



# Eagle Alpha

## Welcome to Data Strategy's New Platform

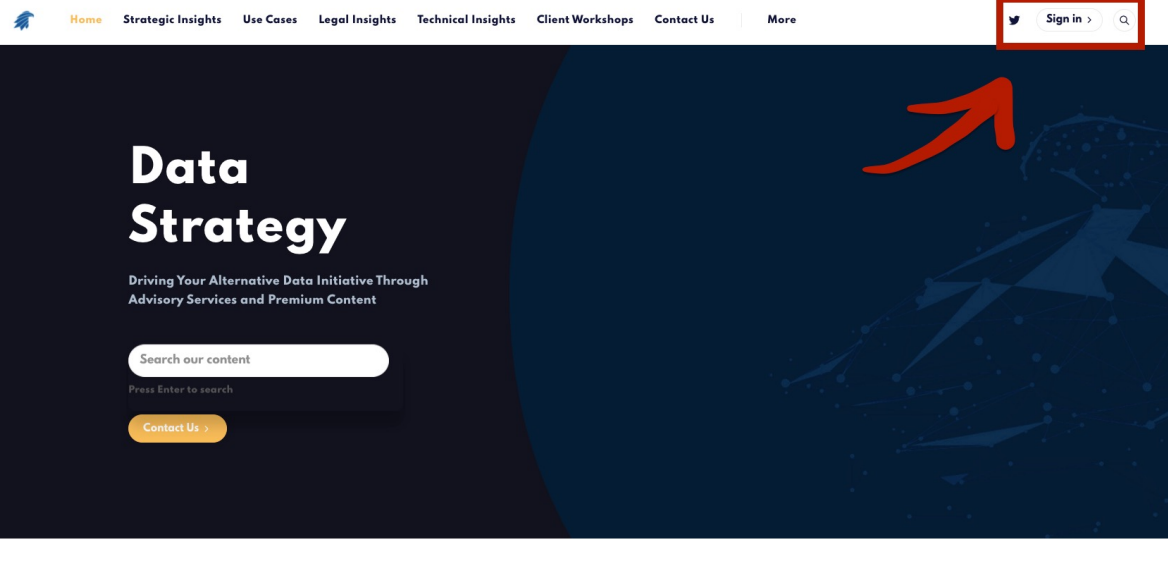
---

[dsg.eaglealpha.com](https://dsg.eaglealpha.com)

**February 2022**

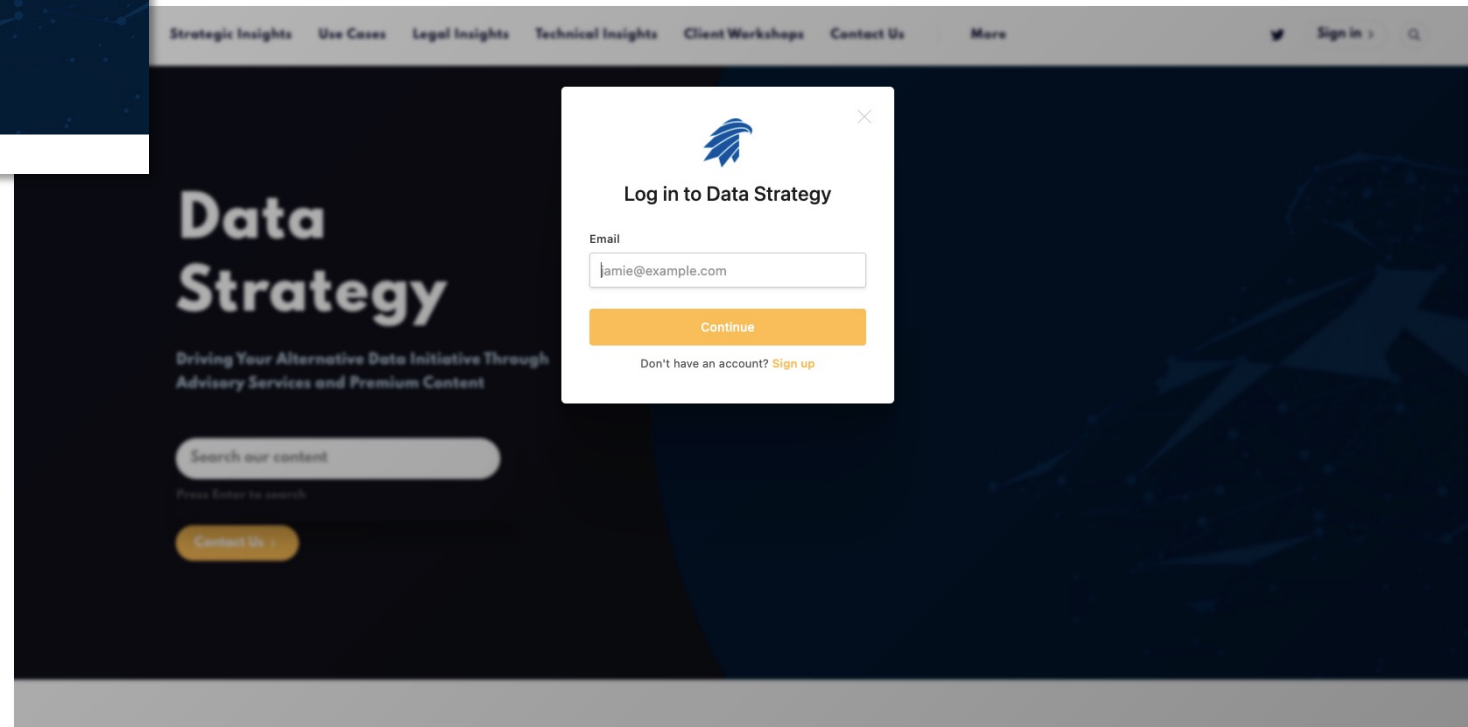
[ronan.crosson@eaglealpha.com](mailto:ronan.crosson@eaglealpha.com)  
[dallan.ryan@eaglealpha.com](mailto:dallan.ryan@eaglealpha.com)

