

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



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**UNIVERSITY LIBRARIES**

# 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

## *ABOUT*

- 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:*

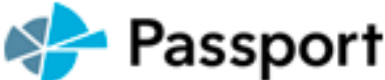
## *LIBRARY DATABASES*



*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/>

- Research databases list
- Research guides
- Online catalog
- If you're not at CMU -

The screenshot shows the Carnegie Mellon University Libraries homepage. At the top right, there are links for 'Hours' and 'Ask Us'. The main navigation bar includes 'Search & Find', 'Using the Libraries', 'Research Support', 'Data & Publishing', 'Get Help', and 'About Us'. Below this, there are tabs for 'Everything', 'Articles & More', 'Books & More', and 'Site Search'. A search bar contains the text 'netadvantage' and a green 'Search' button. Below the search bar, there is a link for 'Research Databases' which is circled in red. To the right, there is a 'Hours' section with links for 'Hunt', 'Sorrells', and 'Mellon'. Below that is a 'Quick links' section with icons and text for 'Ask Us', 'Finding course reserves', 'Requesting items (ILL)', 'Places to study', and 'Research guides', which is also circled in red. At the bottom, there are three featured items: 'Author Workshop' with a Springer logo, 'New: Black Freedom Struggle' with a historical image, and 'Congratulations, Priya!' with a portrait of a woman. A pagination bar is visible at the very bottom.

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





Hoover's > Build A List

Select this first.

# Build A List

+ My Criteria

## 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

### Browse and Add Locations by:

[Metro Area \(US\)](#) | [State \(US & Canada\)](#) | [Country](#) | [World Region](#)

### US & CAN Area Codes

US and Canadian phone area codes.  
Examples: 512 or "210, 512, 212"

- Include Area Code
- Exclude Area Code

### ZIP/Postal Codes

US ZIP code ranges are supported.  
Examples: 78701 or "SW1P 1JA" or "SW1" or 78701-78752

- Include ZIP/Postal Code
- Exclude ZIP/Postal Code

Results: **71,238 Companies**

Clear Search

View Results



## U.S. Businesses Database

Quick Search

Advanced Search

Collapse All Select All

Company Name


Company Name

Executives

- Executive Name
- Executive Title
- Executive Gender
- Executive Ethnicity

Business Type

- Keyword/SIC/NAICS
- Major Industry Group

Geography 

- Map Based Search
- City / State
- Metro Area
- ZIP Codes
- Radius

### Record Type

Search Tips Collapse

- V** Verified Businesses (Phone verified and quality checked)
- U** Include Unverified Businesses (Not yet fully verified, may not be accurate)
- C** Include Closed / Out of Business Records (Suspected to be out of business)

### City / State

Search Tips Collapse Remove

Search

san francisco

GO

Results

Selected

S San Francisco, CA

City

San Francisco, CA

City

San Francisco, CA

City

Must click "Update Count"  
after putting in each criteria.

VIEW RESULTS

UPDATE COUNT

RECORD COUNT

66,503

BUSINESS HISTORY

[more info](#)

CLEAR SEARCH

[Back To Top](#)

# 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



PDF



PRINT



SEARCH



TUTORIAL

About this Industry

Industry at a  
GlanceIndustry  
Performance

Industry Outlook

Products &amp; Markets

Competitive  
Landscape

Major Companies

Operating  
Conditions

Key Statistics

## IBISWorld Industry Report 51821

March 2016 | Dmitry Diment

# 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.

[Back to top](#)

### 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 industries



# Biometrics: Technologies and Global Markets

Category Information Technology

Report Code IFT042E

Published Jan 2016

Pages 378

Downloads

 [Table of Contents](#)

 [Report Overview](#)

 [Download PDF](#)

**Note:** Clicking on the chapter titles will display the entire chapter. If you would like to read the chapter content by each sup-topic, then click on the + sign next to each chapter.


