would certainly be a strong choice.

Comparison features: in addition to its excellent content collection, EMIS Professional provides straightforward, easy to use comparison features in the Companies, DealWatch, Industry and Macroeconomics tabs.

User-generated analysis: the Excel function in the Analytical Workspace provides additional functionality for user-generated analysis. Although some users may feel uncomfortable about their analysis being hosted within the product, only the user can access it.

Whilst, none of this functionality is particularly groundbreaking it is brought together in an intelligent way that allows some meaningful analysis to be undertaken.

Dashboard: the Dashboard will provide regular users with a good place to keep up-to-date with what is happening in their areas of interest. The alerting functionality will also enable users to keep abreast of changes in their focus markets.

EMIS Professional is not designed for the casual user and some of the features require a degree of more specialist knowledge. That said, the product is still easily usable by the non-specialist and would still yield useful results.

Help

When a user logs into EMIS Professional for the very first time, they see a wizard which helps to create a personal profile. This wizard includes four steps, which are: interface language, industry preference and users' job function and profile creation.

The Dashboard can also be personalised by clicking on the Smart View setting button on the top right of the Dashboard. A pop-up then appears allowing the user to change their widget selection and/or preference industry setting.

On each screen there is a Tour button on the top right hand side of the interface, which provides a brief overview of the main features on each screen in a series of mini pop outs.

There is also a detailed User Guide accessible from some of the tabs, but not all. The User Guide does open at the context relevant section, however if you wish to look at the entire guide it is 119 pages long and does not feature a searchable contents page or index.

A Support button, which sits alongside the Tour and User Guide buttons, opens a page listing the individual names and number of Help Desk staff. There is also a feedback facility within the page.

Pricing

EMIS Professional is a subscription business model, with a per-user pricing depending upon the number of countries subscribed to. There is a Library subscription for teams as well as a site licence.

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This report has been amended slightly from the original version published in January 2014. The company and product names have been updated to reflect current branding. No other changes have been made. Reprinted with the permission of Free Pint Ltd. All other rights reserved.

About the Reviewer

Andrew Lucas is a consultant with global experience in the online business information market. He has worked in executive roles for a number of leading business information companies, including Dow Jones, Thomson Reuters and Factiva.

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