# How to Log in For the First Time

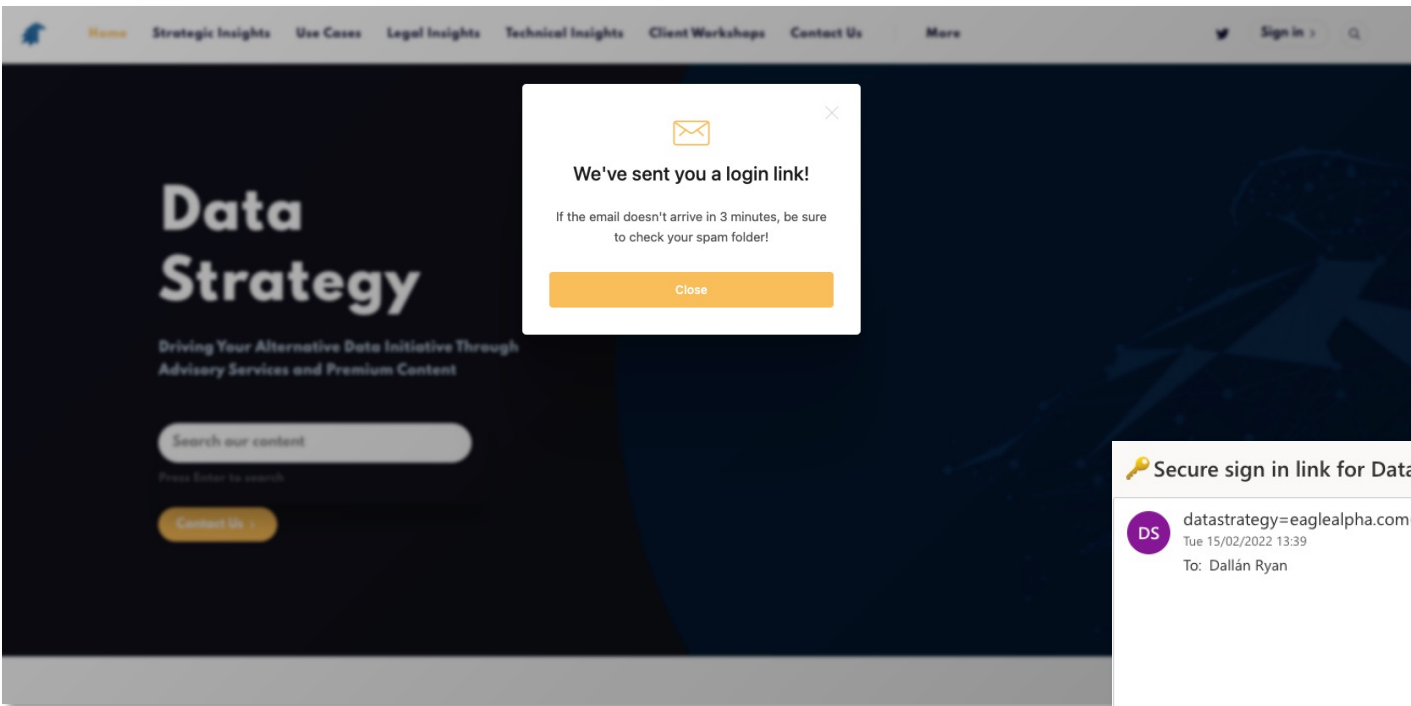


**Step 1:** Visit [dsg.eaglealpha.com](https://dsg.eaglealpha.com). The content is locked to the public. To access the full content, you will have to sign in using your company email address.

**Step 2:** Please sign in using your unique company email. You will not be able to access using personal emails such as Gmail .

