The Datamonitor Business Information Center offers you all the information you need to cost effectively target and research new business opportunities and provide better service to your customers. It offers a comprehensive collection of reports, rankings and news, covering all of the major vertical industries and many more niche markets.

Enhance Presentations
• Make more effective presentations and sales pitches with insight into 2,500 industries
• Understand your clients and prospects better with 10,000 Company Profiles

Improve Business Planning
• Identify market sizes and segmentations for key country and global markets
• Improve market forecasting and business planning

Track Competitors
• Understand competitors better with strategic insight on the major companies
• Identify the key companies in each sector with unique ranking lists

Identify Suppliers and Partners
• Analyze suppliers and identify companies providing particular products and services
• Identify potential partners within multiple industry sectors
Datamonitor’s Industry Profiles are a quick and reliable way to get data on key industrial and consumer sectors across the world’s leading economies. The 10-20 page profiles draw on extensive primary and secondary research, all aggregated, analyzed, cross-checked and presented in a consistent and accessible style. Reports are available at a global, regional and country level and link to profiles of the companies in each sector.

- Gain an in-depth understanding of the industry environment and trends faced by existing and future clients
- Dramatically cut research time for presentations and improve the effectiveness of sales pitches
- Establish size, segmentation and trends in any market with minimal time and effort
- Improve business planners’ market understanding and forecasting ability

The Datamonitor Business Information Center provides a rapid return on investment by saving time and money on research, as well as increasing the effectiveness of your business.

Industry Profiles typically contain:
- Five year historical and five year forecast market values and volumes
- Market segmentations
- Company and product market shares
- Explanatory text identifying major trends and significant growth points
- Analysis of each market’s competitive landscape, including main players, distribution channels and regulatory issues

Among the industry areas covered are...
- Food and drinks (over 500 reports)
- Automotive (over 250 reports)
- Technology and telecoms (over 300 reports)
- Pharmaceuticals (over 150 reports)
- Business services (over 100 reports)
- Energy (over 100 reports)
- Retailing (over 100 reports)
- Financial services (over 150 reports)
- Consumer goods (over 200 reports)
- Industrial and engineering (over 100 reports)

...plus, many more reports all easily downloadable in PDF format:
10,000 Company Profiles

Datamonitor's Company Profiles contain in-depth information on over 10,000 public and private companies.

The Company Profiles provide detailed insight into how the world's major companies are organized and function, will help create more effective and informed meetings with prospective partners and clients. The Datamonitor Business Information Center allows you to access detailed information on both your clients and their competitors, offering a fast way to build your knowledge of their sector.

Company Profiles supply accurate, continuously updated intelligence on rivals within your field, helping you to assess competitive threats and exploit new trends and growth areas as they happen.

Datamonitor's Company Profiles allow sales and marketing teams, account managers, consultants, business planners and researchers to gain full understanding of companies in a fraction of the time it would take to research it themselves.

Company Profiles provide details on company structure, corporate developments, key executives, product lines, locations and subsidiaries.

To choose the 10,000 companies we profile, we assess which are the most important global companies, taking care to ensure a balance between US, European and Asian companies and the key vertical markets. Our current company coverage is split along the following regional breakdown: 45% US, 35% Europe, 15% Asia, 5% rest of world.

Each company is placed in the context of the market environment it operates in, by linking to industry research that provides unique information and data on market size, segmentation and shares, plus a forecast of growth for the next five years. News and commentary on the company is also provided to keep you informed about the latest developments.

We have a team of 40 researchers ensuring that our company information is always up-to-date and accurate. All company profiles are fully reviewed every 3-6 months, as well as being instantly updated whenever new financial data is released, major strategic or structural changes are announced, new information is provided by our company contacts and when industry events, such as M&A activity, affect the company’s position.

www.datamonitor.com
1,000 SWOT Analyses

Datamonitor SWOT Analyses provide independent analysis into the strengths, weaknesses, opportunities and threats that exist for the most important companies in each industry sector. Each analysis aims to show how the company is performing within its core market sectors and against its competitors, and forecasts how performance is likely to change in the future.

Combined, the collection of SWOTs provides a strong base of company and industry knowledge. It gives you access to information and analysis in a consistent format across global companies, enabling you to:

- Easily compare companies and industry trends
- Benchmark clients or potential customers against their rivals
- Determine potential problems and opportunities for development
- Monitor the positions of your own rivals from an independent perspective

Our reports are based on comprehensive secondary research, including analysis of broker and analyst reports, news archives, trade journals, financial analysis and company published sources. In addition, the analysis also draws on an extensive program of interviews with industry executives conducted each year by Datamonitor, and numerous consumer and end-user surveys. Combined, this methodology enables us to build a unique picture of the industry environment and competitive landscape facing each company.

