



# 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 educators use our reliable and consistent company, industry and country data to sharpen and supplement their academic research and coursework.

Advantage is MarketLine's online cross-curricular database that allows users anytime access to large volumes of data on a wide range of companies, industries, financial deals, and geographies all sourced from credible and verified sources. Whether you are writing an assignment for Economics 101 or completing your latest research paper, 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.

With Advantage, users have anytime access to:



- **COMPANY CONTENT**

34,000+ Company Profiles including 2,800 SWOT profiles, 250+ Case studies and 400,000 Company News and M&A items.



- **INDUSTRY CONTENT**

4,200+ 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 and 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 four separate tools (Financial Deals Tracker, Company Prospector, Investment and Advisory Tool and Company Report Generator) users will be able to assess macro trends of industries and understand company and market performances.

# OUR COMMITMENT TO YOUR LIBRARY

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. 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.

Using Advantage in your library will equip your students with the same tools used in the commercial world, helping to prepare them for their professional careers.

Our commitment to Library Professionals:



- **QUALITY CONTENT**

You can be 100% confident in the quality of our data covering companies, industries and geographies. 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 or via library management systems like Athens, Shibboleth, federated research and proxy or token urls. The choice is yours.



- **FLEXIBLE ACCESS**

Wherever your users and whatever the device they use, desktops and 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 and all, downloadable user guides, account management, regular usage reporting, promotional materials - you need it and we provide it. You are our number one priority.

# WHY CHOOSE 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.

### 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.

### 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. Laptops in dorms, tablets on the grass, even smartphones on the way to class.

## FOR EDUCATORS

### FREE YOUR SCHEDULE

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

### ASSIGNMENT PLANNING AND SETTING

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

### CREDIBLE COURSE MATERIAL

Preparing students for a world beyond university is no easy task. Educators can do so by providing students 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 every year we have a lesson for students where we show them MarketLine amongst other databases. ...there is often more than 100 students using it so that is one of the reason that we use it so much.

*University Library of Southern Denmark*



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*



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 there is.

*Sir John Cass Business School*



# MARKETLINE CONTENT

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



Understand the structure of public and private companies with 2,800 SWOTs, 12,600 Company Profiles, 16,800 Company Capsules.



Compare and investigate market potential with 3,500+ Industry Profiles including Five Forces Analysis.



Get a holistic overview of countries across the world with our 110+ Country Profiles PEST & PESTLE analysis.



Track business strategies with 250+ company focussed case studies.



\* Assess the buying potential of the market with the Country Statistics database that monitors macro-economic indicators including GDP, population size, buying potential.



\* Analyse markets, industries, geographies and companies with our suite of four company financial data tools.



\* Review industries with the Market Data Analytics database that tracks 700+ market data indicators tracked including retail volumes, market size, volume and segmentation.



Keep up to date with our company focused news articles added daily.



\* Monitor the M&A market with our company financial deals tracked in real time.

\* exclusive subscriber content

# 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 and Finance
- Advertising and Marketing Communications
- Banking and 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 and Financial Risk Management
- Management Studies
- Marketing and 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 5-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



Speak to our consultants at:

London  
United Kingdom

Christchurch Court  
10 Newgate Street, St Paul's  
London EC1A 7AZ  
United Kingdom

T: +44 (0) 20 7551 9652  
F: +44 (0) 870 134 4371

Manchester  
United Kingdom

Churchgate House  
56 Oxford Road, Suite II  
Manchester M1 6EU  
United Kingdom

T: +44 (0) 20 3377 3045

Melbourne  
Australia

Level 2  
11 Queens Road  
Melbourne, VIC. 3004  
Australia

T: +61 3 8842 2478

New York  
USA

4th Floor  
245 Fifth Avenue  
New York, NY 10016  
USA

T: +1 212 520 2777  
+1 312 416 2834  
(Chicago)