Investigate your Industry, Customer, Competitors: *Secondary Market Research* via Library Databases

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Why secondary?

- Deep background and history
- Others have done the work for you
- Data-rich
- Less expensive in time and $$
- Wide range of perspectives
What are you looking for?

- Data, statistics
- Analysis
- Trends and projections
- More ideas

Additionally,

- Your customers
- Your industry
- Your competitors

Basically, whether this could be “a big problem with a big market”
Where can you find it?

Google can lead you to:

- Commercial market research reports
- Professional organizations, industry associations
- Survey research
- Governments
- NGO’s
- Public records, patents
- Conferences, presentations, trade shows
- Company websites, catalogs, literature, investor materials
- Academic research
Where can you find it 2?

But I’m going to lead you to:

**LIBRARY DATABASES**

Which have much of the above,

*But easier to get to*

*And free to you*
How do you get to them?

Any library web page — [http://www.library.cmu.edu/](http://www.library.cmu.edu/)

- Research databases list
- Research guides
- Online catalog
- If you’re not at CMU -
Target Company Lists

Industry Analysis

Customer Discovery

Competitor Intelligence
Databases for Creating Target Company Lists

**Hoover’s** and **ReferenceUSA**

• “Build a list” of companies using the following criteria:
  • geographic location (zip code, city, state, country)
  • Industry (by NAICS or keyword)
  • Number of Employees
  • Total Revenue
  • Company type (public or private)
  • AND MANY MORE
Select this first.

Build A List

Company Location
Filter for Companies by Geography, Area Code, and ZIP/Postal Code

Find records matching EVERY location criteria entered
Find records matching ANY location criteria entered

Add Locations
Add locations by metro area, state, country, and more.

Include Location  Exclude Location
City: san francisco

Results: 71,238 Companies
Must click “Update Count” after putting in each criteria.
Databases for Industry Analysis will tell you

• Market size
• Industry performance
• Trends and projections
• Supply chain
• Barriers to entry
• Also about your customers and competitors
IBISWorld Industry Report 51821
Data Processing & Hosting Services in the US

Silver lining: Rising IT outsourcing and prevalence of online services will charge industry growth

Industry Definition
This industry provides specialized data processing or hosting activities. Data processing services provide specialized reports from information supplied by clients. Hosting services can include web and application hosting. Services range from automated data entry to processing data.

The Supply Chain

Key Economic Drivers
- Number of mobile internet connections
- Percentage of services conducted online
- Demand from internet publishing and broadcasting
- Corporate profit
- External competition for the Data Processing and Hosting Services Industry

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Also advanced materials, biotechnology, chemicals, energy, healthcare, sensors, plasmas, and other emerging technologies.
The global wearable computing market will grow from $16.9 billion in 2015 to $22.6 billion in 2016 and should reach more than $171.2 billion in 2021, with a compound annual growth rate (CAGR) of 50%.

The consumer market should reach nearly $18.1 billion in 2016 and $104.7 billion in 2021, with a CAGR of 42.1% through 2021.

The non-consumer market should reach nearly $4.5 billion by 2016 and $56.5 billion by 2021 with a CAGR of 71.6% through 2021.

SUMMARY FIGURE

GLOBAL MARKET TRENDS FOR WEARABLE COMPUTING BY MARKET TYPE, 2015-2021
($ MILLIONS)

Source: BCC Research
Upcoming Projects

<table>
<thead>
<tr>
<th>Power Plant Name</th>
<th>Fuel Type</th>
<th>Country</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chamiel Solar PV Park</td>
<td>Solar PV</td>
<td>Argentina</td>
<td>Announced</td>
</tr>
<tr>
<td>Tsunehaizhou Solar PV Park</td>
<td>Solar PV</td>
<td>China</td>
<td>Permitting</td>
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<tr>
<td>Adani Bhatinda Solar PV Park</td>
<td>Solar PV</td>
<td>India</td>
<td>Under Construction</td>
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<tr>
<td>Serra Das Vacas</td>
<td>Wind</td>
<td>Brazil</td>
<td>Partially Active</td>
</tr>
<tr>
<td>Kasargod Solar PV Park - 1</td>
<td>Solar PV</td>
<td>India</td>
<td>Announced</td>
</tr>
</tbody>
</table>

Latest Deals

- Copenhagen Infrastructure to Form Partnership with Bechuk Energy
- SPI Energy to Raise USD100 Million in Private Placement of Shares
- Great Plains Energy Prices Public Offering of Shares for USD1.39 Billion
- Mainstream Renewable to Form Partnership with GE Energy Financial Services
- Great Plains Energy Prices Public Offering of Depositary Shares for USD750 Million

Latest News

- ADB to Boost Bangladesh Lending to $8 Billion Under New 5-Year Partnership
- AGL provides FY17 earnings guidance
- DNV GL certifies Nordsee Ost offshore wind project for inrgy
- Meyer Burger launches comprehensive structural programme to sustainably increase its profitability
- Mypower awarded prestigious ground-breaking contract to install solar at Gloucester Cathedral
Databases for Customer Discovery will tell you

- Demographics
- Psychographics – opinions, attitudes, lifestyles
- Technographics
- How to identify, locate, and describe your potential customers
### Key Economic Indicators

<table>
<thead>
<tr>
<th>Time</th>
<th>Year</th>
<th>Type</th>
<th>State</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2014</td>
<td>USA</td>
<td></td>
<td>Sewing patterns and notions</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Watches</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Jewelry</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Shoe repair and other shoe service</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Coin-operated apparel laundry and dry cleaning</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Alteration, repair and tailoring of apparel and</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>accessories</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Clothing rental</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Watch and jewelry repair</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Apparel laundry and dry cleaning not coin-operated</td>
</tr>
</tbody>
</table>

### Show Chart Options

- Total Amount - $
- Households - 
- Amount per Household - $

### Map Overview

- The map shows the distribution of expenditure across different states in the USA.
- States are color-coded to represent different expenditure levels.
- Tooltips provide additional information on specific regions.
Consumer Snapshot fields include information that is considered "Sensitive Data." Making a selection from the Consumer Snapshot section will take you to a results page where you make selections to tally on these items. You will not see record details.