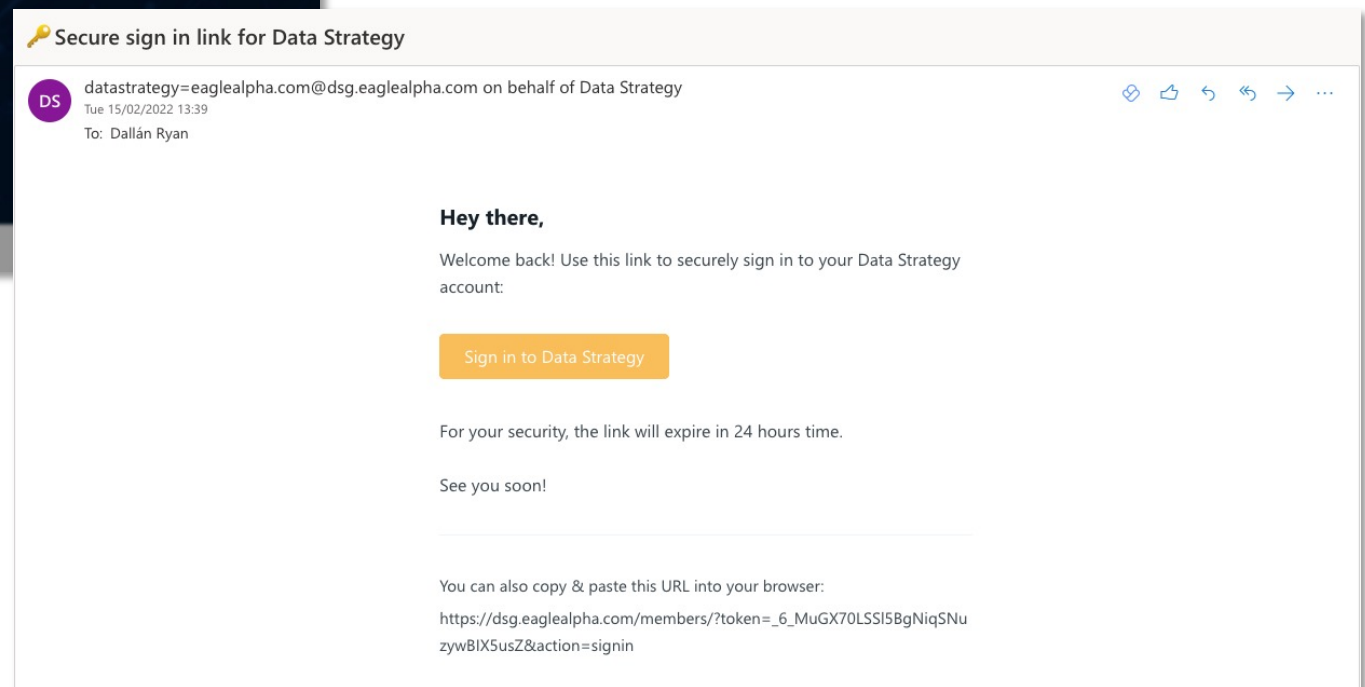


# How to Log in For the First Time



**Step 3:** A secure login link will be sent to the email address you entered. Please check your junk/spam folder and mark as 'not spam'. This sign in process will be your secure access to the Data Strategy content library going forward if you are logged out at any stage.