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 [List of Figures](#)

[Ch.1 - INTRODUCTION](#)

[Ch.2 - SUMMARY](#)

[Ch.3 - OVERVIEW](#)

[Ch.4 - GLOBAL MARKET FOR BIOMETRIC TECHNOLOGIES](#)

[Ch.5 - GLOBAL MARKET FOR BIOMETRIC APPLICATIONS](#)

[Ch.6 - BIOMETRIC TECHNOLOGY](#)

[Ch.7 - INDUSTRY STRUCTURE AND COMPETITIVE ANALYSIS](#)

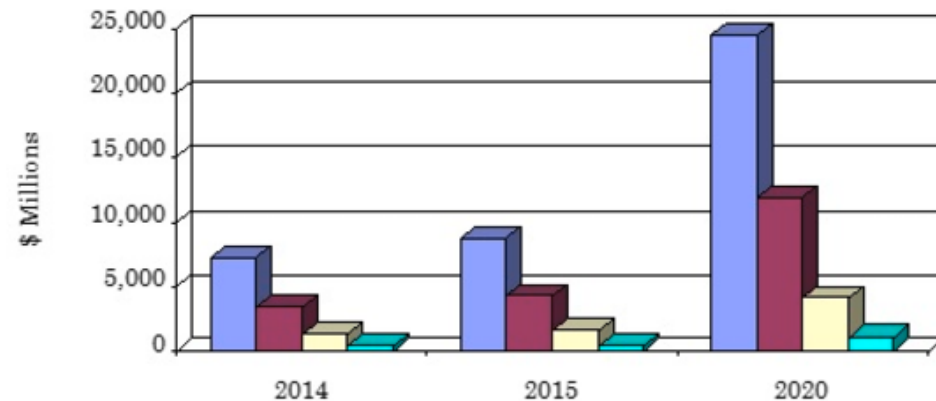
[Ch.8 - PROFILES OF BIOMETRIC EQUIPMENT MANUFACTURERS](#)

