

# Agreement Overview

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MarketLine  
Marketline

Available to purchase until 31/07/2022

MarketLine is an interactive platform giving users anytime access to a unique mix of company, industry, financial and country data, for every major marketplace in the world. It provides first stop data and insights for Industries, Companies, and Countries & Cities globally. It has been significantly upgraded for 2019 and is now open to both new and existing subscribers

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## Key Facts

### Benefits

- Significant savings against direct purchase
- Unlimited site licence

### Important dates

**Agreement start:** 1 August 2019

**Agreement end:** 31 July 2022

**Invoice date:** 1 May

### Commitment Period

This Agreement is of 3 years' duration. Upon subscribing, institutions will then be committed to the end of the Agreement Period i.e. 31 July 2022.

### Trials

Demos are available on demand - contact [help@chest.ac.uk](mailto:help@chest.ac.uk)

### Eligible Institutions

Higher and Further Education and Research Councils in the United Kingdom, and to Universities and Colleges of Further Education in the Republic of Ireland.

Other organisations aligned with Eduserv's charitable objectives of supporting education, research bodies and the public sector may ask to participate in the Agreement. Eduserv will liaise with the Supplier about any such requests.

### Background Information

This is the sixth Chest Agreement between Chest and MarketLine (previously Datamonitor/Research for Libraries). Consultation with and support from librarians within the academic community was integral to forming this Chest Agreement.

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## Product Information

### Supplier Details

**Licensor:** MarketLine, a trading name of Progressive Digital Media Ltd. Registered in England and Wales No : 01813905 Registered Office : John Carpenter House, John Carpenter Street, London EC4Y 0AN

## Product Description

In an information-rich world, finding facts you can rely upon isn't always easy. MarketLine is the solution. They make it their job to sort through the data and deliver accurate, up-to-date information on companies, industries and countries across the world. And unlike many of our competitors, they cut the 'data padding' and present information in easy-to-digest formats, so you can absorb key facts in minutes, not hours.

Profiling all major companies, industries and geographies, MarketLine is one of the most prolific publishers of business information today. Their content is produced by an internal team of analysts, drawing on primary and secondary research and prepared under an established methodology that's been tried and tested over 10 years. With stringent checks and controls to capture and validate the accuracy of our data, you can be confident in MarketLine to deliver quality data in an instant.

MarketLine is a holistic business information resource which meets a multitude of research needs across your organisation. Whether you are studying Advertising, Strategy, Finance, Marketing, Business Development, or Research, MarketLine delivers the data you need for strategic planning, competitive analysis, or forecasting in an instant.

The user friendly MarketLine platform is structured around three key pillars – Industries, Companies, and Geographies. Whether you want to zoom in and learn more about a specific company, or step back to look at an industry and its geographic context, MarketLine can help. They cover business information from the ground up, so you can connect the dots and make better business decisions.

Prepare your students for a world beyond university by providing them with access to the same professional tools as used by large MNCs and top FTSE companies.

What you get access to:

- 100,000+ company profiles featuring
- FTSE 250, NASDAQ & DOW top 100 companies
- Private and Public listed companies
- Full SWOT analysis on 10,000+ companies
- 200,000+ M&A deals containing rationale and deal value
- 4,000+ industry profiles covering
- Major industry sectors in developed and emerging markets
- Leading companies operating in these markets
- Five Forces analysis for each industry sector
- Market Data Analytics database covering
- 50+ countries worldwide
- 30+ market sectors and over 160 categories in the Consumer Packaged Goods industry
- Interactive suite of four Company Financial Analysis Tools featuring
- Financial Deal Tracker
- Company Report Generator
- Company Prospector
- Investment & Advisory Prospector
- 400+ company or industry focused case studies
- Country Statistics Database covering
- 985 macroeconomic, demographic & industry indicators
- 215 countries
- Historical & forecasted data points
- The brand new 'Influencer' tool, which is a 'real time' tracker of the Key Opinion leaders on a whole host of emerging technologies allowing users to cut through all the noise and getting to the source of information directly

Find out more [here](#).

**Please note**, dual access to the new interface is now available so institutions should use

<https://new.marketline.com/Account/IPAccessLogin> to access the new interface.

Access to the current / old platform **will continue to work until 31st July 2019**. Many institutions are planning to use both links, so that the library and academics can become familiar with the new interface before going 'live' with their students.

After 31st July the old interface will not exist.

## Access and Identity Management Solution

OpenAthens ( <a href="#">SAML</a> )	Yes
Shibboleth ( <a href="#">SAML</a> )	Yes
IP address range	Yes
Username / Password	Yes

## Technical Function Specification

The supplier confirms that throughout the term of the agreement the products will comply with the standards indicated.