**Step 4:** This site will also be accessible through our main app from next week [[app.eaglealpha.com](https://app.eaglealpha.com)]. For any additional questions or if you run into issues please contact Dallán Ryan on [dallan.ryan@eaglealpha.com](mailto:dallan.ryan@eaglealpha.com).

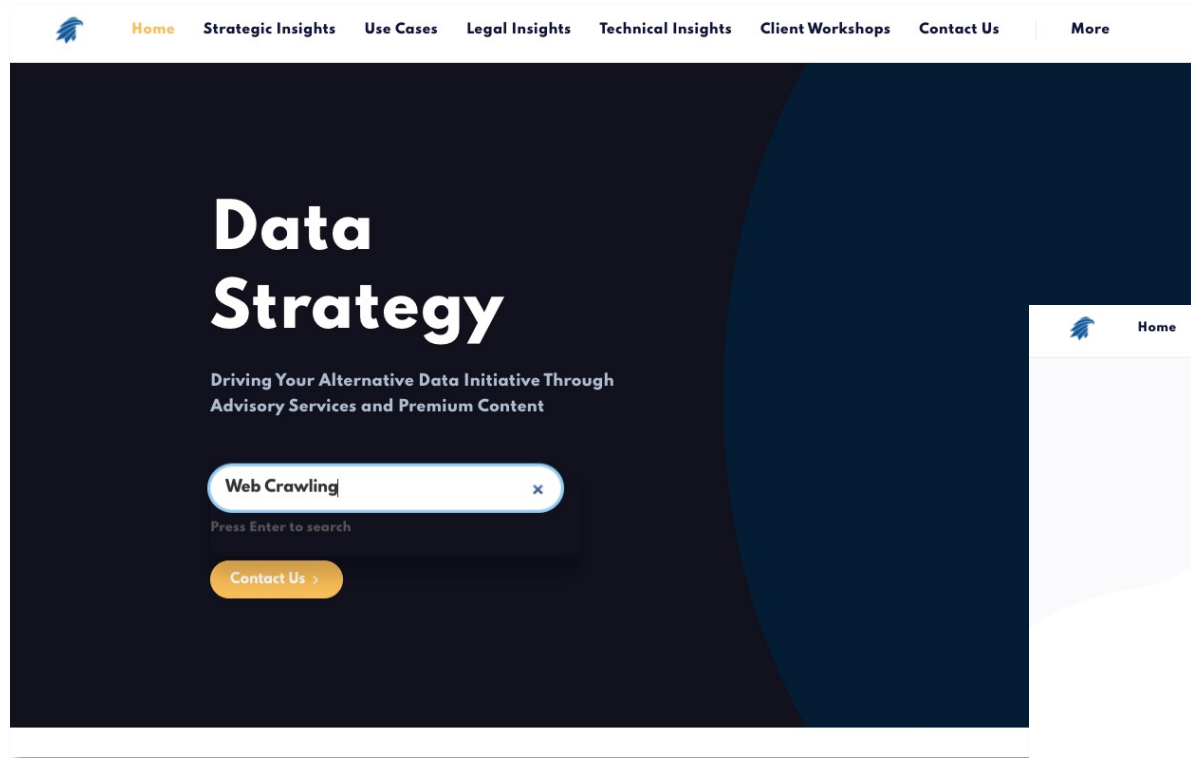




# What's Changed?

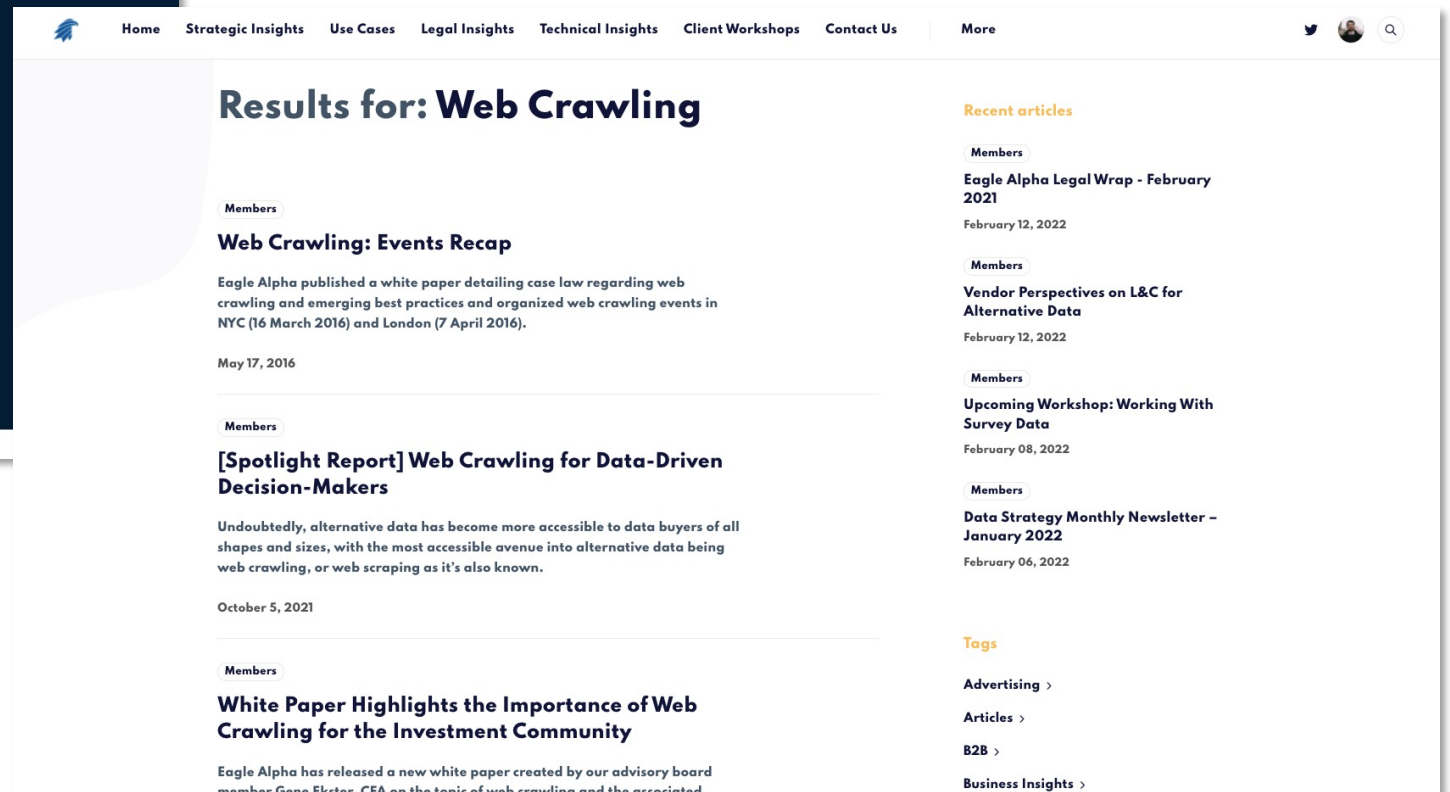
---

