How to locate DataMonitor / MarketLine (DM/ML) reports using the Business Source Complete (BSC) database

There are three types of DM/ML reports:
1. Industry information
2. Company information
3. SWOT analysis

First, access the BSC database. You can get to the database by visiting the Business research guide here: http://libguides.uttler.edu/business and hover your cursor over the “Additional Resources” tab. A dropdown menu will appear; click on the option labeled “DataMonitor / MarketLine Reports” to be taken to that page. Click on the “Business Source Complete” link.

PART 1 – Industry Information

There are two methods for obtaining industry reports.

Method 1

In the first search field, type the word “datamonitor” as one word and change the adjacent dropdown menu to “CO Company Entity.”

If you’re interested in a specific country—say, the U.S.—type the phrase “United States” in the second search field and change the adjacent dropdown menu to “GE Geographic Terms.” Choosing a geographic term is optional, but can be helpful if you know you’re only interested in a particular country.

In the third search field, type in a word or phrase concerning the industry of interest. In the example below, I’ve typed in the word “oil.”

A search using the above parameters would look like Figure 1.
Before clicking search, it is important to scroll down on the search page and tick two boxes as shown in Figure 2:
1. “Full Text”
2. “Industry Profile”
Now, you can scroll back up and click the Search button. This search should provide you with only one result as shown in Figure 3.

**Figure 3**

1. **Oil & Gas Industry Profile: the United States.**
   - Add to folder
   - [PDF Full Text (1.3MB)]

As you can see, this result is about the Oil and Gas Industry in the U.S.

When you click on the .PDF link, you will be taken to the full 45-page DM/ML document.

**Method 2**

Another way of obtaining DM/ML industry reports is to locate the “Browse” column on the right side of the main search screen. Click on the link labeled “Industry Profiles” as shown in Figure 4.

**Figure 4**

When you click on the “Industry Profiles” link, you’ll be taken to a “Publications” screen with five (5) blue tabs across the top.

You’ll want to click on the tab labeled “Industry.” In the “Browse For” search field, type in a word or phrase related to the industry in which you’re interested.

The example in Figure 5 below shows that I’ve searched for the word “computer.”
Figure 5

**Business Source Complete -- Publications**

- **Browse By Type**
  - All Publications
  - Academic Journals
  - Books/Monographs
  - Country Reports
  - Industry Profiles
  - Magazines
  - Market Research Reports
  - SWOT Analyses
  - Trade Publications
  - Working Papers

- **Browse for:** computer

- **Industry** tab

- **Page:** Previous | Next

- **Results:**
  - Computer and electronic product manufacturing
  - Construction
  - Couriers and messengers
  - Credit intermediation and related activities
  - Crop production
  - Educational services
  - Electrical equipment, appliance, and component manufacturing
  - Electronics and appliance stores

*Here are the five blue tabs. Make sure to go to the Industry tab to search.*

*Type in words and phrases here to get a list of results. Not all results will fit what you’re after. In this example, it appears that the first result may be what we want. But, notice that the last two might also be relevant.*
When you click on one of the industries, you’ll be taken to a list of reports for that industry. The reports in the list are from many different countries. Using this method, there is no way to limit a specific industry’s results by country – you can browse by industry OR by country, but not a combination of both. Thus, Method 1 is preferred over Method 2 because you will have more control over the results you get.

PART 2 – Company Information

To get DM/ML information about a specific company, you can use two links in the “Browse” column on the right side of the main search page as shown in Figure 6:

1. Company information
2. Company profiles

**Figure 6**

Use the “Company Information” link to search for specific companies by company name or by ticker symbol. Also, you can retrieve a list of companies for specific NAICS codes and limit by geography if desired.

Company information often includes information on financials, subsidiaries, products, executives, and more.

Use the “Company Profiles” link to search for extensive company profiles.

Company profiles contain some of the same data found by using “Company Information,” but includes also key facts about the company, as well as its history, competitors, SWOT analysis, and more.

When analyzing a company, it’s best to use both the “Company Information” and “Company Profiles” searches.
At the top of the “Company Information” screen is a search field as shown in Figure 7. For this example, I will search for the company Google. I could do this by typing in the company name, but searching by ticker symbol is more precise.

**Figure 7**

Note that I’ve selected the radio button labeled “Ticker Symbol” and typed in the ticker for Google (goog). Capitalization does not matter.

When you click Search, a list of results will appear. This search is very specific so only one result was returned. This is exactly the company for which we’re looking. See Figure 8.

**Figure 8**

When you click on company name’s link, you’ll be taken to a screen that contains a lot of information about the company, often including contact information such as physical address, general phone number, and website address. Usually, a brief note will be included about the type of business in which the company engages.

On the right side of the screen, you can access the company’s financials, subsidiaries, products, executives, and more. Most (but not necessarily all) of this information comes from DM/ML. See Figure 9.
To see the full DM/ML report, use the “Company Profiles” link back on the main search page as shown in Figure 6. When you click on that link, you’ll be taken to a search page where you can either browse all available reports alphabetically or you can search for specific ones.