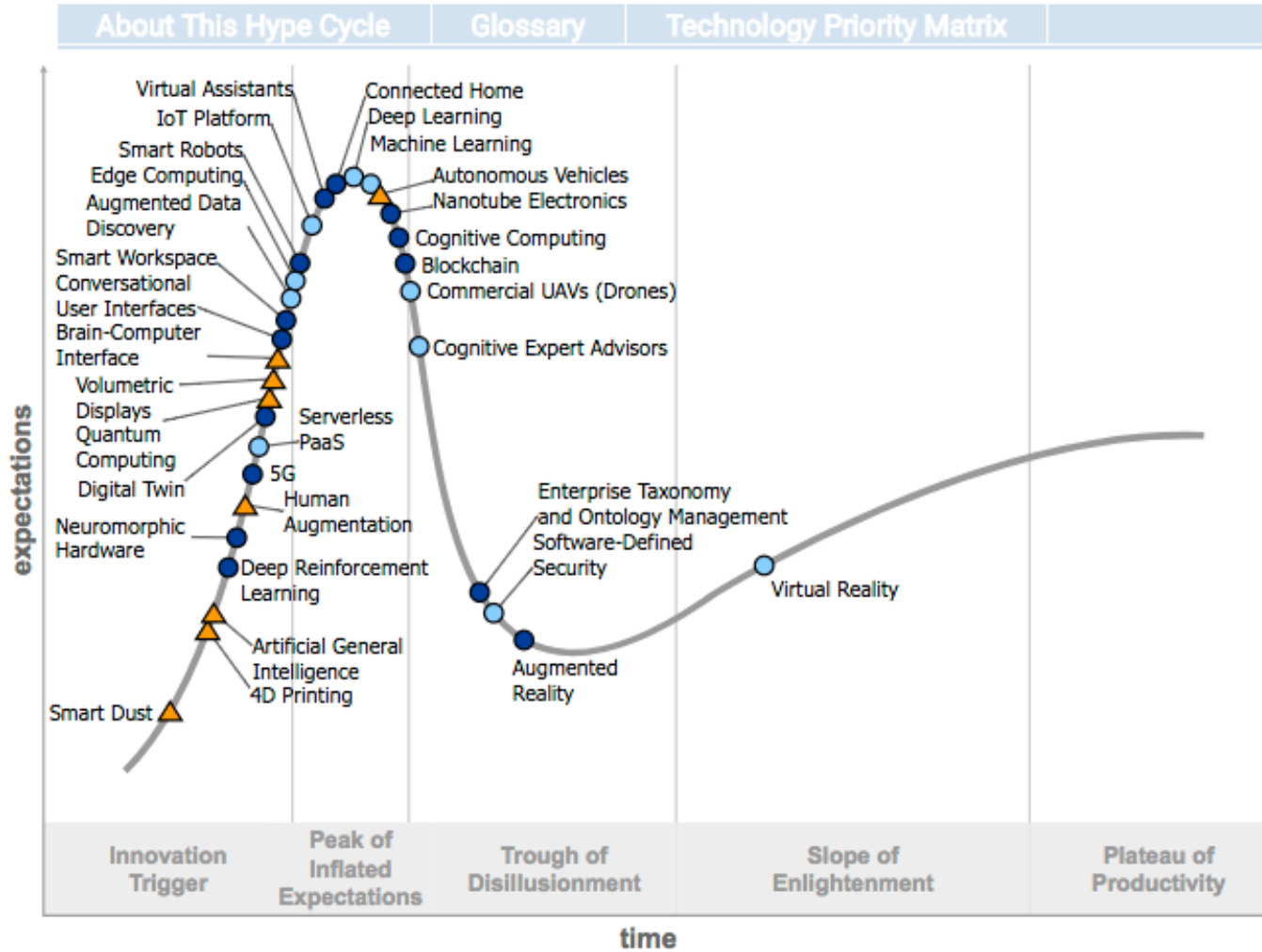
[Ch.9 - APPENDIX](#)

- The global market for biometric technologies totaled \$14.9 billion in 2015 and is expected to reach \$41.5 billion by 2020 increasing at a compound annual growth rate (CAGR) of 22.7% from 2015 to 2020.
- AFIS and fingerprint technologies as a segment should reach \$8.8 billion in 2015 and \$24.4 billion by 2020, with a CAGR of 22.8% through the forecast period.
- The face, iris, vein, and voice technologies segment of this market will increase from \$4.2 billion in 2015 to \$11.9 billion by 2020, a CAGR of 22.9% for the period of 2015-2020.

## SUMMARY FIGURE

GLOBAL MARKET FOR BIOMETRIC TECHNOLOGIES, 2014-2020  
(\$ MILLIONS)





Plateau will be reached:

○ less than 2 years   ● 2 to 5 years   ● 5 to 10 years   ▲ more than 10 years

⊗ obsolete before plateau

**My Access**

**Technology**

- Wind Power
- Solar Power
- Hydro Power
- Geothermal Power
- Bio-Power
- Ocean Power
- Transmission & Distribution

**Upcoming Reports**

Power Rental Market, Update 2017 - Global Market Size, Competitive Landscape, Key Country Analysis and Forecasts to 2020

This section houses the read-only market research reports for different geographies and types of energies.

