



University of Wisconsin-Madison
Consortium for Global Electronic Commerce
"Helping Industry Gain Competitive Advantage Through E-Commerce and E-Business"
www.cgec.org

Project Report:

Web-based Content Syndication

Project Sponsor:

CUNA Mutual Group / MEMBERS Capital Advisors

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Authors:

**Justin Weidner
Yen-Ju Chen
Juliana
Murali Patel**





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Executive Summary

This report details a project exploring the possibility of MEMBERS Capital Advisors providing investment advice content via the Internet. The project involved a market analysis survey, a review of potential competitors, and research into best practices for delivery of content over the web.

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Justin Weidner

Murali Patel

Yen-Ju Chen

Juliana

Table of Figures

Figure 1: MFN Membership in survey sample	10
Figure 2: Annual value of syndication service	12
Figure 3: Expected frequency of online service	12

TABLE OF CONTENTS

Abstract	1
Acknowledgements	2
Table of Figures	3
Table of Contents	4
1. Introduction	5
1.1 Company Background	5
1.2 Project Background and Motivation	5
1.3 Project Goals and Objectives	6
1.4 Project Execution Framework and Methodology	7
1.5 Organization of the Report	7
2. Survey	8
2.1 Objective	8
2.2 Methodology	8
2.3 Survey Results	9
2.4 Survey Detailed Results	11
3. Competitor Analysis	11
3.1 Potential Competitors	11
3.2 Analysis	12
4. Delivery Best Practices	14
4.1 Best Practices Criteria	14
4.1.1 Efficiency of Scale	14
4.1.2 Security	14
4.1.3 Cost	15
4.1.4 Compatibility	15
4.2 Methods of Delivery	16
4.2.1 Simple Model	16
4.2.2 Syndication Vendor	17
4.2.3 Syndication Server	18
4.2.4 MFN Integration	20
Bibliography	21
Appendix A: Survey Questionnaire	22