

# Dow Jones Investment Banker

Deep intelligence that connects bankers to deals and deal makers



To solidify and even expand their position as trusted advisers, investment bankers need to offer advice and insight that their clients can't get elsewhere. To succeed in this role, bankers must have a constant flow of information about events, companies, people and markets. The new Dow Jones Investment Banker offers the deep intelligence edge that every banker needs to provide advice, generate ideas and connect to clients.

The best of Dow Jones – news, opinion, research, data visualization, people connections – is delivered in a suite of customizable components designed for smooth integration into the proprietary portals and applications essential to bankers and analysts. With Dow Jones, bankers will:

- **Develop unique deal ideas** with the exclusive, insider's viewpoint of a trusted, expert editorial team covering companies, sectors and decision-makers worldwide
- **Uncover opportunities and trends faster** with advanced technologies that find and extract significant events and relationships from a deep collection of the world's leading business sources
- **Open the door to corporate decision-makers** with unparalleled people data and connection technology
- **Make connections and pitch deals quickly** by utilizing configurable technologies that seamlessly reach across information sources and systems to link proprietary and third-party data together in the applications and systems bankers rely on

## Develop Better Deals with Trusted Expertise

To meet the information demands of skilled, specialized bankers, Dow Jones has added something extra: a dedicated team of columnists and writers with extensive experience as investment bankers, fund managers and industry consultants. Their mission is to deliver sharp-edged opinion and analysis for the distinctive perspective of investment bankers.

News | Financial Services

Top Stories  
Live News  
Deal Pipeline  
Global PR Wires  
Banker Moves  
Corporate Moves

Deal Pipeline

Debt and Credit Watch

**Barclays Capital Boost Last But Not Least**  
From DJ NEWSWIRES 15 June 2009 When Barclays PLC (BARC.LN) Chief Executive John Varley lists five advantages the \$13.5 billion sale of asset management ...

**Commercial Mexicana Reaches Agreement On Debt Load**  
From DJ NEWSWIRES 15 June 2009 Mexican retailer Commercial Mexicana (COMERCI.MX) has reached an agreement with creditors to pay debt of \$1.54 ...

The team handpicks coverage from more than 2,000 journalists across Dow Jones sources – Newswires, The Wall Street Journal, Factiva, and newsletters covering bankruptcy, PE and VC – to provide all news and analysis affecting bankers and clients.

- In-depth sector commentary and analysis, plus selections from leading industry publications
- Timely coverage of the topics critical to bankers: VC and PE financing, IPOs, capital raising, M&A, regulatory changes and accounting standards
- Comprehensive real-time reporting on all asset classes, world events, corporate leaders, and public and private companies in developed and emerging markets

This rich, deep pool of intelligence is organized around the 13 industries of most interest to investment bankers, offering top sector news and commentary around the clock.

Opinion & Analysis | Automobiles

Deal Driver  
Best of the Blogs  
Opinion Live  
60 Second Insight  
Strategic View

**WHEELS: India's TATA's Overseas Acquisitions Face Home Truths**  
From DJ NEWSWIRES 15 June 09 India's first major multinational, Tata Group, is seeing its global ambitions backfire just as its problems at home grow ...

**Chinese Car-Parts Makers Expand, While U.S. Component Industry Slumps**  
From DJ NEWSWIRES 15 June 09 While slowing demand has battered auto-parts makers in developed countries, the stars are aligning for Chinese companies ...

view more

## News & Opinion for a Banker's Point of View

The news, opinion and analysis in Dow Jones Investment Banker can all be built into proprietary client portals and applications, surfacing headlines, opinion and video where it's critical to a team – or an individual banker.

- Monitor sectors, clients and competitors with editor-selected **Top News Headlines**
- Generate unique ideas with **Opinion & Analysis**
- Video of deal makers, columnists in **60-Second Video**

For more information about Dow Jones Investment Banker, email [investmentbanker@dowjones.com](mailto:investmentbanker@dowjones.com)

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## Find Opportunities in 'Dark Pools' of Content

By combining the world's best business content with sophisticated technologies for content aggregation, metadata extraction and text-mining, this solution is unique in its ability to help bankers interpret events, perform deal diligence and offer strategic advice to clients.

- Dow Jones Factiva's 25,000 sources: newspapers, industry publications, 12,000 Web sites and 4,000 blogs
- Flag key events, companies and executives with **Alerts**
- Quickly find what matters to clients and deals in **Search**



## Discover Deals in Data Visualization

Bankers contend with a daily deluge of information, so Dow Jones Investment Banker uses advanced data visualization to illuminate hidden trends, unexpected patterns and off-the-radar issues. When integrated into workflow, these graphics help bankers and researchers quickly identify what's significant for clients and targets.

- Watch deal activity heat up with **News Radar**
- Pull up **Most Mentioned** to monitor buzz on industries, companies and executives

## Pinpoint & Connect to Decision-Makers

Dow Jones Investment Banker includes a global database – 17 million public and private corporate snapshots and 35 million executive profiles – backed with connection technology that can plot the pathway from inside the bank to the right decision-makers.

## Deal Information Where & When It's Needed

All relevant Dow Jones information and technology is available via a spectrum of flexible, easy-to-install integration options to meet all workflow requirements.

- Go **Mobile** with access to all Dow Jones Investment Banker content in an interface designed for bankers
- Simple API, widgets and developers' integration gallery
- Pre-configured scenarios with Strategic Partners
- Rich symbology and taxonomy is available to map key Dow Jones topics to internal content and data
- Dow Jones Client Solutions is available for basic integration support or custom engagements



Dow Jones Investment Banker: Deep Intelligence that Connects Bankers to Deals and Deal Makers

For more information about Dow Jones Investment Banker, email [investmentbanker@dowjones.com](mailto:investmentbanker@dowjones.com)