



MarketLine

MarketLine Advantage

Commercial intelligence for the competitive edge

March 2019

MarketLine is a world-leading provider of commercial intelligence

Our platform allows for advanced search functionality and includes navigational aids for easy access and usability of data. We offer bespoke training sessions to ensure seamless adoption.

Imperial College London



Offering a true 360° perspective on the dynamics affecting all major global industries.

GLOBAL COVERAGE
215
 countries covered

EASE OF USE

OUR CLIENTS
750+

Portfolio of world leading corporations, professional services firms, and universities.



Our content is produced by an internal team of analysts, utilising established and evolving methodologies. 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.

QUALITY DATA

OUR TEAM
400
 experienced analysts

COMPETITOR DYNAMICS
+500,000
 companies tracked

Tracking all major companies, industries and geographies, MarketLine is one of the most prolific publishers of business information today.

Team of experienced analysts with regional and sector specialization. We have expertise in market sizing, competitor tracking, socio and macro economics, business drivers and more.



The key facts and figures behind our Advantage offering:

INDUSTRIES

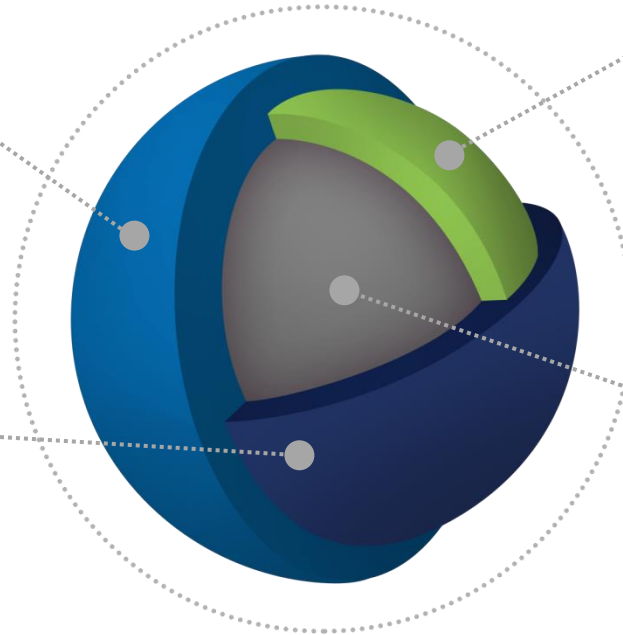


- **4000+** Industry Profiles including Porter's Five Forces Analysis
- Market values, volumes, and forecasts for over **120 industry sectors** and **50 countries**

COMPANIES



- **500,000+** Company Database
- **100,000+** Company Profiles
- **12,000** SWOT Analyses
- **450+** Case Studies highlight best and worst practice
- **Company News** and Financial Deals tracked and updated daily



COUNTRIES & CITIES



- Key socio and macroeconomic indicators for more than **200 countries** and **1950 cities**
- Country Profiles and City Profiles evaluating Political, Economic, Social, Technological, Legal, and Environmental Factors

DATA & TOOLS



- Screen companies and build lists of potential business partners, clients, and investment targets from our database of **over 500,000 companies**
- Stay informed of market developments with over **600,000** Company News articles and **400,000** Financial Deals

MarketLine – Our Team

MarketLine has over **400** experienced analysts, consultants, and researchers with regional and sector specialization.

We have expertise in **market sizing, competitor tracking, socio and macro economics, business drivers** and more.



Export seamlessly into your workflow

Easily export the huge array of data contained in MarketLine's databases into charts and tables for use within your own reports or presentations.





ACADEMIC LIBRARIANS

“Advance academic achievement”

- Develop knowledge by providing a best-in-class business information resource
- Provide access remotely via PC/Tablet/Mobile and federated identity and search providers
- Support student and staff research needs with easy to use online services



STUDENTS

“Improve levels of coursework”

- Find real life examples of theories being taught in class
- Improve coursework by accessing current, relevant and verified information
- Target companies for work placements, internships and career opportunities
- Waste less time researching with a fully intuitive and easy to use platform



LECTURERS AND PROFESSORS

“Increase research efficiencies”

- Access credible data, research and analysis to personal research projects and white papers.
- Quickly find and extract the information you need from a single easy to use resource
- Speed up lesson planning by incorporating real life industry examples in the classroom.



DEANS AND DIRECTORS

“Increase student enrolments”

- Support wider range of courses by offering multi disciplinary platform
- Attract more investment and donations by helping more students qualify with higher grades
- Improve position in league tables offering students access to same world class data used by corporates
- Enhance credibility of teaching staff by aiding with more research projects and white papers

How we help Academia

7

A quick, convenient and cost-effective solution supporting student and staff research needs

- Granular intelligence across 500,000+ companies, 4,000+ industries, 200 countries and 1,950 cities
- Robust, transparent and trusted research methodology
- Accessible on or off campus via simple IP-based authentication, compatible with leading federated identity and search solutions
- Simple and intuitive interface, complete with download and extraction capabilities
- Dedicated Account Management and Client Support to save you time, offering online tutorials, training sessions, and regular usage reports
- An all-in-one cross-curricular business resource meeting the needs of students and educators from multiple disciplines and departments

The screenshot displays the MarketLine website interface. At the top, there is a navigation bar with the MarketLine logo and menu items: Sectors, Companies, Geographies, Databases, and Analysis. A search bar is located on the right side of the navigation bar. Below the navigation bar, a green banner reads "Welcome to MarketLine John : Logout". The main content area features a search bar with the text "Search 2,268,810 Intelligence Reports & Analysis". Below the search bar, there are five columns of content cards, each with a title and a brief description:

