



MarketLine Advantage

Commercial intelligence for the competitive edge

June 2018

www.marketline.com

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

Our Solution



Advantage, our interactive subscribers-only platform, provides anytime access to a unique & exclusive mix of **company, industry, country, city and financial data.**

Our Coverage



MarketLine is a truly global service **covering every major industry and marketplace** in the world.

Our Value Proposition



We empower clients to decode the uncertain future they face by providing:

- Unique data
- Expert analysis
- Innovative solutions
- One platform

Our Expertise



MarketLine' holistic **business intelligence solution includes:**

- Industry Intelligence
 - Market Forecasts
 - Porter's Five Forces Analysis
- Company Intelligence
 - 500,000 Companies
 - SWOT Analysis
 - News and Financial Deals
- Country and City Intelligence
 - Country and City Profiles
 - PESTLE Analysis
 - Socio and macro-economic indicators

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.

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



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.



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.



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

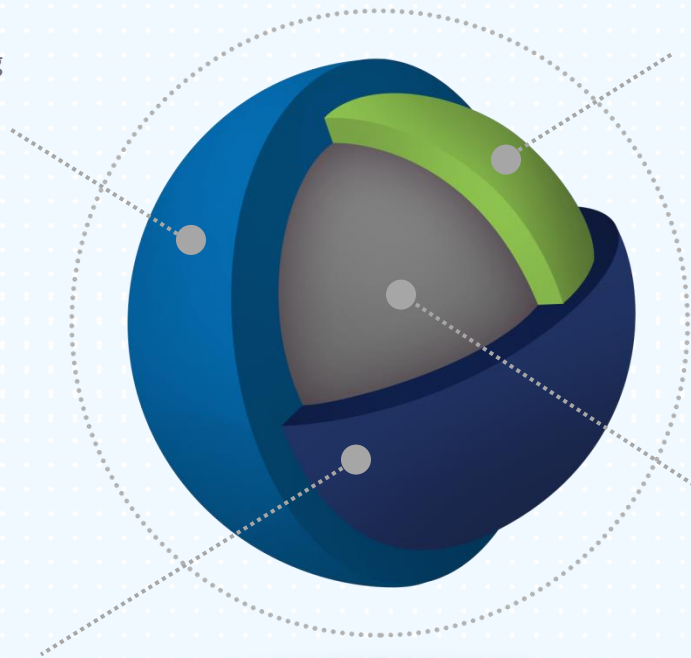
The key facts and figures behind our **Advantage** offering:

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

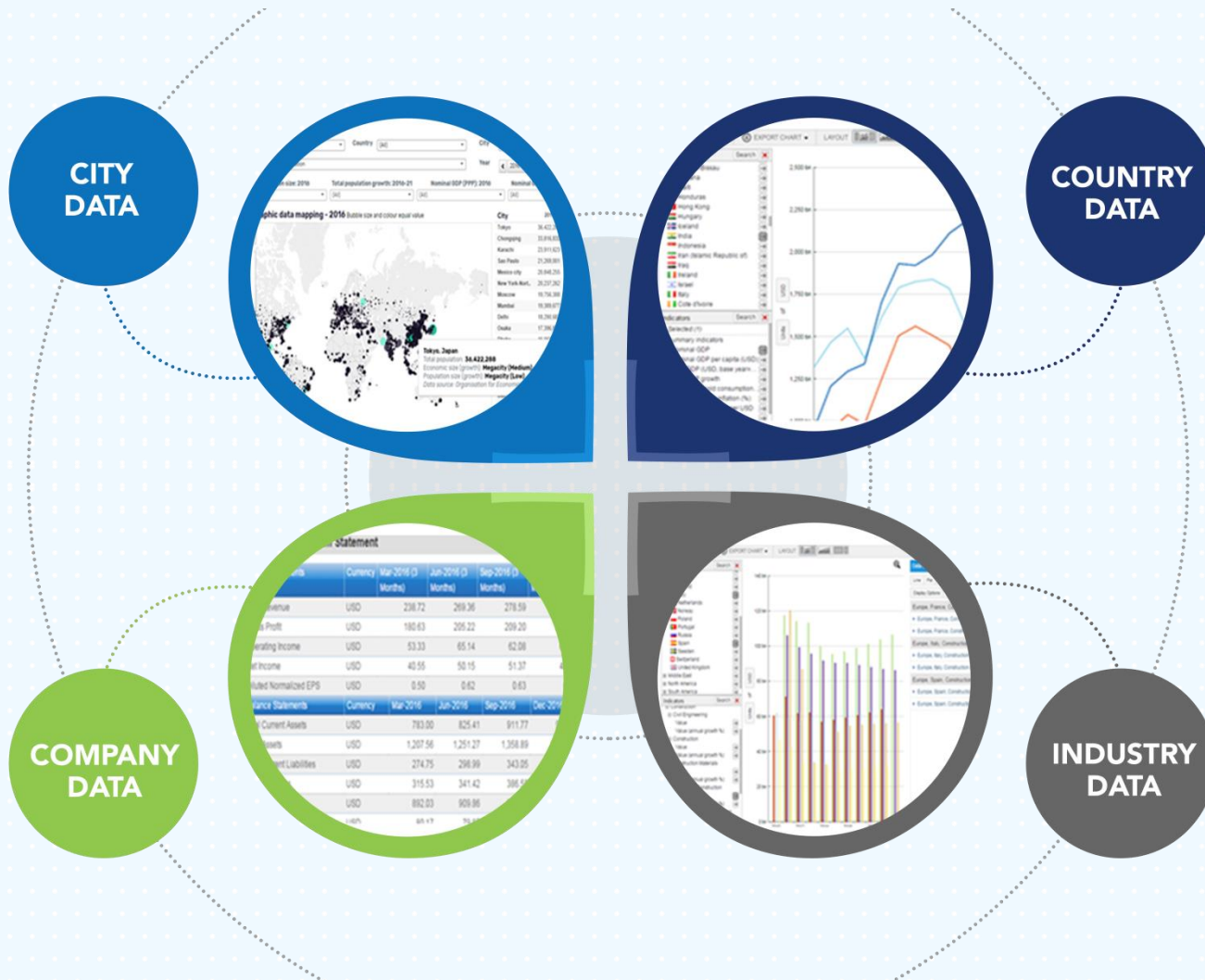
MarketLine has over **400** experienced analysts, consultants, and researchers with regional and sector specialization.

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



BUSINESS DEVELOPMENT

“Win new business”

- Assess market forces with data, trends, and insights on industries and countries of interest
- Target potential prospects and win new customers in attractive markets
- Understand and engage target customers



CORPORATE RESEARCH

“Increase research efficiencies”

- Access credible data, research and analysis to aid strategic planning
- Quickly find and extract the information you need from a single easy to use resource
- Control costs with all-you-can-eat subscription based pricing



TRADE AND INVESTMENT BODIES

“Increase economic growth”

- Support exporters with sales prospecting and business expansion into attractive markets
- Attract inward investment by identifying potential investors and providing companies seeking investment with industry knowledge
- Help innovators identify growth industries, potential partners and competitors.



**CREDIBLE COURSE
MATERIALS**

**COMPREHENSIVE
COVERAGE**

ACCESSIBILITY

VALUE FOR MONEY

CLIENT CHALLENGE

- I need to provide students and faculty staff with access to credible data, research and analysis from best in class providers.

MARKETLINE SOLUTION

- MarketLine has been providing high end company, industry, country and city intelligence solutions to the academic community for over 20 years;
- MarketLine is a trusted source relied upon by blue chip companies globally. By subscribing to MarketLine Advantage your library users will enjoy the same first class business information resource;
- MarketLine operates clear, trusted and transparent research methodologies.

CREDIBLE COURSE
MATERIALS

COMPREHENSIVE
COVERAGE

ACCESSIBILITY

VALUE FOR MONEY

CLIENT CHALLENGE

- Every business information resource I manage requires identification, budgeting and management. Also training staff on business information platforms can be challenging.

MARKETLINE SOLUTION

- MarketLine Advantage provides truly global coverage of all major companies, industries, countries and cities. With such comprehensive and broad coverage, subscribing to MarketLine Advantage removes the need to subscribe to multiple information platforms

CREDIBLE COURSE
MATERIALS

COMPREHENSIVE
COVERAGE

ACCESSIBILITY



VALUE FOR MONEY

CLIENT CHALLENGES

- Library resources need to be accessible without having to manage logins, be accessible via mobile/tablet/laptops, and be compatible with federated identity and search providers.
- I don't have time to provide detailed training and support for every library resource, but need the resources to be used to justify investment.