**Upcoming Projects**

Power Plant Name	Fuel Type	Country	Status
Cresta Mini Hydro Power	Hydro	Uganda	Announced
Shoreham Solar Commons PV Park	Solar PV	United States	Under Construction
Pauanda	Hydro	Papua New Guinea	Under Rehabilitation & Modernization
Tahuin	Hydro	Ecuador	Announced
PCH San Antonio	Hydro	Colombia	Permitting

**Latest Deals**

- Xianshou Li to Acquire Polysilicon, Solar Wafer, Solar Module Manufacturing and LED Distribution Business of ReneSola
- Innova Capital Forms Partnership with Ciel & Terre International
- NRSS Raises USD104.4 Million in Public Offering of Bonds Due 2039
- Falck Renewables to Acquire IS-42 Solar Project in North Carolina, US from Canadian Solar for USD42.8 Million
- Transelec Acquires Don Hector Switchyard in Coquimbo, Chile from SunPower

[View All...](#)

**Latest News**

- BERC committee recommends raising bulk power tariff by Tk0.54
- Pattern Energy officially launches British Columbia's largest wind facility
- PDD fails to pursue 130-million ton coal power plant with Niti Ayog
- PPPs can help infrastructure gap in Asia, says ADB
- Siemens Gamesa wins first order for a hybrid wind-solar project in India

[View All...](#)

**Published Reports**

- India Power Market Outlook to 2030, Update 2017 – Market Trends, Regulations, and Competitive Landscape
- Hydropower (Large, Small and Pumped Storage) in Turkey, Market Outlook to 2030, Update 2017 – Capacity, Generation, Levelized Cost of Energy (LCOE), Investment Trends, Regulations and Company Profiles
- Solar Photovoltaic (PV) in Turkey, Market Outlook to 2030, Update 2017 – Capacity, Generation, Levelized Cost of Energy (LCOE), Investment Trends, Regulations and Company Profiles
- Solar Thermal Power in United States, Market Outlook to 2030, Update 2017 – Capacity, Generation, Levelized Cost of Energy (LCOE), Investment Trends, Regulations and Company Profiles
- Wind Power in Turkey, Market Outlook to 2030, Update 2017 – Capacity, Generation, Levelized Cost of Energy (LCOE), Investment Trends, Regulations and Company Profiles