Technical Function	Standard	Compliance
Full text linking	<a href="#">OpenURL</a>	Yes
Federated searching	<a href="#">Z39.50 protocol</a>	Yes
Harvesting	<a href="#">SRW/SRU</a>	No
	<a href="#">OAI-PMH</a>	No
	<a href="#">RSS</a> or <a href="#">Atom</a>	No
Metadata standards	<a href="#">Dublin Core</a>	Yes
	<a href="#">MARC</a>	No
	<a href="#">PRISM</a>	No
Months embargo period		N/A
Digital preservation	<a href="#">Lockss</a>	No
	<a href="#">Clockss</a>	No
	<a href="#">Portico</a>	No
Usage statistics	<a href="#">COUNTER</a>	No
	<a href="#">SUSHI</a>	No
Accessibility	<a href="#">Web Content Accessibility Guidelines</a>	No
Personalisation features		Yes
Service levels		No

## Updates

MarketLine is updated on a daily basis.

## Alterations/Additions

All additions and new functionality will be incorporated at no additional charge.

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# Service and Support

## Trials

Personalised demonstrations are available on demand

## Login Information

Supplier: <http://advantage.marketline.com/>

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## Technical Support

Support will be provided by phone, fax and email by MarketLine via a single contact or his/her deputy at each Licensed Institution. The cost of such support is included in the price of the Product(s). MarketLine support can be contacted at:

- Email: [reachus@marketline.com](mailto:reachus@marketline.com)
- Phone: +44 161 238 4040

On-site support does not form part of this Agreement and is not included in the Fee. The provision of any on-site support shall be by arrangement between Licensed Institutions and MarketLine. Any attendant costs shall be a matter for discussion and negotiation between those parties.

## Product Documentation

Comprehensive help files are included in the online service.

Copying of hardcopy and electronic documentation is permitted.

## Training and Training Materials

Training does not form part of this Agreement and is not included in the price of the Product(s). The provision of any training shall be by arrangement between Licensed Institutions and MarketLine. Any attendant costs shall be a matter for discussion and negotiation between those parties.

MarketLine's support team conduct regular, FOC, [training sessions](#) to help you get the most from their service.

Access MarketLine's helpful [video tutorial](#) – talking users through MarketLine Advantage site using step-by-step (easy to pause and D.I.Y.) instructions.

Electronic training materials will be provided to Licensed Institutions without charge and can be freely copied.

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# Useful resources

PDF Summary of latest MarketLine content [here](#).

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# Terms and Conditions

The Chest Order, together with the Licence Terms and Conditions, and any exceptions listed below, create a legally binding contract between your institution, organisation or company and the Licensor. Therefore please read the terms and conditions carefully and only submit a Chest Order if its terms and conditions are acceptable to your institution, organisation or company and you have the authority to make the financial commitment shown.

## Licence Type

This Site licence is subject to the terms and conditions for the [Standard Chest Licence for Online Resources](#) with exceptions listed at the bottom of the page.

## Payment Terms

On receipt of a completed Licence, Institutions will be invoiced for the Agreement year in which the Licence is signed.

For the subsequent years, Institutions will be invoiced three months in advance of the anniversary date of the Agreement, on or shortly after **1 May**.

**Chest is an Enterprise of Jisc. All Purchase orders must be made out to JISC, One Castlepark, Tower Hill, Bristol, BS2 0JA**

Payments are due within thirty days of invoice date; recipients of late payments are entitled to interest in accordance with **UK statutory provisions**.

## What are institutions and library services allowed to do?

Keep a local cached copy for Educational Purposes	Yes
Incorporation of parts of the Licensed Material	Yes
Deposit learning and teaching objects in repositories	Yes
Interlibrary loan	Yes

## Who can use the resource?

User	On site	Remote access
Students	Yes	Yes
Staff	Yes	Yes
Walk-in users	Yes	No
Alumni members	£	No

## What can authorised users do?

The resources can be used for Educational Purposes – defined as:

- education
- teaching
- distance learning
- private study
- academic research
- administration and management of the Licensee's educational or research operations

Exclusions:

- See the Licence for any exclusions and restrictions
- The resources **may not** be used for anything other than Educational Purposes unless the Licence Extension for Commercial Projects has been bought; this allows use for the restricted “Commercial Projects” defined – see Annex B of the Licence (Licence Extension for Commercial Projects)
- Downloading of large amounts of material by authorised users that might be considered ‘systematic’.

## Termination Clauses

Upon signing up for a licence, institutions are committed for the full term of the licence i.e. until the 31 July 2022. There are no opt-out clauses within this Agreement.

At the end of the licence period, the Licensee may retain an electronic copy of the Licensed Material in its archives for reference only. Copies of parts of the Licensed Material already made and/or used by the Licensee or Authorised Users in accordance with clause 2.2 may be retained and used in accordance with the terms of this Licence Agreement.

## Personal Licences

Personal licences are not available.

## Exceptions to the Terms and Conditions

**Clause 5.1 is replaced by:**

5.1 The Licensor warrants that:

- a. Licensee's use of the Licensed Materials in accordance with the terms of this licence shall not infringe a third party's intellectual property rights
- b. the Licensed Material is owned by or licensed to the Licensor and does not infringe the Intellectual Property Rights ;
- c.the content of the Licensed Material is not unlawful or false or misleading or pornographic or obscene or racist or defamatory.