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Email us on reachus@marketline.com

an **informa** business

WHAT IS ADVANTAGE

In classrooms, libraries and campuses across the globe, students, librarians and educators are all using MarketLine Advantage to achieve their academic goals. Students and faculty members use our reliable and consistent company, industry and country data to sharpen and supplement their academic research & coursework.

MarketLine Advantage holds large volumes of data on a wide range of companies, industries, financial deals, and geographies from credible and recognized sources. Whether you are writing an assignment for Economics 101 or completing your latest research paper, MarketLine Advantage takes you quickly to the information through an interactive platform with an intuitive interface. Whatever your role in academia, MarketLine is your partner in the pursuit of quality education.

Advantage is an online cross-curricular database that allows its users anytime access to:



- **COMPANY CONTENT**

30,000+ Company Profiles including 2,800 SWOT profiles, 250+ Case studies and 400,000 Company News and M&A items



- **INDUSTRY CONTENT**

3,500+ Industry Profiles providing market data and Five Forces Analysis



- **COUNTRY CONTENT**

110+ country profiles containing PESTLE and PEST analysis



- **DATABASES**

Country Statistics – Historical and forecasted 750 macroeconomic, demographic & industry indicators across 215 countries

Market Data Analytics – Covering nearly 50 countries, over 30 FMCG market sectors, and over 160 categories, this database helps you understand the retail sales dynamics of global markets and the marketplace assessment for consumer packaged goods

Company Analysis Tools – Using this suite of 4 separate tools (Financial Deals Tracker, Company Prospector, Investment & Advisory Tool and Company report generator), users will be able to assess macro trends of industries and understand company & market performances

OUR COMMITMENT TO YOUR LIBRARY

With a range of content to support various higher and further education disciplines, everything we produce is designed to help students learn and achieve success. We are a world-leading provider of business information, delivering a premium service to some of the most successful blue-chip companies in the world. Using Advantage for your library will equip your students with the same tools used in the commercial world, helping prepare them for their professional careers. Our commitment to Library Professionals:



- **QUALITY CONTENT**

You can be 100% confident in the quality when using our data from fast moving consumer goods to retail to healthcare equipment to energy and utilities to name just a few. MarketLine has a proven methodology and sources all its data from a range of reliable and proprietary sources.



- **SERVICE DELIVERY**

You can access the MarketLine Advantage service anywhere on and off campus. We provide you with tailored access options, from IP recognition to remote access to access via library management systems like Athens, Shibboleth to federated research to consortia systems. The choice is yours.



- **FLEXIBLE ACCESS**

Wherever your users and whatever the device they use, desktops & laptops in libraries or classrooms, tablets, or even mobiles in dorm rooms and home, your users will always be connected to MarketLine, giving everyone the flexibility they need to achieve their goals.



- **YOUR BUDGETS**

Make the most of your academic budget with one cross-curricular database that meets the needs of students and educators from multiple disciplines and departments.



- **TRAINING & SUPPORT**

Online tutorials, bespoke training sessions for one & all, downloadable user guides, account management, regular usage reporting, promotional materials - you need it and we provide it. You are our number one priority.

YOUR ADVANTAGE

Whether you want to zoom in and learn more about a specific company, or pull back to look at an industry and its geographic context, MarketLine Advantage is the academic resource you need.

FOR STUDENTS

ACHIEVE ACADEMIC GOALS

Our aim is to help students achieve the best results possible by using MarketLine data to supplement and support their analysis. Our data is available in simple and graphical format which allows students to access reliable data easily and efficiently.

CAN USE ANYWHERE

Technology changes and so does the way students access information. MarketLine responds to the device that it is accessed on so that it is always optimized for ease of use, laptop in the dorm, tablet on the grass, smartphone on the way to class.

SAVE TIME

Instead of having to research multiple sources and deal with vast amounts of unfiltered data, students will find MarketLine to be a one stop information resource whilst integrating our tabular and graphical data into their projects and presentations with confidence and ease.

