

Business Database Wish List

ECC Business Working Group

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Submitted by Peter Z. McKay

Executive Summary

- The Business Librarians reviewed and ranked sixteen business databases for inclusion on an ECC "Wish List". A ranked list of the databases is included.
- Each business librarian ranked the databases based on his or her perception of the needs at the home institution. The rankings were summed to arrive at the final list, with the lowest scores being given the highest rankings.
- The top five databases are briefly described and evaluated with preliminary pricing.
- Current subscribers are identified for these five databases.
- All sixteen databases are listed with their rankings.

Observations

- International Business Information is what most of the business librarians feel they need.
- One factor that biases the rankings: when several institutions own a database it tends to fall to the bottom of the list even though it may be highly desired by other institutions.
- We did not evaluate the recent add-ons to ABI/INFORM: The Financial Times, OxResearch, Sanpshots – North American Region, Business Dissertations Full-Text, and Hoover's Company Information (mid-level access).
- We did not consider Factiva. I think that was an oversight.
- Pricing is preliminary. We don't know what vendors will actually sell for until we get serious about acquiring them.

And the Winners are:

1. Value Line Upgrade to the Research Center

The SUL is a subscriber to the Value Line Investment Survey Online - includes full-page reports, analyst commentaries and Timeliness and Safety ranks on 1,700 stocks covered by The Value Line Investment Survey Standard Edition. We are requesting an upgrade to the Value Line Research Center - includes on-line access to all of Value Line's leading publications covering stocks, mutual funds, options and convertible securities as well as special situation stocks

Evaluation: Value Line is a standard reference source found in every business collection. It is used in the curriculum to support courses in investment, finance and accounting. The Research Center includes reports on the small and mid-cap stocks that are frequently requested. The stock reports and mutual fund reports are of interest to members of the broader academic community that use library resources for personal investment and finance. Value Line products are an excellent PR tool for the Libraries.

Pricing: \$64,750. Note: Since we currently spend \$36,635 for the Value Line Investment Survey, the net additional cost is \$28,115. The Pricing was obtained from the Academic Product Order Form.

No current SUL subscribers.

2. Standard & Poor's Global Industry Surveys

Intended to complement a subscription to Standard & Poor's flagship industry research product – Industry Surveys – each Global Industry Survey includes the following sections: Current Environment, Industry Trends, How the Industry Operates, Key Industry Ratios and Statistics, Glossary, Industry References and Comparative Company Analysis. Each report will focus on a specific industry and a specific geographic region. Up to thirty (30) reports are scheduled for release in 2004.

Evaluation: S&P Net Advantage is an integral part of our electronic collections. The Global Industry Surveys complement the existing subscriptions. As business becomes ever more global the need for international business information increases. S&P's Industry Surveys are exceptional for the quality of the analysis and the value of the overviews. The Association to Advance Collegiate Schools of Business (AACSB), which is the accrediting agency for Business Schools, emphasizes internationalizing the curriculum. These reports will be useful across the business curriculum as well as to other academic programs that utilize international business information.

Pricing: \$35,000+. Note: this was a special offer in fall 2004. We expect the price has gone up. No current SUL subscribers.

3. GMID: Global Market Information Database. Euromonitor

GMID contains 6-year historic market size data for more than 330 consumer products in 52 countries, plus 5-year forecasts. It is very easy to analyze trends in consumer spending, establishing the largest markets for a product, the fastest growing markets, those that are mature and those that are in decline. Consumer lifestyles and behavior drive markets. Euromonitor researches and models a huge range of lifestyle indicators such as eating and drinking habits, home ownership trends and crime patterns for 71 countries worldwide. Create statistical profiles of lifestyle indicators to compare market conditions around the world. To help put the consumer lifestyle statistics in context there are lifestyle reports for 65 countries. Euromonitor examines how people live their lives and the factors influencing lifestyle choices to provide the story behind the numbers.

Evaluation: This is in-depth, real world data used by international marketers. The database fits perfectly in the global/international theme being emphasized by AACSB and Business Schools. Would be very useful to other groups on campus who are investigating international markets.

Pricing: \$176,000. (\$16,000 per school). Regular price is \$32,000 per school.
Contact: Enrique Zuniga.
One Subscriber: FAU

4. RMA Annual Statement Studies Online

You can download comparative data for a single industry from RMA's *Annual Statement Studies* database, which provides benchmarks for more than 650 industries. The data provided in RMA's *Annual Statement Studies* databases comes directly from the financial statements of RMA member banks' customers (primarily small to medium-sized companies).

Evaluation: RMA is the best-known source of data for industry norms and financial ratios. It is compiled by bank loan officers and is used in the private sector to make lending decisions. Faculty and students are familiar with it and many assignments ask students to find these benchmarks. Campus users outside the Business School often request it. It would nicely compliment our other electronic holdings.

Pricing: [Note: Contacting RMA Risk Management Association. It appears that RMA does not have an academic program. We may be able to interest them in starting one.]

No current SUL subscribers.

5. Datamonitor

Datamonitor's Business Information Center provides access to 10,000+ U.S. and international public and private company profiles, 2500 industry profiles and 100 country profiles.

COMPANY PROFILES - include company and business description, history, key employees, products and services, competitors, company view, locations and subsidiaries. There is a SWOT analysis for the 1000 largest companies.

INDUSTRY PROFILES - include overview and size, segmentation, competitive landscape, leading companies, forecasts. The Industry profiles complement Standard & Poor's Industry Surveys, while providing a level of country-specific contextual analysis not covered by S&P. The reports provide a picture of the country's competitive global positioning for the industry while focusing on the industry's challenges, risks, and potential growth within the country. The 500 company SWOT analyses provide excellent prototypes for development of other company analysis.

COUNTRY PROFILES - include description of the economic performance and GDP, assessment of potential for development, detailed market and industry analysis of business environment.

Evaluation: More international business and market information. The pricing for this database makes it an attractive option. The SWOT Analyses (Strengths, Weaknesses, Opportunities, Threats) are commonly used to assess business strategies.

Pricing: \$33,000 [per offer dated 9/24/04 in Email from Mychau Phan]

3 Subscribers: FAU, FSU, UNF

Complete Business Database Rankings

1. Value Line Upgrade to Research Center
2. S&P's Global Industry Surveys
3. GMID (Euromonitor)
4. RMA Annual Statement Studies Online
5. Datamonitor
6. EIU Databases
7. International Financial Statistics Online
8. Morningstar Library Edition
9. Mintel
10. D&B Million Dollar Database
11. Business Source Premier (EBSCO)
12. Research Insight on the Web (S&P)
13. Mergent
14. SourceOECD
15. eMarketer
16. ReferenceUSA from InfoUSU