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IT SPOTLIGHT by ERIN BORNEMANN

Datamyne: Drilling for Corporate Details

Here's a look at a company that operates the world's largest searchable trade database on one platform, opening the door to more than 800 million global trade records.

Market Landscape

In the era of Big Data, companies that deal with export/imports need a specific broad yet detailed dataset to provide insights into the global marketplace. Datamyne, Inc.'s niche platform, with international trade intelligence, does this by offering a 360-degree view of buyers and suppliers that conduct business on a global basis. "We do more than just aggregate data," says Lisa Wallerstein, vice president of marketing and product development. "Our data specialists provide analysis and interpretation of the data so buyers and sellers in the global marketplace can direct their strategies into making smart decisions," she says.

Datamyne puts information resources at your fingertips, says Wallerstein. "It offers a simple, easy way to research the data, analyze results, and gain insights to give a business a competitive advantage." Datamyne's data collection comes full circle in keeping everyone honest. Data can not only be used to identify marketing and sales opportunities, but they also have the potential to uncover incidences of infringements, whether in copyrights and trademarks or brand names and patent licenses.

Humble Beginnings

The concept of Datamyne originally took root in 1992 in Montevideo, Uruguay, as a small startup that provided trade data to companies in South America. It did not take long for Datamyne and its clients to realize that such services were needed for information resources on a global level, and the company began expanding from South America into the U.S. and beyond.

By 2006, Datamyne had grown into a multinational, multilingual enterprise providing export/import data for 50 countries on five continents. Today, the company's global reach extends from its headquarters in Miami with sales offices scattered strategically throughout the U.S., while being true to its roots and hosting its data center, which is still based in Montevideo.

The screenshot shows the Datamyne website interface. At the top, there is a navigation bar with 'Help', 'Account', and 'Log Out'. Below this is a 'WELCOME TO DATAMYNE' section with a magnifying glass icon and instructions on how to start a new query. The main content area is divided into three columns: 'QUICK TIPS', 'RANKINGS AND QUERIES', and 'MY SAVED QUERIES'. The 'QUICK TIPS' section lists various tasks like 'Find and evaluate a new supplier' and 'Track a competitor's shipments'. The 'RANKINGS AND QUERIES' section has three dropdown menus for selecting a country, type of data (Imports, Exports, Bills of Lading, etc.), and a year. The 'MY SAVED QUERIES' section shows a list of saved queries, including 'Apple Computer Imports' and 'Top Importers of Tilapia from China'. At the bottom, there is a 'CONTACT' button and social media icons for LinkedIn, Facebook, and Twitter. Three green callout boxes provide additional information: one points to the 'QUICK TIPS' section, another points to the search filters, and a third points to the 'MY SAVED QUERIES' section.

Start by choosing a common task for a step-by-step guide to finding information about cargos or markets

OR start by choosing a country and the type of data you want to search: Bill of lading data can be queried for information about cargos; census data provides rankings for analyzing markets

Subscribers can save search queries for quick retrieval of the latest data

Leading the charge is CEO Brendan McCahill, a veteran of the maritime industry, who has a strong background in the transportation market. He knows the programs well, having used Datamyne while he was at Hanjin Shipping Co. Ltd. and Norton Lilly International, Inc. before joining Datamyne as executive vice president in 2007. In 2009, McCahill was appointed CEO. For McCahill, "Content is still king," and he is intent on getting the accurate data to the people who benefit from it most.

"We cover data on 68% of global exports and 72% of global imports," says Wallerstein, noting that the data serves a customer base that extends into private and public sectors alike. Trade associations, government agencies, law firms, consultants, commercial markets, libraries (academic and research libraries), and more than 3,500 companies now tap into Datamyne's facts and figures to fulfill their research needs and ultimately for better, more educated decision making in the global business market.

Datamyne's team of data professionals in the U.S. guarantees the quality of data, says Wallerstein. Its ISO-certified data center adheres to strict quality control of its data, from verifying the actual number of shipments to identifying the names and addresses of export/import companies to match D&B records. This data provides competitive intelligence that companies need to expand their businesses across

borders or to strengthen their supply chains by finding alternate sources and resources. "Companies can see new markets, see where the markets are growing or contracting, and see who is buying and selling specific products," says Wallerstein.

A simple and easy-to-use platform, combined with an impressive amount of global data, makes Datamyne the ideal system for those interested in global trade markets. "The value we bring is in the standardization of the data and the ability to access this data on one platform," says Wallerstein. "Our platform makes it very easy to research the global market trees and see what goods each country is trading."

Technological Trends

Drag-and-drop applications let users analyze large amounts of data quickly and examine emerging market trends while calculating their competitive strategies. The database is updated daily, and its information is delivered to customers within 24 hours of receipt from U.S. Customs and Border Protection.

Trade Profiles, one of Datamyne's newest products, summarizes 12 months of trade activity to give users information on potential trade partners. The objective, says Wallerstein, is to provide a global view of all the buyers and sellers so they can find partners at various points along the supply chain.

"We have our data on a platform that provides a multidimensional view of

trade," says Wallerstein. Customers can examine data from various angles. First, Datamyne's ranking system offers a macroeconomic view of trade trends via a view from the top; users can increasingly zoom in, starting from a country's categories of exports to individual products to actual players. Using public data, including bills of lading data, shipping manifests, census data, official filings, and other data, customers can search for results on specific exports by country, products, or players. For example, a search on fresh flowers during a specific time period gives a searcher key reference points: the countries of origin, a list of suppliers, shippers from that country, their customers, and their sales rankings.

Five-Year Plan

Customers can clearly see the benefits of what Datamyne's data delivers in terms of size, speed, simplicity, service, and market strategy, says Wallerstein. "Datamyne has grown about 50% in the past 3 years," she says, noting that there are more services in the works, including expanding the breadth and scope of coverage and creating mobile apps, which are expected to be released by 3Q 2013.

"Within 5 years, we want to perfect our global tableau," says Wallerstein. "We want to make it easier for companies to connect the dots between markets and players."