



## Overview

Factiva provides access to global news and business information, including local newspapers, same-day newswires, company reports, and media programs. It provides company information including market data and competitors and it contains sources from 118 countries in 22 languages such as Dow Jones and Reuters Newswires, Financial Times and The Wall Street Journal.

## Types of information

- **Company information** (Company profiles, Features articles, Financial information, History, News)
- **Country information** (Country profiles, Emerging markets, News)
- **Industry information** (Features articles, News)
- **Business and Management Literature** (Academic articles)

## A. Getting started

1. On Campus: Go to [www.imd.ch](http://www.imd.ch), select **Research & Knowledge** then **Information Center** and click on **Databases**. Click on **Show databases**, choose **Factiva** then click on **Direct access to: Factiva** 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 **Factiva**.
3. IMD personnel: Log onto the IMD Intranet, click on **IMD Tools** in the menu on the left and choose **Online Databases**. Click on **Factiva**.

## B. Searching

We will focus on two ways of searching Factiva. Firstly by making a company search and secondly by using Factiva's intelligent indexing.

1. In order to quickly pull together financial data, current news and any other relevant content related to a publicly traded company on a single page you should click on **Companies/markets** and then **Company**. You should enter as much of the name as you know or use a valid US ticker or Reuters instrument code (RIC). Once you have input your given criteria you should click on . If you have searched by company name, a list of matching companies is displayed and this will include any subsidiaries. You should now click on the company of your choice and a company overview will be displayed.
2. Factiva intelligent indexing will allow you to receive only those items that mention a company, industry, region or subject in a meaningful way. On the search screen, select from one or more of these indexing categories **source, company, subject, industry, region, language or look up**. Scroll through the list or use the search box and then click on the term you want applied to your search. Click the for expand the categories. Add the terms to the search using the **And / Or / Not** buttons. The terms you have selected will also appear in the **Free Text** box (and then highlighted in the results list) if you click on . You can use the **Free Text** box with any words and by using operators to narrow the search. For ex., use HL=management, if you want the word management to be in the headlines of the texts selected for results. For other searching terms, see [Examples](#) (upper left hand)

3. The custom search fields will allow you to filter content in a number of different ways. Select the drop-down menu Date to select a given date or date range. The default search Language is English, but you may search all languages simultaneously by clicking on  and then by selecting All Languages. Other filters like search for free-text terms (full text, headline...), republished news, recurring prices and market data, obituaries can also be used to limit the number of results you receive. Once your selection made, click on 

## C. Displaying results

1. If you have made a company quick search you should click on your chosen company and the company overview will be displayed.
2. If you have made a search using Factiva's intelligent indexing, then you will arrive at a screen where the results of your search will appear. To view content you should click on the article title or from the results list, check the box next to your chosen article. **Click** on  and your selected articles will be displayed in the browser window.
3. Selecting **RTF** to display documents in Rich Text Format. You will be asked whether you would like to **open the file or save it to your computer.**
4. To email your results, select your chosen article(s) and click . Enter an email address and your own address in the **reply-to e-mail address** field. You can also add a message of up to 1000 characters. Click on **Send.**
5. To simply save your chosen article(s) click on . A new browser window will open containing all the articles that selected. Use the commands from the browser toolbar to save them.

## D. Printing

When you have selected the article(s) that you wish to print, click on . A new browser window will open containing all the articles that selected. Use the commands from the browser toolbar to print them.

## E. Hints and tips

1. This document highlights the two principle ways of searching Factiva. There are numerous other features that can be employed to make a search. For further information you can either contact the Infodesk or go to Factiva's website and print off one of the user manuals or even better take one of the interactive courses which they offer on their site.
2. When you make a search start broad and then use the filters for more focus.
3. If you have any problems using this database please contact the Infodesk  
[infodesk@imd.ch](mailto:infodesk@imd.ch)  
Tel +41 21 618 0366  
Fax +41 21 618 0631