jinfo

Empowering information strategy

Product review of Northern Light's SinglePoint

Northern Light

Northern Light's SinglePoint provides a single point of access to all of a client's internal and external research information, including high-quality data from some of the world's leading technology and industry sources.

Trying to make sense of the vast amounts of available data is a never-ending task for most librarians and knowledge and information workers. With more and more data available, the task of seeing the wood for the trees is getting even harder. Northern Light is trying to make this task easier by merging knowledge collection with artificial intelligence in the guise of machine learning to allow its clients to focus on the content that matters.

Key advantages

- **Time-saving**: searching across your aggregated market research/analyst research content, news, social media and internal content through one interface

- **Increased engagement with previously subscribed-to content**: Northern Light's experience is that companies adopting dashboards and newsletters regularly see huge upswings in users accessing and downloading documents that were not previously downloaded

- **Better management of content**: manage premium content subscriptions more easily and effectively, and avoid duplication of internal primary market research studies

- **Take away the search effort:** expert curation allows end-users to browse content as opposed to always searching for it.

Company information

Northern Light is headquartered in Boston. It provides knowledge management platforms for market research and competitive intelligence and its clients include large corporations and technology companies.

Northern Light has over a quarter of a million active user accounts and averages over 8,500 users per installation.

Product information

SinglePoint is a machine learning-powered enterprise knowledge management platform optimised for market research and competitive intelligence. SinglePoint strategic research portals seamlessly integrate and search any number of internal, licensed external, news, video, social media, and government sources with single-sign-on ease. The result is a securely hosted, turnkey market and customer intelligence solution that is fully deployed in just 90 days.

SinglePoint's main users include market and competitive intelligence staff, market research departments, sales teams, product, marketing and purchasing managers, product developers, technology researchers, IT practitioners and executive business leaders, predominantly from large organisations.

Its client base covers businesses in IT, pharmaceuticals, telecommunications, energy, financial services, and consumer products industries.

Jinfo last reviewed SinglePoint in November 2016

Changes since last reviewed

- The general user interface has been overhauled

- Increased use of machine-learning technologies to analyse and provide summaries of documents, reports, and articles

- Larger set of integrated premium content sources.

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Jinfo's view: sources – content and coverage

Northern Light has made a point of putting in place technical integration agreements with key research providers to allow it to index and machine-read the research publishers' documents to provide a value-added service to clients accessing that content via SinglePoint. For a lot of potential clients, the offer of a better way of using premium content to which they subscribe is an attractive one. In short, SinglePoint has:

- Technical integration agreements in place with many of the key industry research publishers

- Strong cross-sector coverage

- A powerful tool that also works on internal content

- Additional added options available.

Content

SinglePoint portals can aggregate premium, subscription-based published research from research analysts to which a client has licensed rights. Northern Light currently integrates content from over 120 content partners and adds new sources regularly.

Clients can add any additional providers that they have content deals with. Northern Light is dedicated to helping its clients onboard additional publishers and is working openly with such providers on how best to integrate its content, for example via API.

Internal content

An additional advantage of SinglePoint is that you can integrate your organisation's own content into it too. This means your own content can immediately benefit from the automated indexing and text summarising within SinglePoint, helping you make connections within your own content and between your content and external content you may not have seen before.

Northern Light can work with clients to automate the inclusion of internal content or it can be added manually via the content-management tab along with third-party content.

Jinfo's view: technology

✓ Easy to use dashboards
✓ Good admin statistics and reporting functions
✓ Flexible integrated newsletter tool

✓ Time-saving machine learning-generated insights reports/ summaries
✗ Export options could be better as "insights" only in HTML and chart data only in CSV.

Jinfo's view: value

Northern Light's SinglePoint is not a cheap product, but it offers serious potential value through helping you get the maximum value from your internal knowledge and other external content that you subscribe to.

The obvious return on investment would be more engagement with content and more actions coming from that engagement.

I remember my days of creating dashboard-like pages, populated with RSS feeds and internally related content. This is a smarter way of doing that. The combination of dashboards, email alerts, RSS feeds, and newsletters means that most people's delivery styles will be covered by SinglePoint.

Northern Light also recognises that machine learning can help clients cut through the noise and hone in quickly on what is of real interest to them. This is the future of search.