Contacts per Household

- All per Household
- One per Household

Lifestyles

Lifestyles are scored based on level of interest: from 0 to 9 in our database. 0 meaning no interest; 9 meaning heavy interest. Selecting Lifestyles from the categories below will include individuals with a score of 6 and higher (6 to 9).

- Apparel / Fashion / Beauty
- Arts / History / Science
- Books / Magazines
- Charitable Donor
  - Charitable Donor
  - Wildlife & Environment Donor
- Cooking / Wine
- Collectibles
- Hobbies / Crafts / Sewing
- Health / Diet / Fitness
- Home Improvement / Decor
- Motor Vehicles / Motor sports
- Outdoor Recreation
- Personal Finance / Self-Help
- Pets / Animals
- Photography
- Politics / Religion / News
- Purchase Behavior
- Sports
- Technology / Entertainment
- Travel
Search terms

- wearable
- technology

Search areas

- Statistics (236)
- Forecasts (0)
- Market Analytics (0)
- Studies (12)
- Dossiers and Industry Reports (4)
- Topics (3)
- Infographics (12)

Search results (267)

- Forecast wearable device unit sales in the U.S. 2016, by category
  Statistic | Projected unit sales of wearable devices in the United States in 2016, by category (in millions)

- Sales of wearables to dealers/retailers in the U.S. 2012-2015
  Statistic | Wearables wholesale sales in the United States from 2012 to 2015 (in million U.S. dollars)

- Number of wearable device users in the U.S. 2014-2019
  Statistic | Number of wearable device users in the United States from 2014 to 2019 (in millions)
Databases for Competitor Intelligence will tell you:

• Who are they?
• Where are they located?
• How are they doing?
• What do they offer your customers?
Figure 4. Vendors’ Product Scores for Webinars Use Case

Product or Service Scores for Webinars

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adobe</td>
<td>4.30</td>
</tr>
<tr>
<td>Cisco</td>
<td>4.30</td>
</tr>
<tr>
<td>Microsoft</td>
<td>3.95</td>
</tr>
<tr>
<td>IBM</td>
<td>3.75</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>3.45</td>
</tr>
<tr>
<td>Google</td>
<td>3.35</td>
</tr>
<tr>
<td>Blackboard</td>
<td>3.25</td>
</tr>
<tr>
<td>Citrix</td>
<td>3.20</td>
</tr>
<tr>
<td>Vido</td>
<td>3.15</td>
</tr>
<tr>
<td>Fuze</td>
<td>3.05</td>
</tr>
<tr>
<td>PGi</td>
<td>2.70</td>
</tr>
<tr>
<td>Arkadin</td>
<td>2.40</td>
</tr>
<tr>
<td>InterCall</td>
<td>2.10</td>
</tr>
</tbody>
</table>

Source: Gartner (January 2015)

As of August 2014

Vendors

Adobe

The Adobe Connect platform is a premium offering that is well-suited to buyers that want a high degree of flexibility for deployment — from on-premises to managed services in the cloud. It uses a strong ecosystem of channel partners that augment the service for everything from audioconferencing to global content delivery networks. In addition, Adobe uses other parts of its portfolio, including Adobe Analytics and Adobe Experience Manager, to make Adobe Connect more capable for tracking participant engagement. Adobe Connect has an extensive collection of “pods” or modules to enhance the platform, and this, combined with its rich set of APIs, makes it one of the strongest possible offerings for enterprises interested in a high degree of customization. Adobe Connect addresses most use cases well, but, as a stand-alone offering, can sometimes be seen as a less essential option for internal collaboration for those organizations that are already licensed for Web-conferencing products they feel are good enough.

Arkadin

Like some of its competitors in the conferencing space, Arkadin offers a full complement of products to provide everything from audioconferencing to full-blown webinars. However, what sets Arkadin apart is its focus on making the product easy to use. It has a very intuitive interface and, combined with its robust array of features, makes it a good fit for those that are looking for a turnkey product for all their Web-conferencing needs.
WEARABLE M.D.

Authors: DUFFY, JILL


Document Type: Article

Subject Terms: *COMPUTER software
WEARABLE technology
PEDOMETERS
SMARTWATCHES
DIGITAL technology
DIGITAL electronics

NAICS/Industry Codes: 443144 Computer and software stores
423430 Computer and computer Peripheral Equipment and Software Merchant Wholesalers
511211 Software publishers (except video game publishers)
417310 Computer, computer peripheral and pre-packaged software merchant wholesalers
334514 Totalizing Fluid Meter and Counting Device Manufacturing

Abstract: The article offers information regarding the development and application of state-of-the-art wearable health devices. It discusses the increasing use of wearable fitness trackers, such as the smart pedometers, that offer continuous heart rate monitoring as well as have the ability to detect whether individuals are walking, running, bicycling, or sleeping. Wearable trackers such as Fitbit Charge, Jawbone UP, Basis Peak are featured.
Books and e-Books
Questions??