MARKETLINE SOLUTION

- MarketLine Advantage is available on or off campus via simple IP based authentication, be it on laptop, tablet or mobile, and is compatible with leading federated identity and search solutions;
- MarketLine's simple intuitive interface, easy to understand language, and wide range of extraction capabilities make the service is easy to use. Our dedicated Account Managers offer online tutorials, training sessions, and regular usage reports freeing up your time;
- Our ease of use and great client support results in library user satisfaction and high usage justifying your investment.

CREDIBLE COURSE
MATERIALS

COMPREHENSIVE
COVERAGE

ACCESSIBILITY

VALUE FOR MONEY

CLIENT CHALLENGE

- I need to cater for a wide range of subjects and users with a limited budget. With so many providers to choose from, how do I make my budget as impactful as possible?

MARKETLINE SOLUTION

- Make the most of your academic budget with one cross-curricular business resource that meets the needs of students and educators from multiple disciplines and departments;
- MarketLine global coverage of all major companies, industries, countries and cities ensures it is applicable to a wide range of cross curricular research needs.

CREDIBLE COURSE
MATERIALS



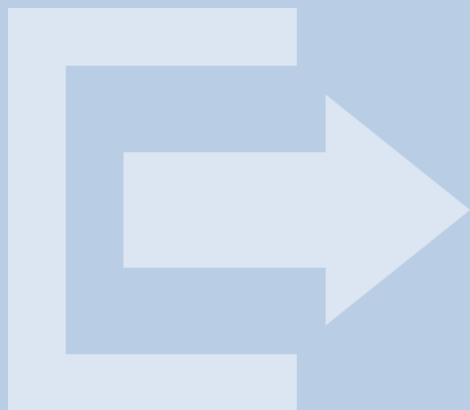
COMPREHENSIVE
COVERAGE



ACCESSIBILITY



VALUE FOR MONEY



Reasons to subscribe to MarketLine Advantage

- Develop knowledge by providing credible sources
- Support student and staff research needs with easy to use online services
- Provide access to resources both within the library and remotely
- Develop user information retrieval skills with online tutorials
- Demonstrate resource value with regular comprehensive usage statistics

How we help Corporate Researchers increase departmental efficiency

**ACCURATE &
TRUSTWORTHY
CONTENT**

**COMPREHENSIVE
COVERAGE**

**REDUCE
RESEARCH TIME**

VALUE FOR MONEY

CLIENT CHALLENGE

- As Corporate Researchers we must have access to credible data, research and analysis tools to aid management with business decision making and strategic planning.

MARKETLINE SOLUTION

- MarketLine has been providing company, industry, country, and city intelligence to global corporations for over 20 years;
- MarketLine operates clear, trusted and transparent research methodologies. Our Ask an Analyst service enables direct contact with analyst teams so any data queries can be answered quickly and easily.

How we help Corporate Researchers increase departmental efficiency

ACCURATE &
TRUSTWORTHY
CONTENT

COMPREHENSIVE
COVERAGE

REDUCE
RESEARCH TIME

VALUE FOR MONEY

CLIENT CHALLENGE

- Every business information resource I manage requires identification, budgeting and management. Also training staff on business information platforms can be challenging.

MARKETLINE SOLUTION

- MarketLine Advantage provides truly global coverage of all major companies, industries, countries and cities. No other business information resource provides as extensive a library of market research within one easy to use platform, thereby eliminating the need for multiple resources.

How we help Corporate Researchers increase departmental efficiency

ACCURATE &
TRUSTWORTHY
CONTENT

COMPREHENSIVE
COVERAGE

REDUCE
RESEARCH TIME

▶
VALUE FOR MONEY

CLIENT CHALLENGE

- Our Research Team deals with multiple research requests every day. Our business intelligence resources must therefore enable us to quickly and easily find and extract the information we need.

MARKETLINE SOLUTION

- MarketLine offers a first-stop service for global company, industry, country and city research. Our simple intuitive interface, easy to understand language and wide range of extraction capabilities makes it quick and easy to find the information you need and move onto your next request.

How we help Corporate Researchers increase departmental efficiency

ACCURATE &
TRUSTWORTHY
CONTENT

COMPREHENSIVE
COVERAGE

REDUCE
RESEARCH TIME

VALUE FOR MONEY

CLIENT CHALLENGE

I need to cater for a wide range of research requests with a limited budget. With so many providers to choose from, how do I make my budget as impactful as possible?

