

# **O GlobalData** GlobalData Explorer incl MarketLine

### Marketline

Available to purchase until 31/07/2025

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. NOW ALSO OFFERS GLOBALDATA EXPLORER (GDX)

# **Key Facts**

## **Benefits**

- Significant savings against direct purchase
- Unlimited site licence

## Important dates

Agreement start: 1 August 2022

Agreement end: 31 July 2025

Invoice date: 1 May

## VAT

Standard rate applies.

## **Commitment Period**

This Agreement is of three years' duration. Upon subscribing, institutions will be committed to the end of the Agreement Period: 31 July 2025.

## Trials

Demos are available on demand - contact help@chest.ac.uk

## **Eligible Institutions**

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

Other organisations aligned with Jisc's charitable objectives of supporting education, research bodies and the public sector may ask to participate in the Agreement. Chest 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.

# **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**

### MarketLine

### Please see separate tab for information on GlobalData Explorer

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
- 8,000+ 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
- 700+ 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.

\*Numbers increased July 2019. The Industry Profile and Case Study Archives have been introduced to allow users to have access to valuable historical data for sectors and issues that they may be researching. Archived Industry Profiles include sectors where MarketLine have discontinued coverage, or older versions of profiles for actively covered sectors. The Case Study Archive contains older Case Studies, which unlike the main Case Study collection, are available only in PDF format.

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 family with the new interface before going 'live' with their students.

After 31 July the old interface will not exist.

### **Intelligence Centres**

Uncover emerging trends with thematic research, forward-looking analysis, and insight from leading industry thought leaders. To find out more information

Retail Intelligence Centre Consumer Intelligence Centre Disruptor Intelligence Centre Technology Intelligence Centre Power Intelligence Centre Travel and Tourism Intelligence Centre

### Access and Identity Management Solution

OpenAthens (SAML)	Yes
Shibboleth (SAML)	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	OpenURL	Yes
Federated searching	Z39.50 protocol	Yes
Harvesting	SRW/SRU	No
	OAI-PMH	No
	RSSor Atom	No

Metadata standards	Dublin Core	Yes
	MARC	No
	PRISM	No
Months embargo period		N/A
Digital preservation	Lockss	No
	Clockss	No
	Portico	No
Usage statistics	COUNTER	No
	SUSHI	No
Accessibility	Web Content Accessibility Guidelines	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.

# GlobalData Explorer

GlobalData Explorer, the new flagship product from the company that offers MarketLine. To use GlobalData's own words: "Capitalize on actionable intelligence spanning 22 global industries. Combining macroeconomic data and information on thousands of companies, Explorer offers you broad yet detailed coverage of the global trends that are shaping industries, impacting companies and driving innovation."

Find out more by having a look at the brochure here:

🛈 GlobalData.



Harness the Power of Comparable Data & Insights

Academia

Some key points:



**Content Summary** 

GlobalData Explorer contains everything MarketLine provides, plus a whole lot more:

	Market <u>line</u>	💮 GlobalData Explorer			
Research & Insights					
Sectors covered	~20	~22 Additional sectors and sub-sectors such as Advertising Environment &Waste Management			
Sector reports		4,000+			
Industry profiles	3,500+	3,500+			
Analyst opinions	680+	6,400+			
Macroeconomic reports	190+	390+			
Thematic analysis	50+	200+			
Deal reports		450+			
Databases					
Market Analyzer		Macroeconomic and industry measures by category, channel and brand for 22 sectors/120+ sub-sectors ar 200+ countries			
Social Media Analytics	Twitter	Twitter + Reddit			
Company Filing Analytics		560k+ filings			
Jobs Analytics		29M+ jobs			
Product Launch Analytics		1M+ launches			
Global Ads Database		2.6M+ ads			
Company Intelligence					
Number of companies	105k+	628k+			
Screening capabilities	By industry geography, size Select parameters related to M&A and funding	By industry, geography, size Comprehensive parameters related to deal type and value, news category and sentiment, and hiring activit			
Depth of coverage	Standard analytics (overview, financials, SWOT, news, deals)	Standard analytics + Al-based alternative datasets such as company filing analytics, job analytics			

- A versatile resource for multiple academic courses, including Business, Engineering, Finance, Automotive, Retail, Medicine, IT, Travel and Tourism, and much more besides
- 22 sectors and over 120 sub-sectors covered, with over 15 thousand reports from over 600,000 companies. Here's a new summary from the GDX Dashboard:

675K+	22	16K+	200+	28M +
Companies	Sectors	Analysis Reports	Countries	Data Points
ack Signals				
leal Volume () 26,902 4-5% MaM	Filings Sentiment () 0.64 4-3N 0eQ	Зоbs ⊙ 3.917,311 &-4% мом	News Sentiment O 0.97ON MoM	Social Media Buzz O 5,167.353 L-BN Mo
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GlobalData Explorer really is an all-in-one business resource, allowing institutions the opportunity to rationalise their offerings and students and educations the opportunity to save time and effort.