FOR EDUCATORS

FREE YOUR SCHEDULE

Educators need to keep course materials & assignments interesting and this process can take up lots of your valuable time. With MarketLine's exclusive content and interactive search & tools, you can find information swiftly whilst keeping students engaged with popular topics & current trends.

ASSIGNMENT PLANNING & SETTING

Broad data coverage and variety of delivery options enables educators to design course materials and assignments based on exactly what and how you want to teach without being repetitive.

CREDIBLE COURSE MATERIAL

Prepare students for a world beyond university by providing them with the same professional tools and recognized information source as used by large MNCs and top FTSE companies.

WHAT OUR CLIENTS SAY

You can absorb facts in minutes, not hours with our accurate, up-to-date information on companies, industries and countries across the world. Hear it first hand from your peers.

“

We recommend MarketLine to our students when they are looking for SWOT, Five forces and PESTLE analysis. I can add that we every year have a lesson for the students where we amongst other databases show them Marketline. After the lesson the students search themselves and there is often more than 100 student so that might be one of the reason that we use it so much.

University Library of Southern Denmark

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“

We purchased MarketLine because we needed access to data on international market research. MarketLine fills that gap and so much more. Not only is there industry research but also company information, country data, deals info and case studies. The more you use it the more information you realise is there.

Sir John Cass Business School

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“

MarketLine Advantage from Informa is a winner with us on two counts. Firstly, it comes in at a very competitive price and secondly, the information provided is first-class.

*Institute of
Technology Carlow*

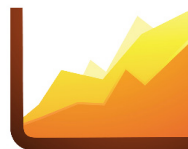
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MARKETLINE CONTENT

Advantage subscribers enjoy unlimited access to our entire product portfolio with access to exclusive subscriber content.



2,800 SWOTs, 12,600 Company Profiles, 16,800 Company Capsules helping you understand structure of public & private companies.



3,500+ Industry Profiles including Five Forces Analysis helping you to compare & investigate market potential.



110+ Country Profiles PEST & PESTLE analysis providing a holistic overview.



250+ Company focussed case studies that help you track business strategies.



Macro-economic indicators including GDP, Population size, buying potential to help you assess the market.



Suite of four company financial data tools to enable you to analyze markets, industries, geographies and companies.



700+ market data indicators tracked including retail volumes, market size, volume & segmentation.



Company focused news articles added daily to keep up up-to-date.



Company Financial deals tracked in real time so you can monitor the market.

ACADEMIC COURSES

1000's of Undergraduates, Masters and PhD students find MarketLine to be the ideal academic resource. These are some of the courses that students using MarketLine are enrolled on:



- Accounting & Finance
- Advertising & Marketing Communications
- Banking & International Finance
- Business Administration
- Business Studies
- Civil and Structural Engineering
- Economics and Business Administration
- Economics and Management
- Global Logistics and Supply Chain Management
- International Business
- International Communication and Multimedia
- International Tourism and Leisure Management
- Investment & Financial Risk Management
- Management Studies
- Marketing & Innovation
- Marketing and Management Communication
- Political Science
- Public Policy
- Retail Marketing and Management
- Strategy and Organization
- Tourism Management



The faculty, students and librarians at Seneca like using MarketLine as it provides an all-encompassing location for industry, company and country information. The information is very current, very detailed and yet easy to read and digest.

Seneca College of Applied Arts and Technology



REQUEST YOUR TRIAL TODAY

We are confident that our simple navigation, intuitive design and unbeatable mix of coverage for multi-disciplines is the product for you. Why not see for yourself with our 15-day free trial by following 2 simple steps:

Step 1: Contact us for a quick demo

E: reachus@marketline.com T: +44 (0) 20 3377 3045 F: +44 870 134 4371

Step 2: Trial Advantage with colleagues

Connect with us online via



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