
MarketGrader.com Corporation Launches Financial Analysis Tool

Client Turns to Keane for Application Development and Integration

Abstract

MarketGrader.com Corporation launched the nation's first, independent financial research tool on the Internet delivering on its mission to provide unbiased financial data to institutions and individual investors. MarketGrader partnered with Keane to develop this secure, subscription and Web-based financial analysis tool. Keane's application development capabilities, coupled with expertise in cutting-edge Web technologies, enabled MarketGrader to achieve market leader advantage, generate considerable cost savings each year in licensing fees, and offer the most comprehensive financial analysis tool on the market today.

Client

MarketGrader is a privately owned, independent financial research firm providing innovative products and services that enhance the financial decision-making capabilities of

institutions, private investors, and the professionals who serve them. To achieve this mission, MarketGrader has forged abroad alliance of globally respected firms within the financial services industry to supply stock data, based on a company's fundamentals, and news information to its site. This site can be accessed at www.marketgrader.com.

Challenge

MarketGrader was formed to fill a gap in the financial services market with an independent, unbiased, accurate, and secure online research system in an easy-to-use and affordable format. MarketGrader's founders had the insight and financial services expertise to develop the concept behind MarketGrader.com but needed a partner with strong e-Development capabilities to transform their idea into a usable tool. MarketGrader's goal was to build one of the Internet's first independent, quantitatively driven, market analysis tools that demystifies the financial

“MarketGrader.com was created to empower ordinary investors with the tools previously available only to financial professionals. To accomplish this, we had to partner with a leader and innovator in IT services.

Keane's staff, experience, and capabilities, allowed for a seamless process of development, migration, and testing.”

Carlos Diez, Founder of MarketGrader.com Corporation

Application and Infrastructure Solutions

markets and enhances investment decisions for millions of individuals and organizations.

Solution

Keane developed MarketGrader's financial analysis tool — MarketGrader.com — using its Application Development capabilities and e-Development Framework. The online tool enables MarketGrader customers to perform a complete top-down and bottom-up analysis, covering a macro-analytical view of the economy, financial markets, industry rotation, and market share among competitors. It also enables investors to look at specific financial statements and ratios for more than 6,000 public companies. MarketGrader.com empowers its users to identify current economic conditions, the best performing industries, and the leaders within each industry by providing clear Buy, Hold, and Sell recommendations for the companies it covers. Unlike other stock grading applications, which rate only the technical data associated with a particular company, MarketGrader.com performs a complete analysis of the company using 60 fundamental criteria to grade the company's overall health in order to determine its market status. This analysis can then be compared to peers within the company's industry, and the industry can be analyzed against the other 122 US recognized industries in the database.

Leveraging technologies including Linux, Solaris, and Java, Keane developed, engineered, and then hosted the system. Keane also integrated data

feeds from Standard & Poor's, Thompson Financial, Baseline, and Comtex into MarketGrader.com creating a financial analysis system that delivers the tools that were previously only available to financial professionals. As a result, MarketGrader.com offers customers a one-stop shopping approach to the industry's most resource-rich and insightful stock market analysis tool that is accessible through a convenient and cost-effective platform.

Benefits

Together, MarketGrader's vision and Keane's development work created one of the first and most comprehensive independent financial analysis tools in the marketplace. MarketGrader gained its leadership position by solidifying a stronghold in the market early on and setting the standard for independent stock research. Keane developed an environment for this comprehensive tool in which Web pages quickly load in the browser and are easy-to-use and navigate for MarketGrader.com customers. Additionally, Keane's use of new technologies is saving MarketGrader a minimum of \$100K in ongoing licensing fees per year.

“Keane's application development expertise coupled with the team's knowledge of new technologies and the financial services industry enabled us to deliver a solid solution to the market. We are thrilled to offer the investors a cutting edge tool that will empower them to make more intelligent financial decisions.”

Carlos Diez, Founder of
MarketGrader.com
Corporation

About Keane

Keane is an IT services firm headquartered in the US with more than 12,000 professionals worldwide. For 45 years, Keane has been an Application Services specialist with distinguished project management credentials. Today, we offer a flagship suite of Application Services, as well as Infrastructure and Business Process Outsourcing solutions delivered through onsite, nearshore, and offshore resources. Visit www.keane.com to learn how our projects, managed services, and outsourcing engagements deliver value for a range of businesses and government agencies.

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