**Cumulative Installed Capacity, GW**

Category	Value
Deals	47,097
News	217,883
Companies	93,524
Assets	88,418

**Site Statistics**

Deals	47,097
News	217,883
Companies	93,524
Assets	88,418



# Databases for Customer Discovery will tell you

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



Reset

Search All fields - enter search terms here

clear

Help Search Guides Tips & Tricks

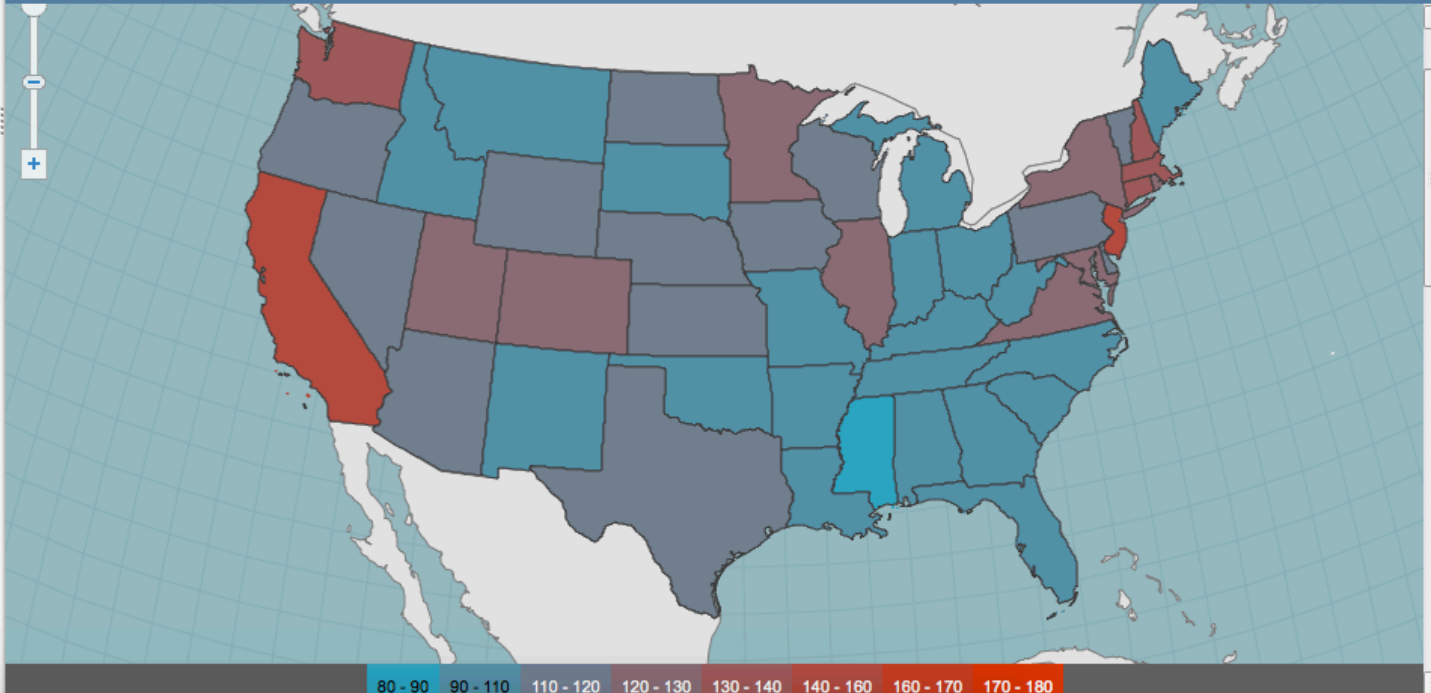
- Total Housing Starts - Seasonally Adjusted
- Key Economic Indicators
- Browse By Subject
  - Banking, Finance and Insurance
  - Criminal Justice and Law
  - EASI Analytics
    - EASI Market Planner - 2012
    - EASI Market Planner - 2013
    - EASI Market Planner - 2014
  - Consumer Behavior - Mediamark
  - Consumer Expenditures
  - Consumer Price Index
  - Consumer Spending Analytics
  - Market Summary**
    - Market Summary - Total Market
    - Market by Age Group
    - Market by Income
    - Market by Race
    - Market by Household Type
  - Demographics - Census
  - Demographics - EASI Profiles
  - Gross Domestic Product
  - Health
  - Industries - NAICS
  - Life Stages - EASI
  - Media Use - Mediamark
  - Quality of Life
  - Retail Sales
- Education
- Energy Resources and Demand
- Food and Agriculture
- Government and Politics
- Health and Vital Statistics
- Housing and Construction
- Industry and Commerce

Time	Year	Type	State
Year	2014	USA	<input checked="" type="checkbox"/> Alabama
		State	<input checked="" type="checkbox"/> Alaska
		County	<input checked="" type="checkbox"/> Arizona
		Census Tract	<input checked="" type="checkbox"/> Arkansas
		Zip Code by State	<input checked="" type="checkbox"/> California
		County	<input checked="" type="checkbox"/> Colorado
			<input checked="" type="checkbox"/> Connecticut
			<input checked="" type="checkbox"/> Delaware
			<input checked="" type="checkbox"/> Florida

Expenditure
Sewing patterns and notions
Watches
<b>Jewelry</b>
Shoe repair and other shoe service
Coin-operated apparel laundry and dry cleaning
Alteration, repair and tailoring of apparel and accessories
Clothing rental
Watch and jewelry repair
Apparel laundry and dry cleaning not coin-operated

Show Chart Options TREND MAP PIE RANK Show Data EXPORT

- Total Amount - \$
- Households - #
- Amount per Household - \$



## U.S. Consumers / Lifestyles Database

Quick Search

Custom Search

Expand All

Select All

 Name

 Phone

 Geography

 Housing Selections 
 Lifestyles 
 Lifestyles

 Consumer Snapshot 
 Age

 Marital Status

 Children Present

 Ethnicity

 Gender

 Language Spoken

 Religion

 Political Party

 Female Occupation

 Male Occupation

 Mortgage Present

 Home Owner

 Home Value

 Income

 Years In Home

 Year Home Built

 Location Type

 Number of Units

 Grandparent Present

 Veteran Present

 Exclusions


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

Collapse

Remove

 All per Household

 One per Household

[Clear Field\(s\)](#)

