

Database Guide

Business Monitor Online

Introduction

Business Monitor Online (BMO) is a market research service of Business Monitor International (BMI). BMO offers in-depth market research reports on 175 global markets and major industry sectors, contains multinational companies' profiles, and includes database of macroeconomic data across global markets along with the country risk analysis and forecasts and current updates on economic and political developments in each country.


Scope

- Quarterly comprehensive country reports on 175 countries worldwide with an emphasis on emerging markets
- Quarterly reports on 16 industry sectors across 50 global markets
- Company profiles of over 500 multinational corporations and their 75,000 plus subsidiaries worldwide
- Currency forecasts for 45 countries for 3, 6, and 12-month terms
- Report coverage differs with the earliest going back to 2000; most of the macroeconomic data available since 1999

Access

Available at the [Jackson Library Web site](#). If not on the GSB premises, GSB users can access this database via [WebApps](#).

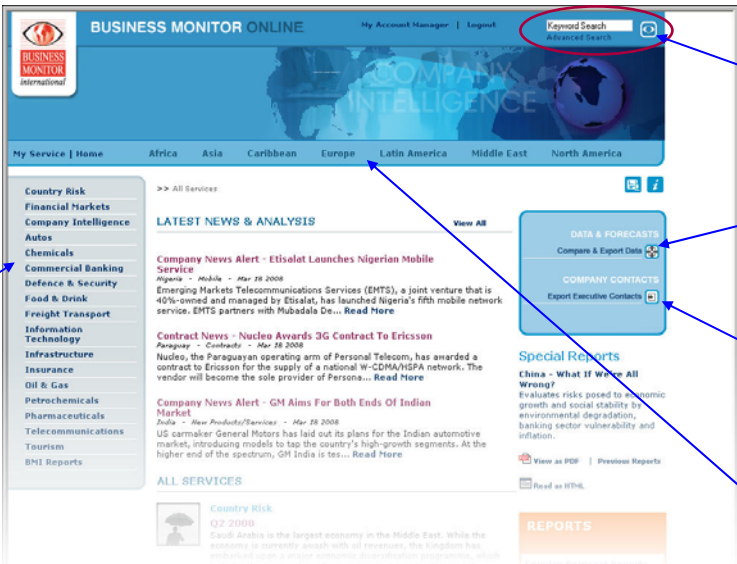
Help

- Click on  icon on the right below the banner on any page to access the database **Help** file
- For search assistance, ask a librarian at the Information Desk or email to Jackson-infodesk@gsb.stanford.edu
- For technical problems, email to rcrc-action@gsb.stanford.edu
- For additional data requests click on the **My account manager** link from the right top corner or click on the **Email the analyst** link at the top of a report page

Searching Business Monitor Online

You can search BMO by the following methods starting at the Home page, shown below:

- Search across the entire database by performing a simple **Keyword Search** or **Advanced Search** in the search area located in the top right corner on every page
- Search across the entire database by selecting the service or the industry listed in the box on the left, e.g. Country Risk, Company Intelligence, Autos, etc.
- Search for data and reports on specific country or region by selecting geography from the bar below the banner



The screenshot shows the Business Monitor Online homepage. Annotations with blue arrows point to specific features:

- Perform keyword search:** Points to the search bar in the top right corner.
- Access macroeconomic and industry indicators database:** Points to the 'DATA & FORECASTS' and 'COMPANY CONTACTS' buttons on the right side.
- Access Company Search page:** Points to the 'Special Reports' section on the right side.
- Select geography:** Points to the navigation bar below the banner, which lists regions like Africa, Asia, Caribbean, Europe, Latin America, Middle East, and North America.
- Select service:** Points to the left-hand navigation menu, which lists various services such as Country Risk, Financial Markets, and Company Intelligence.