MARKETLINE SOLUTION

- MarketLine's global coverage of all major companies, industries, countries and cities ensures it is applicable to a wide range of research needs, reducing research time and costs;
- Unmetered subscription pricing means there are no cost surprises.

How we help Corporate Researchers increase departmental efficiency

ACCURATE &
TRUSTWORTHY
CONTENT



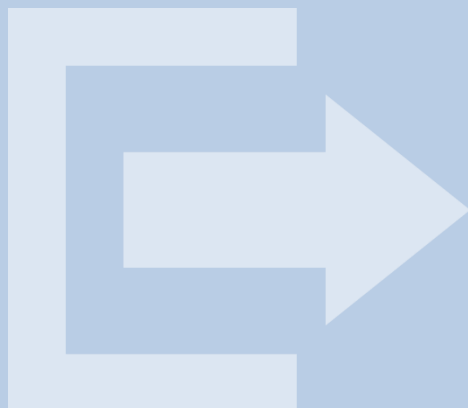
COMPREHENSIVE
COVERAGE



REDUCE
RESEARCH TIME



VALUE FOR MONEY



Reasons to subscribe to MarketLine Advantage

- Ensure management has credible data, research and analysis tools to aid business decision making and strategy planning
- Broad and consistent coverage means MarketLine can be your first-stop service for research needs, reducing research time and costs
- Simple interface and export options reduces report compilation time
- Free online tutorials and training sessions help increase service familiarity and reduce research time and costs
- All-you-can-eat subscription based pricing means costs are controlled

ASSESS MARKET FORCES

TARGET POTENTIAL PROSPECTS

ENGAGE TARGET CUSTOMERS

CLIENT CHALLENGE

When researching new business opportunities I need access to data, trends and insights on industries and countries of interest.

MARKETLINE SOLUTION

- MarketLine's Industry data features market values, volumes and forecasts for over 120 industry sectors in 50 countries. Use Industry Profiles to discover the growth potential, and level of competition within industries;
- Conduct quick and easy comparative analysis of macroeconomic and industry drivers for over 200 countries, and socio and macroeconomic indicators for more than 1950 cities with our Country and City databases;
- MarketLine's Financial Deals tracker tool allows you to monitor Industry events and M&A activity.

How we help Business Development staff win new business

ASSESS MARKET FORCES

TARGET POTENTIAL PROSPECTS

ENGAGE TARGET CUSTOMERS

CLIENT CHALLENGE

- How do I identify and win new customers in attractive markets?

MARKETLINE SOLUTION

- Query MarketLine's Company Prospector database, covering over 500,000 companies, to build lists of potential prospects in attractive markets and export to Excel;
- Industry Profiles and SWOT Analyses allow you to evaluate competitive pressures for key industry players;
- Company Profiles, Financial Deals Tracker, and Company News help you understand the business performance, M&A activity and recent developments of potential partners or customers.

How we help Business Development staff win new business

ASSESS MARKET FORCES

TARGET POTENTIAL PROSPECTS

ENGAGE TARGET CUSTOMERS

CLIENT CHALLENGE

- When approaching companies with new business opportunities I need to understand their external industry and internal company issues, and build rapport by demonstrating knowledge of their business challenges.

MARKETLINE SOLUTION

- MarketLine tracks over 500,000 companies and has standalone profiles for over 100,000 enabling you to find key facts and personnel quickly and easily;
- Discover the strengths, weaknesses, opportunities and threats of targets with over 12,000 SWOT Analyses;
- City and Country Profiles feature Political, Economic, Social and Technological analysis giving you knowledge of the wider external business environment;
- Keep up to date with company and industry developments with Company News and Financials Deals.

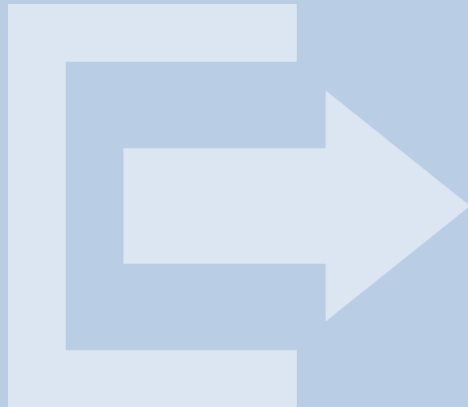
ASSESS MARKET FORCES



TARGET POTENTIAL PROSPECTS



ENGAGE TARGET CUSTOMERS



Reasons to subscribe to MarketLine Advantage

- Understand market Forces and assess macro trends across global markets in order to evaluate competitive pressures for key industry players
- Identify and evaluate the latest innovative company strategies, new product launches, levels of competition, new entrants and key industry suppliers
- Identify key growth industries and potential prospects in attractive markets
- Understand the business performance, M&A activity and recent developments of potential partners or customers
- Gain up-to-date insight into emerging news stories in the market
- Monitor competitor developments, M&A and capital markets activity

