Sectorbase.com Launches Research Analytical Platform

Investment professionals on both the buy- and sell-side frustrated with the time they spend tracking down detailed specifics on industry sectors, may finally have a tool to significantly whittle down the time. Eyeing the market demand for such a product, Sectorbase.com recently launched its Web-based market segment-specific researching analytical platform.

Meanwhile, the San Francisco-based vendor is already touting a handful of takers for its fledgling product including Apodaca Investment Group, Pacific Crest Securities, and Preferred Capital Markets.

Combining an investment research database, an analytical tool, and reporting capabilities, Sectorbase enables comparisons of companies and peer groups based upon specific product areas within any industry sector. Users are able to select unique criteria sets and search the detailed company and product segmentations.

liked what he saw. "Other indices and databases don't break it down into the different sectors," says Jerry Apodaca. "What Sectorbase does is break it down into these micro-industries. It would take a week to two weeks, sometimes even longer, to figure out whom all the players in a certain industry group are. With Sectorbase you can figure it out in 30 minutes."

Parker says his product is able to do this because it's not just another financial database of company information.

"Sectorbase is built on a framework of product-specific information," he says. "We've constructed a product hierarchy with thousands of individual product groups. Request information on a company from Sectorbase, and we build a profile of the company based on the products and services they provide."

The rollout at the investment adviser, with approximately $200 million in assets

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The problem with the existing alternatives, as Sectorbase.com president and chief operating officer John Parker says, is that, "virtually every analytical research process starts with comparables, and all of the existing comparables are wrong."

Parker explains, "The reason they are all, without exception, incorrect, is because they create industry groups from the top down. They set up industries and sectors and then try to place companies in those 'buckets' based on a business description or an SIC code."

Jerry Apodaca, president of investment adviser Apodaca Investment Group Inc., tested Sectorbase.com's product, and he

under management, is slated for April when Sectorbase officially launches the product.

"Take an industry like the Internet," says Apodaca. "Other products and databases right now have an Internet index where all the Internet-related companies are lumped together. Sectorbase is going to break those down into different sectors, from portals to software, e-commerce to electronic banking. You have to break those down because those are totally different industries."

Full access to the system is available for $900 per month for the first user, with discounts available for multiple users or site licenses. — *Craig McGuire*

InCert Releases Upgraded Test Analysis Software

Cambridge, Mass.-based InCert Software Corp., has launched Examiner 2.0, software that helps firms analyze the testing of their mainframe systems. Deborah Breen, director of marketing, said Examiner is used to analyze MVS COBOL systems and

InCert's new analyst software.

is particularly useful for Wall Street firms undergoing year 2000. She explains that as enhancements are made, Examiner can tell the firm which parts of the system have not been tested.

"If a firm has made enhancements to its on-line systems and only wants to test the integration of those changes, Examiner would tell you which part should be tested, so you wouldn't have to retest the entire system." It helps IT professionals increase the quality of software being deployed and streamline test data to correlate more closely with critical production code. Examiner 2.0, an enhanced version, adds new source detail reports, report layout enhancements and module selection enhancements. The system costs $65,000 per mainframe.

For more information, call 877.3INCERT or see www.incert.com. ●