Be aware that not all of the reports found here are by DM/ML. This is not a big deal unless your assignment specifically says to use a DM/ML report.

To get the report for Google, you’d simply type in the company name and click the “Browse” button. See Figure 10.
Figure 10

Suppose, however, that you don’t have a specific company in mind but you’d like to see a list of companies according to NAICS code. To do this, go back to the main search screen and click to get into the “Company Information” search screen as you did before.

Figure 11

Leave the company search field blank. Scroll down on the page and look for the section labeled “NAICS Code / Description.” In that search field, type in the six-digit NAICS code you want; it must be six (6) digits long or the search will not work.

In this example, I’ve used the 519130 Internet Publishing and Broadcasting and Web Search Portals NAICS code. Once you type in a NAICS code, simply scroll back up to the top and click the Search button.
Continuing with this example, a list of companies classified under the 519130 will appear. The list is ranked according to revenue by default. You can click on any of the companies’ names to be taken to brief information about that company. Public companies will always have more information available than private ones.

**Figure 12**

<table>
<thead>
<tr>
<th>Company Name (Ticker)</th>
<th>City</th>
<th>State</th>
<th>Country</th>
<th>Revenue (US $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Google Inc. (GOOG)</td>
<td>Mountain View</td>
<td>CA</td>
<td>USA</td>
<td>$50,180,000,000</td>
</tr>
<tr>
<td>2. Livingsocial, Inc.</td>
<td>Washington</td>
<td>District of Columbia</td>
<td>USA</td>
<td>$275,190,000</td>
</tr>
<tr>
<td>3. CD Roll Call Inc.</td>
<td>Washington</td>
<td>District of Columbia</td>
<td>USA</td>
<td>$100,000,000</td>
</tr>
<tr>
<td>4. IF Music, Inc.</td>
<td>Palm Harbor</td>
<td>Florida</td>
<td>USA</td>
<td>$460,990,000</td>
</tr>
<tr>
<td>5. Interact USA Inc.</td>
<td>Healdsburg</td>
<td>California</td>
<td>USA</td>
<td>$35,290,000</td>
</tr>
<tr>
<td>6. Ads, Inc.</td>
<td>New York</td>
<td>New York</td>
<td>USA</td>
<td>$27,690,000</td>
</tr>
<tr>
<td>7. Ontargetjobs, Inc.</td>
<td>New York</td>
<td>New York</td>
<td>USA</td>
<td>$26,490,000</td>
</tr>
<tr>
<td>8. Bnet Media Inc.</td>
<td>Centennial</td>
<td>Colorado</td>
<td>USA</td>
<td>$21,000,000</td>
</tr>
<tr>
<td>9. Olystar Group, Inc.</td>
<td>Colorado Springs</td>
<td>Colorado</td>
<td>USA</td>
<td>$20,500,000</td>
</tr>
<tr>
<td>10. Forbes Business Media LLC</td>
<td>Brentwood</td>
<td>Tennessee</td>
<td>USA</td>
<td>$15,900,000</td>
</tr>
</tbody>
</table>

To view any of these companies' profiles, you’ll need to go back to the “Company Profiles” section as you did earlier and search for the company’s name. Be aware, however, that profiles sometimes are not available for private companies. Be aware, also, that not all profiles are by DM/ML.

**PART 3 – SWOT Analyses**

SWOT analyses are provided at the company-level. These analyses provide information about a company’s strengths, weaknesses, opportunities, and threats.
There are two ways you can get company SWOT analyses:

1. If you know exactly what company you’re looking for
2. If you want to browse companies within a particular NAICS code

In either case, go back to the main Business Source Complete search screen. Scroll down, locate the “Publication Type” section, and tick the box labeled “SWOT Analysis” as shown in Figure 13.

**Figure 13**

Now, scroll back up to the top of the screen to enter your search terms.

If you want to search for a specific company, enter in the company’s name or ticker and change the adjacent dropdown menu to the proper selection accordingly, either “TK Ticker Symbol” or “CO Company Entity” (depending on which you entered). Then, click Search.

If you want to browse through a list of SWOT analyses for companies in a specific industry, type in a six-digit NAICS code and change the adjacent dropdown box to “IC NAICS Code or Description.” Then, click search.

In either case, be sure to tick the “SWOT Analyses” box as shown.

Continuing with the same example, results for a SWOT analysis search using the 519130 NAICS code would look something like Figure 14. The search retrieved around 110 results dated from 2003 to the present. You can use the “Refine Search” column on the left side of the screen to narrow results if needed.
Figure 14

Refine Search

   - Add to folder
   - PDF Full Text (95K)

   - Add to folder
   - PDF Full Text (95K)

   - Add to folder
   - PDF Full Text (920K)

   - Add to folder
   - PDF Full Text (128K)

   - Add to folder
   - PDF Full Text (137K)

Navigate through your results here.

Change dates if desired.

Once again, here's Google! For any entry, click on the .PDF link to see the full-text report.