INCREASE EXPORTS



ATTRACT INWARD INVESTMENT



PROMOTE INNOVATION

CLIENT CHALLENGE

- I need to support exporters by providing a business information resource which can assist them with sales prospecting and business expansion into attractive markets

MARKETLINE SOLUTION

- Query MarketLine's 500k strong Company Prospector database to build lists of potential prospects in attractive markets and export to Excel;
- Industry Profiles and SWOT Analyses allow you to evaluate competitive pressures for key industry players;
- Company Profiles, Financial Deals Tracker, and Company News help you understand the business performance, M&A activity, and recent developments of potential partners or customers;
- Conduct quick and easy comparative analysis of macroeconomic and industry drivers for over 200 countries, and socio and macroeconomic indicators for more than 1950 cities.

INCREASE EXPORTS

ATTRACT INWARD INVESTMENT

PROMOTE INNOVATION

CLIENT CHALLENGE

- To help attract inward investment I need to identify potential investors in the sectors seeking investment, and build rapport with knowledge of both investors and the wider market.

MARKETLINE SOLUTION

- MarketLine has information on over 500,000 companies and 100,000 Company Profiles enabling you to find key facts and personnel quickly and easily;
- Discover the strengths, weaknesses, opportunities, and threats of targets with over 12,000 SWOT Analyses;
- Use Investment & Advisory Prospector tool to Identify investors operating in specific industries and regions and gain insight into their investment strategies;
- Track market activity with MarketLine's database of global mergers and acquisitions (M&A), private equity deals, venture finance deals, private placements, IPOs, and partnerships;
- City and Country Profiles feature Political, Economic, Social and Technological analysis giving you knowledge of the wider external business environment.

INCREASE EXPORTS

ATTRACT INWARD INVESTMENT

PROMOTE INNOVATION

CLIENT CHALLENGE

- Product innovators often request assistance Identifying growth industries and the market potential for new innovations. We are also asked to help them discover potential competitors and licensing partners and monitor market developments

MARKETLINE SOLUTION

- MarketLine Industry data includes market values, volumes and forecasts for over 120 industry sectors in 50 countries helping innovators assess growth prospects for their potential product or service;
- Company Prospector has contact details for over 500k potential competitors, clients, or partners;
- Use Industry Profiles to find growth potential, level of competition, and barriers to entry;
- City and Country Profiles feature Political, Economic, Social and Technological analysis giving you knowledge of the wider external business environment;
- Keep up to date with company and industry developments with Company News and Financials Deals.

INCREASE EXPORTS



ATTRACT INWARD INVESTMENT



PROMOTE INNOVATION

Reasons to subscribe to MarketLine Advantage

- 
- Understand market Forces and assess macro trends across global markets to evaluate competitive pressures for key industry players
 - Identify and evaluate the latest innovative company strategies, new product launches, levels of competition, new entrants and key industry suppliers
 - Identify key growth industries and potential prospects in attractive markets
 - Understand the business performance, M&A activity, and recent developments of potential partners or investors
 - Gain up-to-date insight into emerging news stories in the market
 - Monitor competitor developments, M&A and capital markets activity
 - Identify investors operating in specific industries and regions and gain insight into their investment and inorganic strategies
 - Build lists of potential prospects in attractive markets and export lists to Excel
 - Identify potential investors in the sectors seeking investment
 - Conduct quick and easy comparative analysis of macroeconomic and industry drivers

Why choose us

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

WHAT OUR CLIENTS SAY

"MarketLine provides us complete support in our activities. It offers up-to-date information and the website is dynamic and easy to use."

Ecuador Trade Commissioner, UK

"I am thrilled with the time-critical competitive and business intelligence detailed in the SWOT profiles! It is of outstanding value as well. I gleaned several immediate tactical and strategic actions to pursue."

**Consumer Insights Director
UK-based Insurer**

"People regularly ask for the SWOT on a particular company. These profiles have become the first place I go."

