



Business Monitor Online

Overview

Business Monitor Online provides financial, economic and political developments and news analysis on 175 countries worldwide, backed by in-depth country analyses in eleven key industry sectors along with forecasts, risk ratings and regulatory information.

Types of information

- **Company information** (Company profiles, News)
- **Country information** (Country profiles, Economy, Emerging markets, News)
- **Industry information** (Industry reports: Automotive, Banking, Beverages, Consumer goods, Defence and security, Energy, Financial services, Food, Healthcare, Information technology, Insurance, Petrochemical, Pharmaceutical, Telecommunication, Transport, Utilities)

A. Getting started

1. **On Campus:** Go to www.imd.ch, select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Business Monitor Online** then click on **Direct access to: Business Monitor Online** at the top of the description.
2. **Participants off campus:** Log onto your program portal then on the top menu click on **Databases**. A new window will open, click on **Business Monitor Online**.
3. **IMD personnel:** Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Business Monitor Online**.

B. Searching

You can search BMO by the following two methods:

1. From the **My Service** page, perform a menu-driven search by selecting either the a service from the left drop-down menu, e.g. Country Risk, Financial Markets, Company Intelligence, or select an industry sector. This will gain you access to all data in the selected service; or you can search by selecting a region and then a country of interest from the drop-down list at the top.
2. Use the **Search** box (or the **Advanced search** link) on the right top of the screen by entering keywords.

The screenshot shows the Business Monitor Online website. At the top, there is a navigation bar with the logo, 'BUSINESS MONITOR ONLINE', 'My Account Manager | Logout', and a search box with a magnifying glass icon and a link to 'Advanced Search'. Below the navigation bar is a main header area with the text 'COUNTRY RISK & MACROECONOMIC FORECASTING' and a background image of a globe. A horizontal menu below the header lists regions: Africa, Asia, Caribbean, Europe, Latin America, Middle East, and North America. On the left side, there is a 'Service drop-down menu' containing a list of services: Country Risk, Financial Markets, Company Intelligence, Autos, Chemicals, Commercial Banking, Defence & Security, Food & Drink, Freight Transport, Information Technology, Infrastructure, Insurance, Mining, Oil & Gas, Petrochemicals, and Pharmaceuticals. On the right side, there is a 'Geography drop-down menu' with a magnifying glass icon. The main content area displays 'Available Exports' for 'Country India (2007-12-10 14:41:13)' and lists several reports such as '3G Mobile Telephony in Asia Report', '3G Mobile Telephony in Central and Eastern Europe Report', '3G Mobile Telephony in Europe and USA Report', 'Asia Generic Pharmaceuticals Report 2005', 'Asia Oil Price Shock Report', 'CEE Alcoholic Beverages Report', 'Generic Pharma Markets of Emerging Europe Report', and 'The Generic Option Impacts For Latin Americas Pharmaceutical Markets'. At the bottom, there are three columns of featured content: 'BMI REPORTS' (Automotive Quarterly Reports with 5 Year Forecasts for 52 countries), 'DATA & FORECASTS' (Company Profiles Database Access to 65,000 company profiles Search for), and 'ALERTS & ANALYSIS' (Latest Daily Business Environment News and Analysis).

Please find below a description of what you will find in the different categories:

- **Country Risk** provides in-depth analysis on each country included in the database and it is divided into three sections: *Political Risk*, *Economics*, and *Business Environment*. The sub-categories within each section vary depending on your choice of geography. For comprehensive coverage, use also Related Content links at the bottom of the report pages.
- **Financial Markets** provides analysis about the Fixed Income, Equities, Forex, Funds, Financial Markets Data and Commodities
- **Company Intelligence Service** comprises a fully searchable database of 500+ multinational companies' profiles and their global network of subsidiaries augmented with screening capabilities.
- **Industry service** provides in-depth coverage of the following 16 industries across the 50 leading markets: Autos, Chemicals, Commercial Banking, Defense & Security, Food & Drink, Freight Transport, Information Technology, Infrastructure, Insurance, Mining, Oil & Gas, Petrochemicals, Pharmaceuticals & Healthcare, Power, Telecommunications, and Tourism. The country selection and the number of countries researched within the industry sector vary for different industry sectors.
- **BMI reports** allows to search directly the subscribed reports by searching by Geography and then by Service



C. Displaying Results

Depending of the criteria, the results will be displayed as an html document on the page only or with the link to the PDF at the bottom of the page.

D. Marking and Saving

1. This database does not permit you to mark records.
2. The documents are displayed in html format but you can also open the relating PDF document. You can save this PDF document. If no PDF is available please use the Save option of your browser.

E. Printing

1. To print reports: click the  icon from the top of the page or use the Print function from your browser menu.
2. To compare/export data: click on the  icon.

F. Hints and tips

1. Do not forget to click on the  icon to learn about a specific page.
2. If you have any problems using this databases please contact the Infodesk:

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