In selecting coverage, Datamonitor aims to ensure the most relevant companies for its audience of company researchers, business development executives and the financial community are covered.
Over 150 Industry Rankings

Datamonitor’s Industry Rankings are an integral part of the Datamonitor Business Information Center, providing lists of the most important companies in each sector by key parameters such as sales or market capitalization.

Examples of Datamonitor’s Industry Rankings include:

- Marketing spend - Top 50 Global Companies (by 2002 marketing expenditure)
- Retail - Top 20 Global Retailers (by 2002 revenues)
- Pharmaceutical R&D - Top 20 Global Companies (by 2002 R&D expenditure)
- IT spend - Top 20 Global Companies (by 2002 IT expenditure)
- Biotech - Top 50 Global Companies (by 2002 revenues)

The Industry Rankings allow you to quickly find all of the leading companies in each sector and access vital information on company activities to gain a quick and full understanding of the competitive environment of your clients and prospects.

Details of 100,000 key decision makers

The Datamonitor Business Information Center provides names, job titles and biographies for 100,000 key executives, including 15,000 C-level executive and more than 5,000 IT decision makers. These make it easy to find and target the right person within each organization.
More than 50 Country Profiles

The Datamonitor Business Information Center provides comprehensive industry, political and economic analyses of more than 50 countries.

Country Profiles can be used to:
- **Put companies into context**, allowing you to compare a company’s historical and expected performance against economic changes in its main markets
- **Support your research** when you or your clients are considering launching a product or acquiring a business in a new geographic region. Each profile outlines the economic outlook for the country, highlighting key issues and trends
- **Find key macroeconomic data**, including GDP, stock exchange performance, international trade, unemployment and inflation figures, allowing quick comparisons between different countries

Each country profile contains:
- Introduction
- Key Country Facts
- Economic Summary
- Political Summary
- Economic Analysis
- Political Analysis
- Macro-economic, Demographic and Social Indicators
News, Comment and Analysis

The Datamonitor Business Information Center is supported by a live feed of relevant news, comment and analysis to keep you up-to-date with current business issues. Datamonitor analysts provide their reactions to breaking industry news, including merger and acquisition activity, product launches and regulatory changes, and provide insight into how these issues will impact both companies and consumers.

Our specialist analysts add around 60 opinion-based articles to the service each week and our editors continuously summarize hundreds of news articles from thousands of sources including the financial and international press, online information providers, conferences and journals. The Datamonitor Business Information Center includes a two year archive of news and analysis articles, containing approximately 50,000 articles.

Each article is tagged by company and industry, ensuring that profiles are augmented by the latest news and announcements.

Power Navigation Tools

You will have access to a number of powerful search capabilities, driven by a Verity search engine. The Datamonitor Business Information Center is supported by Datamonitor’s unique proprietary taxonomies, which enable you to search across a range of company, industry, subject, marketing and geographical terms. Each profile, comment and news article is categorized and fully indexed, enabling rapid access to the required content.

- Run a single search, by text or keyword, across our entire database
- Select searches by industry sector, product type, geography or time period
- Search results grouped according to product type and display synopses
- Advanced browse functionality
- Specialist query language
- Datamonitor proprietary taxonomy
Research Methodology

**Primary Data: Executive Interviews** - The 250,000+ industry interviews our researchers and analysts carry out each year form the basis of our industry databases. These interviews are also used to form the initial set of Company Profile information.

**Primary Data: Surveys** - Consumer surveys and end-user panels help us to keep in touch with consumer attitudes and purchasing trends, giving extra weight and accuracy to our industry forecasts and company analyses.

**Secondary Data: Research** - Extensive secondary research activities build on the primary information acquired and ensure we are always fully up-to-date with the latest industry events and trends.

**Secondary Data: Company Input** - Datamonitor is in regular contact with all of the companies featured or profiled within our database, ensuring we are kept informed of any strategic, financial or personnel changes as they happen.

**Continuous quality control** ensures that our profiles are kept accurate and up-to-date.

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Research Sources

**Primary sources** - Datamonitor’s Industry Profiles contain a wealth of proprietary data, collected in the following ways:

- Telephone and face-to-face interviews with industry executives
- Industry surveys to quantify data gained from telephone research
- End-user surveys on perceptions of companies’ products and services
- Customer surveys to identify the products, services and technologies destined for success

**Secondary sources** - Datamonitor also aggregates and analyzes a number of secondary information sources, including:

- National/Governmental statistics
- International data (official sources)
- National and International trade associations
- National and International publications
- Broker and analyst reports
- Company Annual Reports
- Business information libraries and databases
To subscribe to the Datamonitor Business Information Center, discuss project ideas and request pricing details, please contact our Customer Services Team:

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