- Browse by Sector**: Refine content by 19 core sectors
- Browse by Company**: Key facts, data, and analysis for over 100,000 companies
- Browse by Geography**: Refine content by region or country
- Browse by Database**: City, Country, and Industry Statistics
- Browse by Content Type**: Explore MarketLine's Industry, Company, and Geography focused reports and data

Below these cards, there are four sections of reports, each with a title, a brief description, and a date:

- Theme Reports**: Medical Devices: Burgeoning industry has plenty of opportunities in wearables, old age care and neurology (19 Feb 2019)
- Case Studies**: Estonia: Only 1.3m people, but 4 unicorn start-ups (18 Mar 2019)
- Deals**: Saipem Rumored To Sell Stakes In Its Drilling Business (15 Mar 2019) | Asset Transaction
- News**: Rudsak debuts in New York (18 Mar 2019) | #Clothing, Footwear and Accessories Specialists

At the bottom of the screenshot, there are four more report cards, each with a title, a brief description, and a date:

- Mega Construction Projects**: Top ten largest construction projects in planning and execution (26 Nov 2018)
- A new audit era**: Big Four must account for themselves in CMA shakeup (11 Mar 2019)
- Mitsui Acquires Minority Stake in Ebessistemas de Energia** (15 Mar 2019) | Acquisition
- Peroni developing upmarket beer can** (18 Mar 2019) | #Packaging #Beer #Supermarkets

In an information-rich world, finding facts you can rely upon isn't always easy.
MarketLine is the solution.

WHAT OUR CLIENTS SAY

"Our delegates find the industry reports on MarketLine invaluable for their project work and course related studies. They appreciate their scope and global coverage as well as the five forces analysis. They find the SWOT analysis chapter of the company profiles particularly useful. The country reports offer delegates a good starting point when looking at international business environments. The recent addition of the case studies has added real value to delegate research; bringing corporate issues to life."

Cranfield School of Management, UK

"I just want to reiterate how important MarketLine is to us here at the University of Texas at Austin. MarketLine has become one of our go-to sources. We demo the database in every MBA and Entrepreneurship class we teach and we recommend the reports in almost every email and face-to-face consultation we offer to students."

University of Texas Libraries, USA

IESE Library has been using MarketLine for a few years now and it is frequently and broadly used by our MBA students. Above all, they love its market data reports and company SWOT analysis because of their user friendly formats and the up-to-date and accurate information they provide."

IESE, Spain

"The reason I like using MarketLine is the timeliness of the information and the way each report is organized. This makes cross-company comparisons easier than using Harvard Business Review cases."

Michigan State University, USA

The new Country Analysis feature is very popular with all the marketing academics & they have been getting students to use the data for their assignments. Also, the Market Data Analytics database within MarketLine is ideal for real marketing intelligence information & comparisons between countries.

Queensland University of Technology, Australia

"Marketline is an integral part of our business department. Our Executive Education: Custom programmes has built the use of MarketLine into their programme design and delivery mode. We currently use MarketLine's information to better design our programmes, but also give our faculty insight into the "working" of the company. Our MBA's also find it a great value add when it comes to their research projects especially those focused on specific industries."

Gordon Institute of Business Science, South Africa

OUR UNIQUE DIFFERENTIATORS

**360 Degree Perspective
Of Companies, Industries,
Countries, and Cities**

**Support greater numbers of
students and faculty by providing
unique data, expert analysis, and
innovative solutions all on one
platform**

**Driving Industry Understanding
Of key levers and market
dynamics that students can use
to enhance and improve all
coursework and assignments.**

Thorough review of:

- Government and central bank statistics
- Supranational organization stats
- Industry and trade research
- Company reporting
- Proprietary online databases

- Contrasting insights received from multiple sources
- Cross-country comparison
- Comparing and contrasting indicators



- Quarterly and annual country level data series
- Annual reports
- Investor presentations
- Public announcements
- Specialist reports and publications

- In-house developed forecasting models
- Proprietary Country Risk model

Committed to serving you and your team



Account Manager



Client Services



Analysts

Meet your dedicated Account Management team



Integrating our products into your specific workflow

Personalized team training on our platform



Direct interaction with our analysts to translate data into action

Insights-driven content updates for improved decision making



Thought leadership and practitioner insights across our reports, webinars and presentations

Reviewing your future objectives and how we will support execution



Proactive Client Services support as an extension of your team



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REPORTS
DATA
NEWS / DEALS

MARKETLINE CONTENT FEATURES

MARKETLINE CONTENT BENEFITS

- 100,000+ Company Profiles including over 12000 SWOT Analyses
- 3,500+ Industry Profiles featuring Five Forces Analysis and five year forecasts
- Country and City Profiles with PESTLE/PEST Analyses
- 400+ Industry & Company focused Case Studies
- Daily Analyst Insights



- Understand market Forces and assess macro trends across global markets
- Evaluate competitive pressures for key industry players and develop a deeper understanding of the entire landscape
- Identify and evaluate the latest innovative company strategies, new product launches, levels of competition, new entrants and key industry suppliers which will support the theories taught in the classroom
- Provide input into corporate strategic business plans and investor documents

- Market values, volumes and forecasts for over 120 industry sectors in 50 countries.
- Macroeconomic and industry drivers for over 200 countries
- Socio and macroeconomic indicators for more than 1950 cities



- Identify key growth industries and potential employment opportunities in attractive markets
- Students can staff can support their written texts with visual aids in the forms of charts and graphs
- Enables users to compare an historical view of markets with the present day and future
- Source data for input into forecasting models, a key area that students need to focus on

- Annual coverage of 50,000+ financial deals related to companies and industries tracked by MarketLine
- 78,000+ news articles published annually



- Gain up-to-date insight into emerging news stories in the market, providing students with timely and accurate information
- Monitor company developments, M&A and capital markets activity