



# AGGREGATE. INTEGRATE. PACKAGE. DELIVER.

## Services & Solutions

Alacra helps find, organize and present critical business information required to execute transactions, manage client engagements, perform due diligence and research business opportunities.

## ALACRA LINKS

Alacra Links is a web-based service that allows you to embed or integrate premium and proprietary data into any other web-based application, such as a CRM system, a portfolio management system or a corporate portal or intranet. These links can be easily configured to point to other web services available on your users' desktop, to publicly available information on the web, or to the Alacra warehouse of premium databases.

This application is ideal for industry groups and for those who monitor portfolios.

[www.alacra.com](http://www.alacra.com)

Account	Market Cap (\$Mil)	Revenue (\$Mil)	Account	Market Cap (\$Mil)	Revenue (\$Mil)
bp	91,970.24	112,831.93	Microsoft	297,394.43	32,187.00
Company Profiles & Financials			General Electric Company	287,937.57	131,698.00
Filings & Documents	81,133.47	30,375.00	Pfizer	270,859.27	32,373.00
News	73,737.02	21,212.00	WAL-MART	248,284.69	246,525.00
Share Ownership	69,826.25	18,052.88	EXXON	238,120.28	204,506.00
Stock Charts	42,745.71	11,263.56	citigroup	233,566.66	58,939.00
Credit Research			Johnson & Johnson	155,803.71	36,298.00
Deal Information			AIG	151,287.08	67,482.00
Earnings Estimates			intel	151,262.10	26,764.00
Investment Research			IBM	149,039.98	81,186.00
Investment Risk Models			MERCK	138,261.94	51,790.30
Market Research			Bank of America	122,060.23	32,161.00
Executives			Procter & Gamble	116,652.91	40,238.00
BARCLAYS			The Coca-Cola Company	108,925.50	19,564.00
LLOYD'S					
DIAGEO					
bhpbilliton					
sky	19,619.84	2,776.10			
RIO TINTO	16,481.49	5,330.32			
TESCO	15,488.48	26,337.00			
BRITISH AMERICAN TOBACCO	14,420.63	24,682.00			

## PRODUCTS AND SERVICES

- Alacra.com
- Alacra Book
- Alacra Compliance
- Alacra Concordance
- Alacra Corporate Connections
- Alacra Links
- Alacra Model
- Alacra Portals
- Alacra Snapshots
- Alacra Solutions

Customers have often asked for a simple way to embed or integrate various premium content sets into their proprietary applications.

**Alacra Links is the answer.**

**HOW DOES ALACRA LINKS WORK?**

Alacra Links utilizes the Alacra concordance database joining together the common keys from over 100 different sources. When a user clicks on a ticker, or selected identifier on their desktop, a request is sent to Alacra for all specified content for that company. Using our proprietary concordance engine, as well as the configuration adopted by your company, a customized set of links is presented to the user in the form of a flexible walking menu.

**CAN ALACRA LINKS BE CUSTOMIZED?**

The links that are presented to the user can be customized to meet your firms' needs. All you need to do is to select the links that you want to appear.

**WHY DO I NEED A PASSWORD TO USE ALACRA LINKS?**

Alacra can deliver links with or without requiring a password. Having a password protects your proprietary links from unauthorized usage. It also allows you to permission links for specific users. For example, perhaps only a small percentage of the users of your site should be entitled to a high-cost database. With Alacra Links, only these users will be exposed to the content.

**WHAT IF I DON'T HAVE TICKERS?**

Alacra Links works with a variety of company identifiers. These may be standard identifiers such as CUSIP and SEDOL or the private ids used by industry leading publishers who contribute to Alacra. Alacra also has the capability to seamlessly concord your firm's proprietary identifiers.

**HOW DO I ADD ALACRA LINKS TO MY WEB SITE?**

Alacra Links works on an ASP model and may be accessed over the public internet using HTTP or SHTTP. The delivery format is flexible. By default, links are provided in HTML format for direct presentation to the user. This format can be customized for your specific needs. Alacra Links can also be delivered in XML, allowing you to perform your own formatting.

The easiest way to add Alacra Links to your product mix is to use the Alacra toolkit for client implementations. Alacra Links is also accessible via HTTP in either HTML or XML format.

**FOR MORE INFORMATION CONTACT US AT:**

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