## Lifestyles

Search Tips

Collapse

Remove

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

VIEW RESULTS

UPDATE COUNT

RECORD COUNT

257,396,940

EMAIL COUNT

19,139,449

[more info](#)

CLEAR SEARCH

[Back To Top](#)

Home > Search > wearable technology

Search terms

Search areas

Select all

- Statistics (338)
- Forecasts (0)
- Market Analytics (0)
- Studies (26)
- Statista dossiers and reports (6)
- Topics (4)
- Infographics (18)

Search by sources

Sources

wearable technology

Search

SORT BY: RELEVANCE

Relevance

SEARCH ACCURACY: NORMAL

Normal

LOCATION FOCUS: ACTIVE

ON United States

ADVANCED SEARCH ?

Refresh

Search results (392)

**Wearable technology - Statistics & Facts**  
Topic | Facts and statistics on Wearable technology

**The Market for Smart Wearable Technology**  
Study | Smart wearables technology market study 2015

**Wearable devices**  
Dossier | Statista dossier on wearable devices

# Databases for Competitor Intelligence will tell you:

- Who are they?
- Where are they located?
- How are they doing?
- What do they offer your customers?

# Private Company Advanced Search

Tip: Select multiple search options while holding the Control (Windows) or Command (Mac) key and clicking the desired selection.

# PrivCo

(for Startups)

## Keyword Search

Search company reports by keyword

Reset

Search →

## Location & Industry Criteria

### Choose Region/Location:

**Worldwide** Clear

**United States**

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Washington, D.C.

or enter a location (US, CAN, UK):

(City or Postal Code)

within 25 miles

### Choose Industries:

Clear

- Agriculture, Fishing, Forestry & Hunting
- Agribusiness
- Agricultural Services
- Agricultural Technology
- Agricultural Information Technology (Ag-It)
- Sustainable Agriculture
- Agriculture Farm Machinery & Support
- Animal Production, Livestock & Animal Feed

Find industries above by typing keyword(s)/phrase and pressing Return

Enter SIC/NAICS codes separated by a comma:

SIC

## Revenue Criteria

### Choose Annual Revenues:

Between \$ and \$

or choose range(s) from the list below:

**Any**

- < \$10,000,000
- \$10,000,000 - \$100,000,000
- \$100,000,000 - \$1,000,000,000
- > \$1,000,000,000

### Choose Revenue Growth Rate:

1YR Growth Rate between % and %

Also Include Companies With Pre-Revenue or Unconfirmed Revenue

## Employees & Ownership Criteria

### Choose Total Employees:

Between and

or choose range(s) from the list below:

**Any**

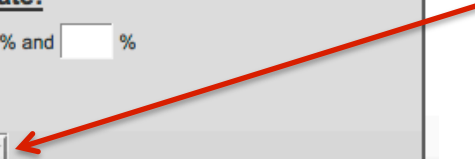
- 0 - 100 Employees
- 100 - 1000 Employees

### Choose Employee Growth Rate:

1YR Growth Rate between % and %

### Choose Ownership Criteria:

Include PE/VC-Backed Firms



See results

Share this search

Select Search Type:

Company Search

Launch a saved search...

Save Search

Filter by:

Clear filters

Industry & Geography

Geography Companies from Collections and Company industries

Company Attributes

Companies, Company status, Company website URL, Keyword and Tech Stack.

