

Quick Reference Guide

Version 2.0.1

MarketResearch.com Profound is an online business information service providing information from more than 700 industry segments with practical business usage in mind.

Cutting-edge Reports

From many of the top syndicated market research providers in the world, Profound's collection of market and country reports offers information and insights that will keep you ahead of your competition. Reports from most providers are available for purchase by the section or table. All reports are available in PDF.

KWIC (Key Words in Context)

KWIC lets you see your search terms in context before you buy so you can be assured that you are getting exactly the information you need.

Alerts

Profound alerts quickly notify you when new content is available in the areas most important to you.

Why Use MarketResearch.com Profound?

- Stay abreast of your competitors' products, strategies, growth initiatives, and more.
- Learn what key industry experts are saying about your business and products.
- Gain knowledge from experts regarding key growth industries.
- Access proprietary information not available from any other source.
- Assess long-range market opportunities and potential.
- Understand changing market dynamics relative to specific products or services.
- Track products, industries, regions, and leading companies.
- Gather in-depth product, organizational, merger, and industry data on a local or global basis.
- Evaluate new product information

For assistance, call
Customer Support at:
+ 1-240-747-3092

North America:
+ 1-888-300-6166 toll-free

France/Germany/UK:
+ 44 (0) 20 7256 3920

Worldwide:
+ 1-240-747-3092

You can also send an email
to Customer Support at:
profoundsupport@profound.com

We encourage all Profound subscribers to become fully trained on all of the features available on the new Profound 2.0 service. Weekly training opportunities are available. For training on Profound, send an email to: training@profound.com

Pricing

Full report prices are available for single user license. Most reports also offer the option of a corporate-wide license. Pricing of sections and tables reflects the relative size and importance of the content compared to the full report. It may be less expensive to buy the full report if you are selecting numerous sections of a report. Prices can be displayed in a variety of currencies.

Running a Simple Search

Upon login to the Profound service, the Simple Search page appears, allowing you to type in your search terms and click the **SEARCH** button. There is a drop down box that allows you to search within Market Research or Country Briefings. For help on searching using Boolean Operators, click on the hyperlink **SEARCH TIPS** for a list of common operators. (This list is also located on the back of this guide.) All Boolean Operators must be entered in CAPS, for example: AND, OR, NOT.

Search Results and Navigators

Your search results page will contain a listing of reports based on relevancy [default setting]. You can use the "Sort By" drop down box to re-sort the results by date or price.

On the left of the page you will see Report Navigators.

These Navigators will filter your search results by date of publication, industry sector, location and publisher. You can also see how many reports fall within each category.

Purchasing Reports and Sections

1. View Contents and Pricing:

By clicking a report title in the Search Results screen, you will be taken to a screen which displays that report's Table of Contents and Key Words In Context.

Within the Table of Contents you can view all the sections of the report as well as their prices.

You have the ability to view all of the sections or only the main chapters simply by clicking on the Expand All or Collapse All link on the right hand side of the TOC contents box.

Also note that on most reports you will have the ability to select a Corporate Wide license for the full report which will enable you to share the full report with your colleagues and place it on your company's intranet.

2. Add to Cart: To purchase a **FULL REPORT**, place a check mark in the check box to the left of Full Report Single User License. To purchase **SECTIONS**, simply check the boxes next to the sections you would like to purchase.

Click the **ADD TO CART** button.

3. Shopping Cart: You are now in the Profound Shopping Cart. Here you can make your final purchase, save reports for a later purchase, remove reports from your cart, or return to searching.

To choose a report to Save for Later or Remove from your cart, simply click on the hyperlink.

Click **PROCEED TO CHECKOUT** to purchase selected reports.

4. Checkout: On the Checkout page, review your selections and pricing, and add Chargeback codes for accurate tracking of your purchases. You can save Chargeback codes on your user ID and create new ones on the fly.

Click **COMPLETE PURCHASE**. Your account will be charged and you will then see an order confirmation page with a link to download your report or sections. To access your report at a later time, your report will also be available in your Personal Library for 30 days from date of purchase.