# Improved Search Functionality



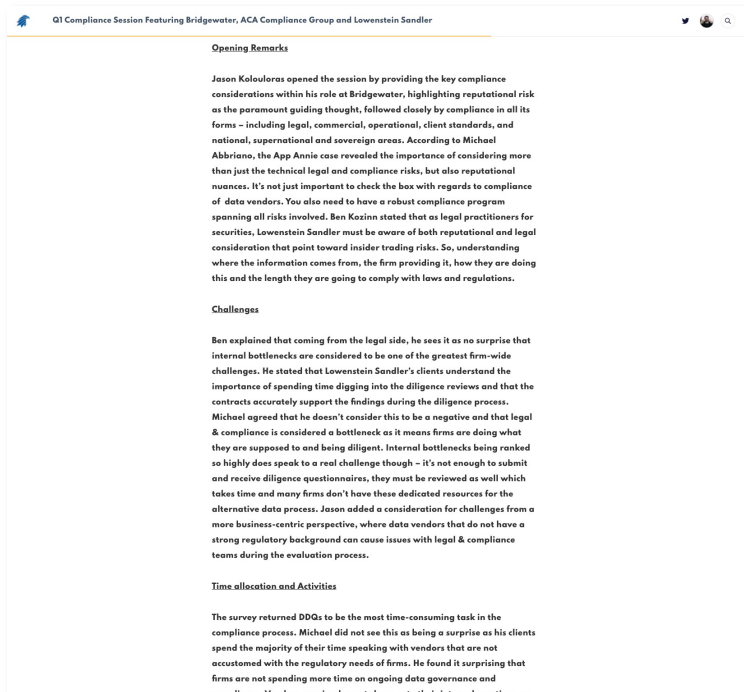
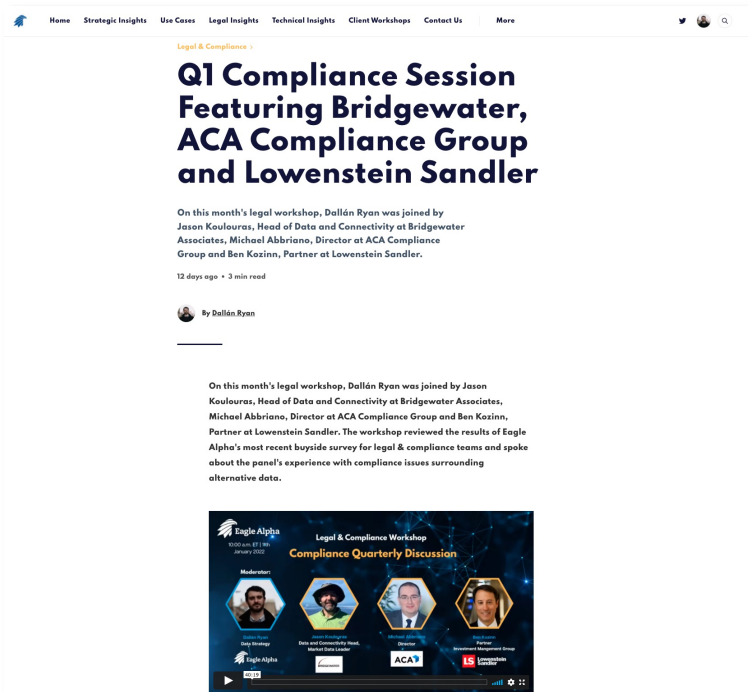
You can now use the search functionality located on both the home screen and the top right corner of every page to search all our content.

The search results page also offers improved search and discovery features for finding the correct content.



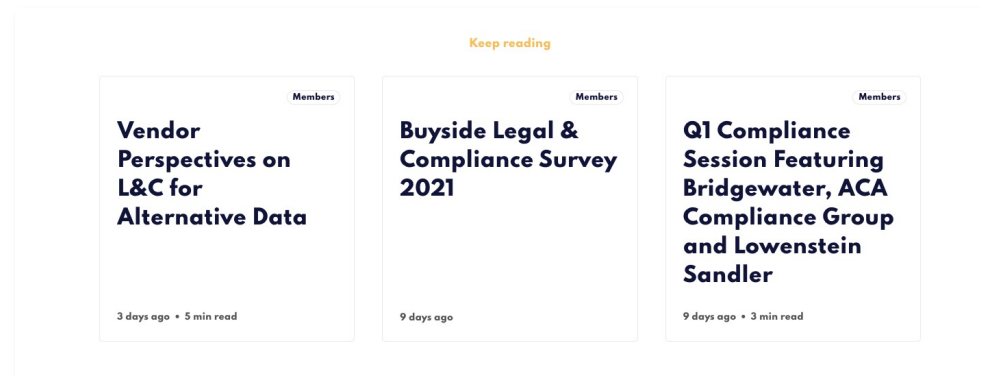


# Improved Article Landing Page



To view full articles downloadable PDFs are no longer used. Going forward we will be publishing all articles and write-ups directly to the blog-style page. Any heavily formatted content will be available to access through a secure link to our AWS S3 hosting site.

There is also a new recommended reading section at the bottom of content pages for similar articles.