Financing & Exit

Last funding round, Exit Round, Valuation, Last funding amount, Total Funding Amount, Acquirers, Backing, Deals size, Deals date, Last funding

Close Filters

Company Industries

Search industries

Search Industries...

or browse:

Services

Software (non-internet/mobile)

Industrial

Aerospace & Defense

Basic Materials

Construction

Machinery & Equipment

All sub-industries

Specific sub-industries

Robotics

Manufacturing

Pollution & Treatment Controls

Water

Mobile & Telecommunications

Geography

Enter a Country, State, or City:

Pittsburgh, Pennsylvania, United States

OR

Zip Code:

Within:

Miles

Companies from Collections

Pick collections

Default Template

Add more columns

	All Investors	Total Fundi
of Motion ...	Sony Innovation Fund	
ain logisti...	Ascension Ventures, Draper Fi...	\$ 53.40
d a roboti...	Innovation Works	
od by usin...	Carnegie Mellon University an...	\$ 0.17
ate of the ...	Innovation Works and Undiscl...	\$ 0.98
nd deploy...	Ben Franklin Technology Partn...	\$ 0.12
oots simpl...	Innovation Works	\$ 0.10
rated Man...	Innovation Works, RocketSpa...	\$ 0.55
sights for ...	Birchmere Ventures, Innovatio...	\$ 4.46
s built a ful...	Delphi Automotive and Innova...	\$ 2.26
ular Manip...	National Institutes of Health, R...	\$ 1.25
managem...	ABS Capital Partners, FourWi...	\$ 53.39
or vertical ...	Undisclosed Investors	\$ 0.75
onary auto...	Giant Eagle, Innovation Works...	\$ 63.18
provider at...	Innovation Works	\$ 0.20

# Business Source Premier – news and journal database



Searching: **Business Source Premier** | [Choose Databases](#)

internet of things OR iot	Select a Field (option... ▼)	<b>Search</b>	<b>Create Alert</b>
AND ▼ competitors	Select a Field (option... ▼)	<b>Clear</b>	?
AND ▼	Select a Field (option... ▼)	+	-

Carn  
Libra

[Basic Search](#) [Advanced Search](#) [Search History](#)

[◀ Result List](#) | [Refine Search](#) | [◀ 1 of 3 ▶](#)



Detailed Record



PDF Full Text (742KB)

Get it @ CMU

[Check 360 Link for Full Text](#)

[Find Similar Results](#)  
using SmartText Searching.

## How the **IoT** Could Really Shake Up the Lighting Business.

**Source:** [EC&M Electrical Construction & Maintenance](#). Jul2017, Vol. 116 Issue 7, p35-35. 1/2p.

**Document Type:** Article

**Subject Terms:** \*SEMINARS  
[LIGHT sources -- Congresses](#)  
[INTERNET of things](#)  
[LIGHTING equipment](#)

**Company/Entity:** [GOOGLE Inc.](#) **Ticker:** [GOOG](#)  
[CISCO Systems Inc.](#) **DUNS Number:** [153804570](#) **Ticker:** [CSCO](#)