The screenshot shows the 'Simple Search' interface. At the top, there is a search bar with 'minimally invasive surgery' entered and a 'Search' button. Below the search bar, there are tabs for 'Market Research' and 'Advanced Search'. The search results are displayed in a table with columns for 'Date Published', 'Industry', and report titles. The first few results are:

Date Published	Industry	Report Title
Last Year	Healthcare (4581)	1. The Market for Minimally Invasive Medical Devices (3/1/2009)
Last 2 Years	Medical Devices (3118)	2. U.S. Minimally Invasive and Laparoscopic Surgical Products (9/30/2008)
Last 6 Months	Healthcare Pract... (2372)	3. Minimally Invasive Surgical Devices, World Market (8/1/2008)
Last 2 Weeks	Medical Equipmen... (1706)	4. Minimally Invasive Cardiovascular Devices (12/30/2008)
Last Month	Internal Medicine (1746)	5. Advances in Image-Guided Surgery and Surgical Navigation (9/30/2008)
Last 3 Months	Orthopedic Devic... (1311)	6. United States Orthopedic Devices Investment Opportunities Analysis and Forecasts to 2012 (10/16/2008)
Show more...	Cardiovascular D... (1029)	7. France Orthopedic Devices Investment Opportunities Analysis and Forecasts to 2012 (10/16/2008)

Annotations with arrows point to various elements:

- 'Type your search here.' points to the search input field.
- 'Sort by relevance, date, or price.' points to the 'Sort By: Relevance' dropdown menu.
- 'Search Navigators filter your search results.' points to the 'Date Published' and 'Industry' filter sections on the left.
- 'Click report title to view contents of reports and key words in context.' points to the first report title.

Running an Advanced Search

SmartTerms™ and Profound's new Search Navigators help you fine-tune your search to make it as effective as possible. SmartTerms™ is Profound's proprietary indexing system, which enables a greater level of precision searching. Profound's Navigators help you refine your search even further.

Key Fields

The Key Fields section at the top of the Advanced Search screen allows you to specify exactly where in the document you wish to find your terms. Quickly retrieve the exact report you require should you already have details for the report. You can choose how you would like your results sorted before your results are retrieved.

Publication Date – After entering search terms, begin an Advanced Search by specifying the exact date range you wish to search across. This offers the ability to search over preset time periods such as last month, the last year, or specify any date range.

Title Search – Run your own key word search through the catalog of titles available.

Unique ID – Search directly on any unique identifier such as SKU, product ID and report number that you may have for a report.

Section Title – Filter your search results according to the actual section or table title within any report. Limit your search to words appearing only in chapter/section or table title.

Sort Results By – Sort results after the search has been run. The default option is relevance.

SmartTerms™ Builder

SmartTerms is a taxonomy browser and indexing system that can be utilized each time you run an advanced search. SmartTerms act as a filter against the library of reports on Profound.

Use SmartTerms to look up and select Industry, Company, Location and Publisher criteria to include in your search. The SmartTerms hierarchical view allows you to browse an alphabetical list of terms if needed. Simply click on the plus (+) sign next to any SmartTerm to view narrower criteria.

Boolean operators are connectors that can be used to join SmartTerms. They allow you to narrow or broaden your search criteria, as required:

Any (OR): Search on any of the terms you select. The OR operator broadens a search: The more terms strung together by the OR operator, the larger the search result pool.

All (AND): All terms selected must be applied to the report. The more terms strung together by the AND operator, the smaller the search result pool.

None (NOT): The reports can not have the SmartTerms applied to that report: The search will result in documents that do NOT contain the terms that follow it.

You can also select the **Company, Location and Publisher** tabs.

Company: Type in a company name or part of a company name to narrow your search to reports that mention that company.