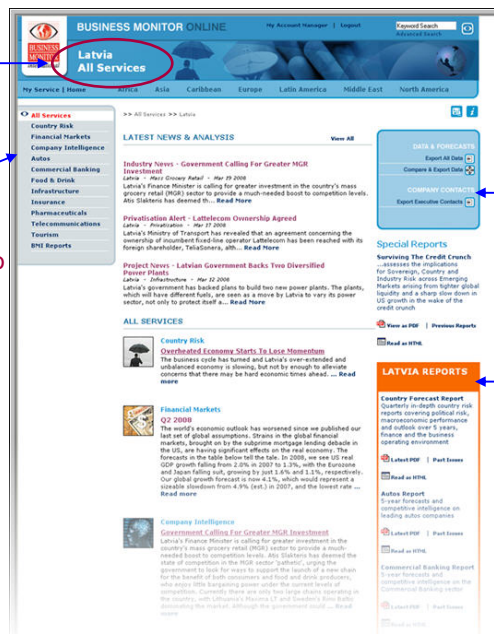
Once you've selected geography, a country or a region's Home page, similar to the one shown below, opens. From the **Reports** box on the right, you have immediate access to the latest **Forecast Report** and **Industries reports** as well as to the archives of the same reports. In the **All Services** box on the left, you can select a services or industry pertaining to your selected geography. **NOTE:** Coverage for Industries and Financial Markets categories varies by country or region.

Your service/geography selection always displayed in this area on the banner

Services pertaining to selected geography

Access Country Risk rating pertaining to selected geography

Access to the latest and to all past issues of the Country Forecast and industry quarterly reports pertaining to selected geography



BMO Services

BMO offers the following services: **Country Risk • Financial Markets • Industry Analysis • Company Intelligence**. Additionally, you can create reports using data from macroeconomic and industry indicators database.

All services are searchable either on a global level, across the entire database or on a regional or country level. To open a service Home page, click on the name of the service listed in the box on the left hand side of each page. Each Service or Service/Geography Home page includes two types of materials:

- **News & Analysis** – articles section; contains the latest articles written by BMI analysts pertaining to the selected service and geography
- **Strategic Analysis** – reports section; contains structured, regular reports issued by BMI analysts as well as one off **Special Reports** and pertaining to Service/Geography selection

Following is the short description of selected types of reports in each of the four BMO services listed above:

Country Risk Service

Sovereign Risk Rating - region-specific, quarterly rating of the debt servicing capabilities of emerging market governments.

Country-specific reports:

- **BMI View** - analysts' ongoing digest of current political and financial developments that have an impact on the country's business environment including BMI forecasts
- **Country Update** - monthly report summarizing key developments in over 100 global markets during a month. Country Update includes risk summary, macroeconomic forecast, and political and economic analysis.
- **Country Risk Ratings and Country Risk Updates** – analysis of short- and long-term political, economic, and business environment risks for over 130 markets
- **Country Forecast** - quarterly expanded report containing SWOT country analysis, risk assessment and ratings, and 4-year economic forecast for over 75 global markets. The link to the latest report and archive of all reports ever issued is located in the box on the right side of Strategic Analysis section.

Financial Markets service

Currency Forecast – country-specific report containing 3-, 6-, and 12-month currency forecasts for over 40 emerging currencies. The tables are accompanied by research notes.

Industry Analysis

Industry Forecast Surveys - quarterly market research on 16 industries for 50 global markets including 4-year forecast and SWOT analysis of industry sectors. Find the link to the latest report and to the PDF archive in the box on the right hand side of Strategic Analysis section.

The Strategic Analysis section in each industry service contains links to extracts from the Industry Forecast Reports on specific areas such as Business Environment, Market Overview, Industry Trends & Developments, Competitive Landscape etc. with key players, and selected Company Profiles.

Company Intelligence Service

Multinational Network - searchable database of multinational companies' profiles and their global network of subsidiaries along with the list of parent's company competitors. In the **Strategic Analysis** section of the **Company Intelligence** service, click on the letter corresponding to the first letter in the company's name. Then select a company from the list. This will open the **Company Network / Competitor Network** window similar to the one shown below.

In the **Company Network** window you can choose to display company's regional network. Click the icons on the left to change display to: Americas, Asian, European, and Middle East / Africa subsidiaries.



Companies profiles and screening for companies

BMO Company Intelligence Service includes fully searchable companies' profiles database of over 55,000 companies. To access database, click on the **Export Executive Contacts** [Export Executive Contacts](#) link in the box in the right upper corner of every page.