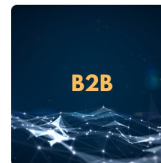
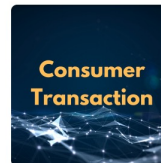
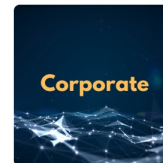
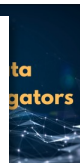
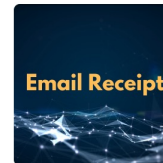
# Improved Tagging Capabilities

[Strategic Insights](#)[Use Cases](#)[Legal Insights](#)[Technical Insights](#)[Client Workshops](#)

## Tags

[Advertising >](#)[Articles >](#)[B2B >](#)[Business Insights >](#)[Buyside >](#)[Consumer Credit >](#)[Consumer Transaction >](#)[Corporate >](#)[COVID-19 >](#)[Data Aggregators >](#)

## Content Categories

[Advertising](#)[Articles](#)[B2B](#)[Business Insights](#)[Buyside](#)[Consumer Credit](#)[Consumer Transaction](#)[Corporate](#)[Data Aggregators](#)[Data Privacy](#)[Email Receipt](#)

Spread the word

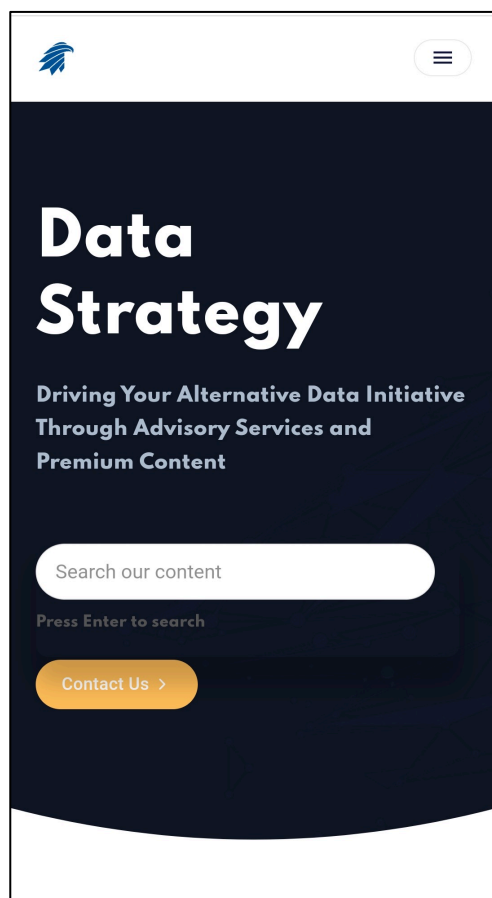
[f Share](#)[t Tweet](#)[in Share](#)[Copy](#)[Email](#)

As part of our main goal, to improve the searchability of content, we have split our publications into four primary groups, accessible through the navigation bar. What was previously known as Alpha Centre is now split between Use Cases and Technical Insights.

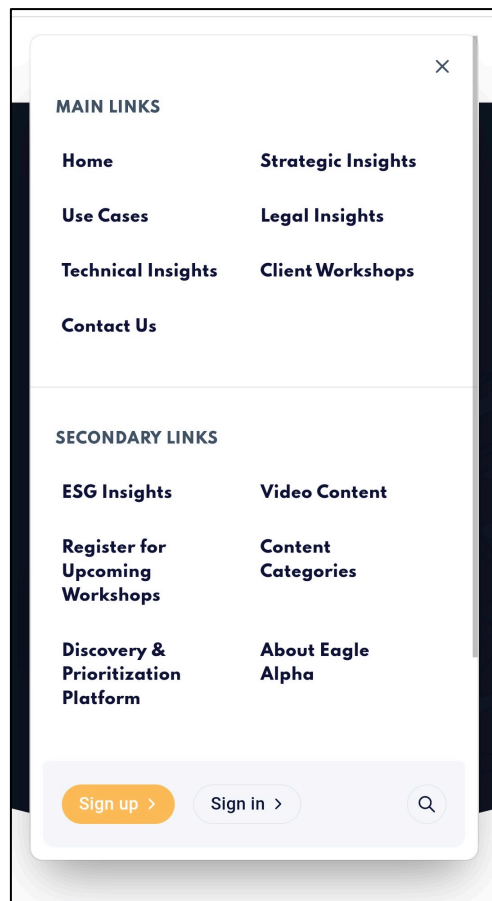
Additionally, we now have tag lists, and a content category page accessible through the secondary ('more') navigation.