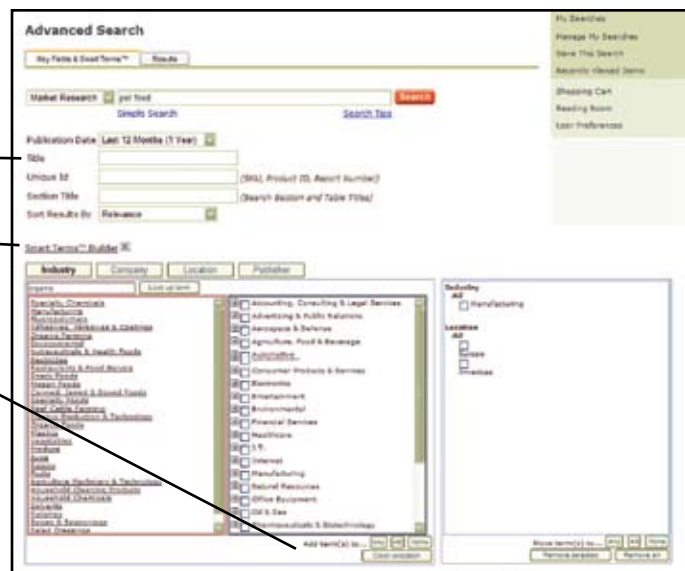
Location: Choose from a list of locations to limit your search to reports that are entirely about that location, or contain information within a larger report about that location.

Publisher: Choose from the complete list of publishers available on Profound.

Each available search function can be used in conjunction with the others to meet your research needs. Once you have made your advanced search selections, click on the search button to retrieve results.

Once you have retrieved your results, you can continue narrowing your search by using the **Search Navigators** on the left hand side of the screen which allows you to further refine your search by date, industry, location and publisher. You can also sort your results by relevance, date published, or price by using the "Sort by" drop down box.

Key Fields
Smart Terms Builder
Boolean Operators



Search Operators

The following operators can be used when performing a Simple Search*:

Phrase searches

Profound conducts a term search by default. You must use quotation marks to search for exact phrases.

Example: "hydrogen storage"

Truncation

* and ? can be used as wildcard tokens. * represents multiple characters and ? a single character.

Example: telecom will find telecom, telecommunication, telecommuter, etc.*

Keep in mind that Profound's search engine will automatically find plurals, alternate endings and synonyms, so wildcard searching may not be necessary.

Boolean Searching

AND & (AND or the Ampersand symbol)

This operator is the default operator if none is given. A document must contain all terms and expressions to be listed in the result set. As this is the default operator, you do not need to write it out explicitly. The three following examples are interpreted in exactly the same way. If you use the AND operator, it must be upper case.

Example: baby food India

Example: baby AND food AND India

Example: baby & food & India

OR | (OR or the Pipe symbol)

This operator returns all documents that contains at least one of the terms. If you use the OR operator, it must be upper case.

Example: solar energy OR solar power

Example: solar energy | solar power

NOT - (NOT or the Minus symbol)

Excludes a term from the result. If you use the NOT operator, it must be upper case

Example: nanotube NOT thermoplastic

Example: nanotube - thermoplastic

Proximity Searching

NEAR() and ONEAR()

The explicit proximity searching operators can be used to restrict the document result set to documents that have terms within a certain distance from each other. Proximity search operators are not case sensitive. For NEAR, the order of the search terms doesn't matter for the matching, only the distance.

Example: near (photovoltaic film n=4) returns documents that have the words photovoltaic and film with no more than 4 words separating the two terms.

Example: near (photovoltaic film panel solar n=10) returns documents that have the words photovoltaic, film, panel, and solar with a cumulative separation of no more than 10 words.

Example: near(photovoltaic film "solar panel" n=10) returns documents that have the words photovoltaic, film and the exact phrase solar panel with a cumulative separation of no more than 10 words.

ONEAR specifies the exact order for your search terms to match. Any number of terms may be combined with NEAR and ONEAR operators. A default term distance of 4 is used if the distance N= is not specified. The operators are not case-sensitive.

Example: onear (photovoltaic solar panel n=10) returns documents that have the words photovoltaic, solar and panel in that order with a cumulative separation of no more than 10 words.

Example: onear(photovoltaic "solar panel" n=10) returns documents that have the word photovoltaic and the exact phrase solar panel in that order with a cumulative separation of no more than 10 words.

For assistance, call
Customer Support at:
+ 1-240-747-3092

North America:
+ 1-888-300-6166 toll-free

France/Germany/UK:
+ 44 (0) 20 7256 3920

Worldwide:
+ 1-240-747-3092

You can also send an email
to Customer Support at:
profoundsupport@profound.com

For training on Profound, send an
email to: training@profound.com