**Account Manager,
Leading US Advertising Giant**

"We find MarketLine very useful, particularly because of the company and industry analysis. It is not always easy to find analyst reports on companies, but having MarketLine helps a lot!"

**Head of the Knowledge Centre,
Standard Bank Knowledge Centre,
South Africa**

OUR UNIQUE DIFFERENTIATORS

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

Empower clients to decode the uncertain future they face by providing unique data, expert analysis, and innovative solutions all on one platform

Driving Industry Understanding
Of key levers and market dynamics that enable clients to make informed, timely and accurate strategic and tactical decisions.

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



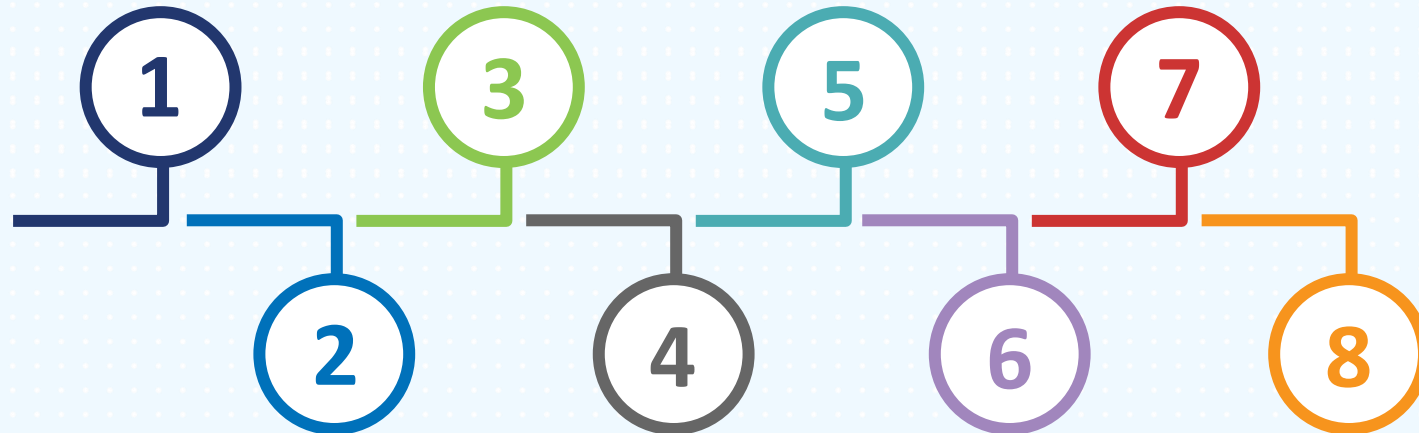
Analysts

Meet your dedicated
Account Management team

Personalized team
training on our platform

Insights-driven content
updates for improved
decision making

Reviewing your future
objectives and how we
will support execution



Integrating our
products into your
specific workflow

Direct interaction with
our analysts to translate
data into action

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

Proactive Client
Services support as an
extension of your team

Get in touch

Marketline



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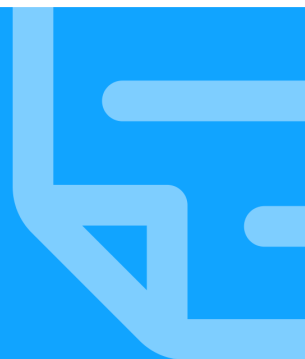
www.linkedin.com/company/marketline



twitter.com/MarketLine_core



Appendix



	MARKETLINE CONTENT FEATURES	MARKETLINE CONTENT BENEFITS
REPORTS	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Understand market Forces and assess macro trends across global markets • Evaluate competitive pressures for key industry players • Identify and evaluate the latest innovative company strategies, new product launches, levels of competition, new entrants and key industry suppliers • Provide input into corporate strategic business plans and investor documents
DATA	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Identify key growth industries and potential prospects in attractive markets • Understand the business performance , M&A activity, and recent developments of potential partners or customers • Source data for input into internal forecasting models • Conduct investment prospecting, acquisition targeting, and advisor identification
NEWS / DEALS	<ul style="list-style-type: none"> • Annual coverage of 50,000+ financial deals related to companies and industries tracked by MarketLine • 78,000+ news articles published annually 	<ul style="list-style-type: none"> • Gain up-to-date insight into emerging news stories in the market • Monitor competitor developments, M&A and capital markets activity