We have also added a much more effective way to share content with your broader team and directly from the platform. Additionally, there are options to share on social channels.

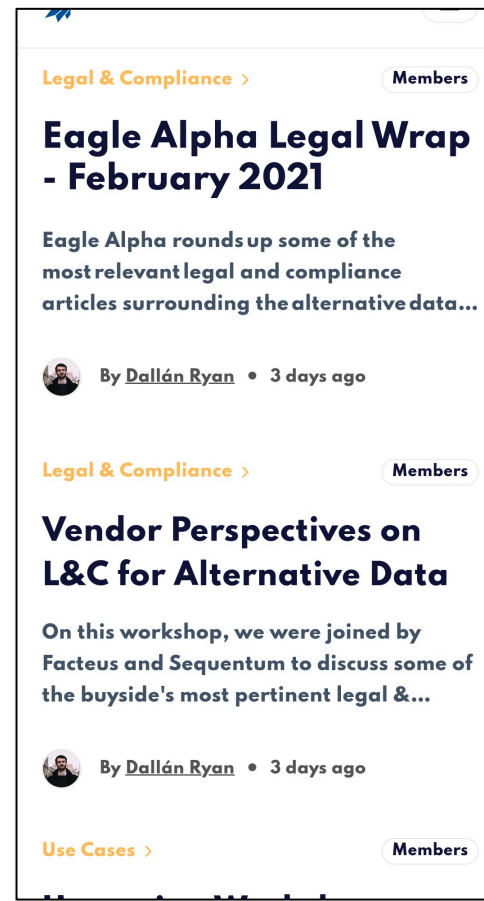
Home page view



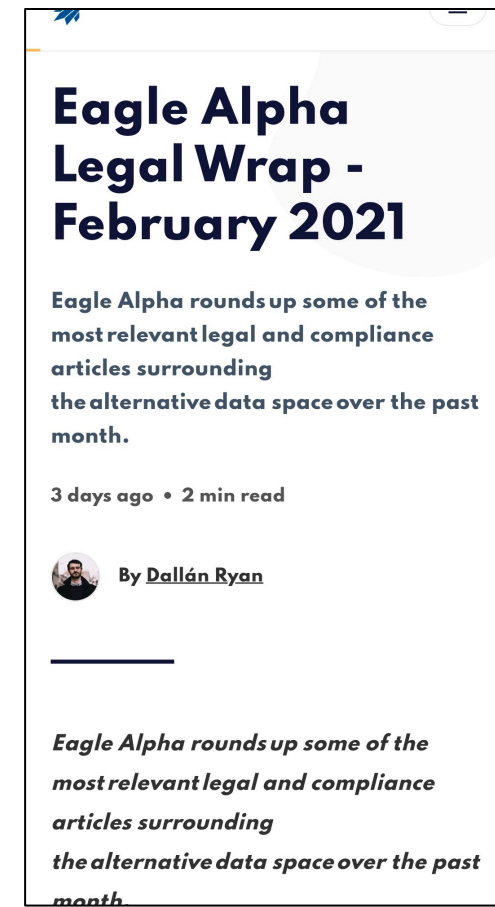
Drop-down navigation bar



Search results page



Content page





# Contact Us

## Data Strategy

Data Strategy is Eagle Alpha's alternative data advisory, training and education solution. We support firms at all stages of the alternative data journey, helping funds new to the space achieve best practice and helping experienced firms continuously innovate.



### Ronan Crosson

Director, Data Strategy and Analytics  
[ronan.crosson@eaglealpha.com](mailto:ronan.crosson@eaglealpha.com)

Ronan manages Eagle Alpha's analyst team and is responsible for the Data Strategy. Ronan's experience spans the front office and middle office on the buy-side as well as building and managing data science and analyst teams for Eagle Alpha.



### Dallán Ryan

Analyst  
[Dallan.ryan@eaglealpha.com](mailto:Dallan.ryan@eaglealpha.com)

Dallán executes Eagle Alpha's Data Strategy and Marketing goals by managing the delivery of proprietary content and analysis around alternative data to buy-side, private equity, and corporate stakeholders. Dallán's previous experience spans business development and marketing roles with early-stage start-ups.