#### Highlights of the Ad's database that is part of Explorer:

- Over 34 million creatives from 80 countries and 8 media types (TV, Print, Internet Video, Internet, Social Facebook, Instagram, Twitter etc.)
- Allows searching for ads by category, country, media type, brand and other attributes
- Users are able to download ads and use them in presentations
- Helps identify the key themes being used by competitors in a particular category

#### Themes

The below image shows all the different themes covered on the GDX Platform. Please ignore the different colours and shades, that is how the platform identifies relevance dependant on the query

				Artificial	
Smart Cities	Machine Learning	Mobile	Drones	Intelligence	Robotics
Conversational Platforms	Context Awareness	3D Printing	Blockchain	Cryptocurrencies	Robotic Process Automation
Mobile Payments	Smart Contracts	Quantum Computing	Batteries	Edge Computing	Esports
Future Of Work	COVID-19	ESG - Environmental	ESG - Social	ESG - Governance	Millennials / Gen Z
M&A	Gig Economy	Geopolitics	China Impact	Emerging Economies	India Impact
Sharing Economy	Brexit	Online Payments	Renewable Energ	Autonomous Vehicles	Electric Vehicles
Fintech	Healthtech	Connected Care	Digital Banking	Insurtech	Smart Grid
Data Privacy	Taxation	Regulation			

There is also a 'Theme Exposure' map which shows which themes are gaining higher levels of traction based on levels of exposure, which looks like this:

Theme	2017	2018	2019	2020	2021	2022
Artificial Intelligence						
Cloud						
ESG - Dovernance						
ESG - Environmental						
Internet of Things						
Cybersecurity						
Blockchain						
CDVID-19						
Robotica						

### GlobalData webinars

Newly added to GDX are a portfolio of GlobalData webinars. This includes both historical sessions and future analyst-led webinars too, with 100 events and counting. See below image for an idea of the nature of the content

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### **Video Introductions**

Finally, for now, here are some links to some videos introducing some of the key themes:

- Industry Analysis
- Company Intelligence
- Macroeconomic database
- Alternative Databases (Job Analytics Database, Company Filings, Social Media)
- Thematic Research

Realistically, there's a lot to see. Best bet, in honesty, is to arrange a demo. Let us know and we can sort that for you.

# Service and Support

## Trials

Personalised demonstrations are available on demand

## Login Information

### Supplier: http://advantage.marketline.com/

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 31 July 2022. Many institutions are planning to use both links, so that the library and academics can become family with the new interface before going 'live' with their students. After 31 July the old interface will not exist.

## **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
- 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.

# Useful resources

### 'Do Innovative Companies Outperform' Webinar - complimentary access

This new webinar from the Global Data Analysts is expected to be very popular with the academic community globally, they're providing complimentary access to the UK academic community.

GlobalData's industry leading patents dataset provides 40+ innovation indicators on 10,000+ publicly traded companies tagged by themes. Leveraging these innovation indicators, GlobalData explores if portfolios of most innovative companies outperforms the benchmark (i.e., generates alpha).

The results are promising given 3%-8% alpha generation, consistently (80%-90%) over the past 6 years, with most innovative portfolio

companies exhibiting 2x higher future earnings potential.

We believe, as technology continues to disrupt entire industries and sectors, companies are innovating to build more durable source of competitive advantages, and thus needs to be given at least as much attention as given to financial metrics when evaluating companies.

You can watch the webinar recording here:

For External clients: Do Innovative Companies Outperform (External Link)

Or, read the abridged article on the website here: Do Innovative Companies Outperform (Investment Monitor)

Added February 2022

## Sample Case Study: Cybersecurity in Insurance -Digital wave demands insurers be vigilant

Please click on the below link to read a sample case study from MarketLine, illustrating the depth and breadth of these case studies. **Read the document here**.

### **Changes to the Industry Profiles template**

MarketLine have been making some positive changes to their Industry Profiles template in-order to incorporate new content and bring the template in line with the relaunched MarketLine platform. **Find out more about the changes here**.

### Training Videos to share with academics, students and Library staff:

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#### **Companies, News and Deals**

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#### **Consumer Data Analytics**







#### **Case studies**



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Product	Student FTE	Price £
Global Data Explorer	1 to 3,999	14,375.00
Global Data Explorer	4,000 to 6,999	20,000.00
Global Data Explorer	7,000 to 9,999	25,625.00
Global Data Explorer	10,000 to 14,000	27,500.00
Global Data Explorer	15,000 to 24,999	30,000.00
Global Data Explorer	25,000.00	33,125.00

# Intelligence Centres

Product	Student FTE	Price £
Intelligence Centres	1 to 3,999	10,000.00
Intelligence Centres	4,000 to 6,999	15,000.00
Intelligence Centres	7,000 to 9,999	15,000.00
Intelligence Centres	10,000 to 14,000	20,000.00
Intelligence Centres	15,000 to 24,999	20,000.00
Intelligence Centres	25,000.00	20,000.00

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