Once you've clicked on the link, the **Company Search** page opens. On the Company Search page, you can perform two operations:

- View/print individual company's profile by selecting a company from the alphabetical list of companies that match your selected geography. A company profile contains only basic data: address, key executives, industry, number of employees etc. The data in profiles vary by company.
- Create a list of companies by applying several filters such as company name, country/region, number of employees etc.

Data & Forecasts Section

- **Compare & Export** - searchable database of macroeconomic and industry indicators data for over 140 markets that enables users to create single country or comparative countries reports and export results directly to Excel
- **Export All Data** - an option available only with geography selection which allows you to download into Excel format historical data on all available indicators. **NOTE:** You must use this selection to access country's historical Risk Ratings. You can also access historical ratings data and analysis by clicking on the "Ratings Updates" link, also in the blue box.

Risk Rating Section

BMI Risk Rating selection is available with Country Risk and Financial Markets services. In global search, click the **Ratings Data** link to access all countries ratings. In this view, you can click the column headings to sort data by the selected heading. To view individual country risk rating and its ranking within the regional peer group, click on the country's name.

At the top of each ranking page, click on the **Ratings Update** to view BMI analysis supporting the current country risk rating.

Searching Tips for Keyword search:

- The keyword search is executed on the exact word or phrase entered. Do not use Boolean connectors or truncation marks.
- When you use a simple keyword search, the database automatically searches for matching documents produced in the last six months. If you want a broader time frame, use the Advanced Search.
- You can select or change geography at any time during your search session

Sample Searches

Find the latest country macroeconomic forecast

1. Select service: **Country Risk**;
2. Choose geography by selecting a region on the bar below the banner and then selecting a country from the drop-down list.
3. In the **Strategic Analysis** section select the latest **Country Update** to view 2-year macroeconomic forecast
4. View or export data in Excel using the **Export** icons below the table.
5. Click the **Country Forecast** to access 3-4 year forecast. View data.


Compare and export countries' macroeconomic and industry data

1. In the **Data & Forecasts** box on the right, click the **Compare & Export Data** link.
2. In **Available Geography** and **Available Indicators**, select respectively countries and data of interest. (Hold **Ctrl** key for multiple selections). Click the **Add** button to move your selections to the boxes on the right.
3. In the **Add/amend data from other services**, select an industry from the drop-down list and click the **Show** button on the right. This will open a new screen with different data in **Available Indicators** list.
4. Repeat step 2 for industry indicators.
5. Click the **Preview** button and confirm your selections.
6. Click on the **Export** link or icon. In the pop-up window select to open or save your data file.


Find country currency forecast

1. Select service **Financial Markets**; choose geography by selecting a region on the bar below the banner and then selecting a country from the drop-down list.
2. In the **Strategic Analysis** section select the latest **Currency Forecast**. **NOTE:** currency forecasts are not offered for all countries.





Find all BMI reports pertaining to one country

1. Click on the **BMI Reports** link in the box on the left of the page.
2. Select geography in the **Search by Geography** window. Click the  icon next to the **Search by Geography** window on the left.
3. On the next page, select a report title and click on it. You'll have access to PDF archive of all reports issued for your selected country on the selected topic.
4. Click the PDF icon to view report.

Find a company's multinational network

1. Select service: **Company Intelligence**.
2. In the **Strategic Analysis** section click on the **Top Multinational Networks** link (or click on the letter with which the company name starts).
3. Select company name from the list.
4. In the **Company Network** window on the left, view company's global network. Click on the name of the subsidiary, then click the  to open the company's profile. **NOTE:** Enter key doesn't work with the above selection)

Print/Download

- **To print reports:** click the  icon from the top of the report.
- **To save reports:** for the best results, highlight the article you wish to save, and copy and paste it into a Word Document. Remember to add a reference to BMI as the source, then save the document.
- **To export/save user-created tables to Excel:** click on the  link or icon
- **To export/save tables from Report Updates to Excel:** click the  or  link or icon located below the tabular data

Documentation

- [BMO Guide and Brochure](#) 