



July 2015

## ELECTRONIC RESOURCE OF THE MONTH!



### HOW DO I FIND MERGENT INTELLECT?

In-Library and Home (Remote Access with a valid LAPL library card)

**Mergent Intellect** is available online at all LAPL locations and remotely from the LAPL website within **Research & Homework**, alphabetical online resources list, and under the subject category of **Business and Company Information**.

### DESCRIPTION

**Mergent Intellect** is a fully searchable database, powered by the D&B/Hoover's business datasets with detailed information on over 102 million U.S. and global private companies, over 6,000 public businesses and contact information on over 90 million CEOs and other top ranking executives. Users are able to research companies, develop mailing lists and perform market research. U.S. private, public and international company listings can be searched by industry, size, location and other criteria to create marketing plans, conduct competitive analysis, raise funds and much more. A partnership with *White Pages Pro* provides access to contact information for over 200 million U.S. individuals, including name, address, previous address, age, number of household members and reverse phone number lookup capabilities.

Reports, mailing lists and other information (HTML or PDF) can be exported in .CSV (comma separated values) or .XLS (Excel) format. Some search results take longer to process due to the amount of data involved.

### HOW TO BEGIN

From **Mergent Intellect's** home screen, you can do quick searches for **COMPANY** (by company name or ticker code), **PEOPLE** (first name/last name), **INDUSTRY** (SIC code or NAICS code), or **NEW U.S. BUSINESS** (city, state, or zip code).

Below the quick search box, you will find several options for more advanced searching (see below).

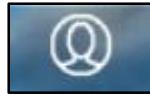
 <b>ADVANCED SEARCH</b> The Advanced search page lets you refine your search in various ways. You can drill down into your search to get as granular as you may need.	 <b>RESIDENTIAL SEARCH</b> Gain immediate access to contact information for over 210 million U.S. consumers. A valuable tool that features name, address, previous address...	 <b>JOB SEARCH</b> Database has over 20 million employers in the U.S., over 400,000 employers in Canada, and over one million employers in Mexico. Allows career seekers...
 <b>FIRST RESEARCH</b> First Research industry reports offer extensive industry research written from a objective business perspective to help you become a trusted industry advisor...	 <b>DEMOGRAPHICS</b> Includes the latest census data by zip code, MSA or Industry. Content includes income per household, average house value, population breakdown...	

**Advanced Search** allows you to select additional criteria to refine your search by company name, location type, subsidiary status, D-U-N-S Number, import/export, public/private, owns/rents, minority owned and women owned. To execute a search, **click ADD TO CRITERIA** after each selection is made and **click on SEARCH** when all criteria have been chosen.

**Residential Search** allows you to search by personal name, business name, phone number and street address. After executing a search, **select** the individual name by clicking on it. It will open an interactive map and pinpoint the address locations.

**Job Search** allows you to search for employment by occupation, industry, employer, or veterans' status. Job seekers can create lists of companies and employers that fit their choice of occupation, industry, location or other criteria.

**First Research** provides up-to-date detailed industry information. Search over 500 industries profiles by keyword, industry code (SIC or NAICS) state or country. The **Industry Prospector** uses 34 financial metrics to rank industries on opportunities and risks.



**Demographics** allows the user to access basic demographic information: population, income per household, average home value, county, city, or zip code.

The **My Profile** button in the upper right corner of the home screen allows the user to set up an account in order to save information, download records and create lists.

The search results screen provides several command options, some of which are only available after you create a profile:

The screenshot shows a search results page for 'Sales' with 1717 records found. The top navigation bar includes buttons for 'Employees Type (All Sites)', 'Ownership Type', 'Location', 'Country', 'Adjust Type Size' (with three font size options), 'Build Files', and 'Print'. Below the navigation is a toolbar with icons for 'Change View', 'Clear Filters', and 'Export Records'. The main content area displays a table of search results with columns for Company Name, Location, Location Type, Sales, SIC, and Phone Number. Each company name is a link. The bottom of the page features a footer with links for 'Change View', 'Clear Filters', and 'Export Records'.

Company Name	Location	Location Type	Sales	SIC	Phone Number
PHILLIPS 66	TEXAS(USA)	Headquarters	\$164,093.00M	3110000	(281) 293-6600
FORD MOTOR COMPANY	MICHIGAN(USA)	Headquarters	\$144,077.00M	3710100	(313) 322-3000

Holding the cursor over a company name will display basic contact information; clicking on the company name will provide more detailed information (SIC code, year of founding, number of employees, etc.). To collect a list of specific companies from your search results, **click the checkbox** that appears before each desired company name, and then **click the Build Files** button.

The **Help** link opens the **User Guide** which provides detailed instructions on how to search Mergent Intellect. The **Help** link is located next to the search box.