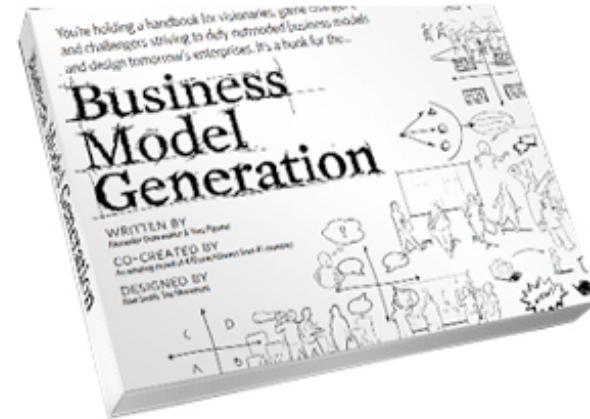
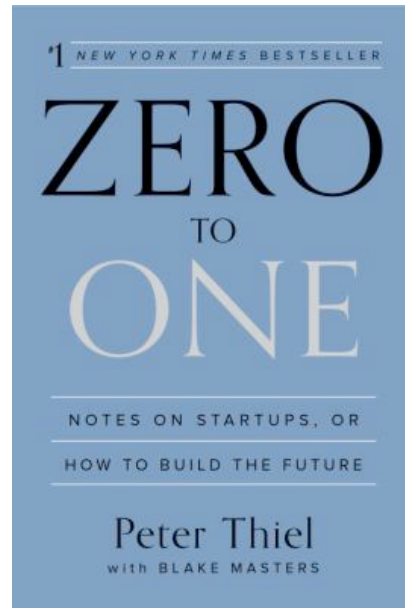
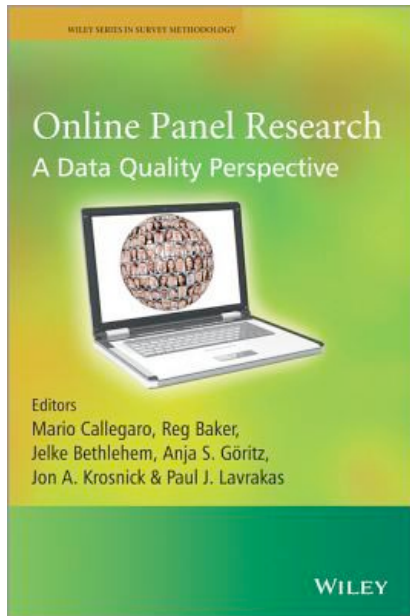
**NAICS/Industry Codes:** [335129](#) Other Lighting Equipment Manufacturing

**People:** [GRIFFITHS, Tom](#)

**Abstract:** The article discusses the Lightfair International 2017 seminar entitled "The Shotgun Marriage of Lighting, Integrated Controls and the **IoT**" presented by Tom Griffiths of Sensor Driven Lighting. It states that the seminar outlined the impact of the **internet of things (IoT)** on the lighting business. It mentions the



# Books and e-Books



Carnegie Mellon  
UNIVERSITY LIBRARIES



# Guide to Entrepreneurship Research at CMU

[guides.library.cmu.edu/entrepreneurship](http://guides.library.cmu.edu/entrepreneurship)

## Entrepreneurship: STARTUP

- STARTUP**
- INDUSTRY BACKGROUND
- CUSTOMERS
- COMPETITORS
- FINANCIALS
- PLAN YOUR BUSINESS
- FUNDING
- PATENTS
- Tepper library page

### INDEX


- INDUSTRY BACKGROUND
- CUSTOMERS
- COMPETITORS
- FINANCIALS
- PLAN YOUR BUSINESS
- FUNDING
- PATENTS

### TRENDSPOTTING and IDEA GENERATION



- Entrepreneur's business idea trends
- What's being invented now?
- What are people searching for?
- Whither the social media universe?
- What student business plans are competing?
- What are the top consumer trends for 2016?
- What are the top industries for startups?
- What's needed abroad?
- What is the US Government buying?

### NEW entrepreneurship resource!



### Some key databases for entrepreneurship research

- PrivCo**  
has private company financials, information on private M&A deals and deal multiples, private firm valuations, venture capital fundings, private equity deals, etc. Good for locating investors and competitive intelligence. **(NOTE: You must create an account using your CMU email).**
- CB Insights**  
A comprehensive global database of private companies and investors activities. Contains advanced searches for private companies, investors, and deals information (especially private equity and venture capital). Also great for news on emerging markets. An excellent resource for startups and entrepreneurship research. **(NOTE: You must create an account using your CMU email).**
- MarketLine (previously Datamonitor)**  
Reports on companies and industries. Also a financial deals section that gives information on VC, M&A, etc. "Ask and Analyst" support as well.
- BCC Research**  
Market research reports for industries, specializing in advanced materials, biotechnology, chemicals, energy, healthcare, sensors, plastics, nanotechnology, and other emerging technologies - but with traditional industries as well. **NOTE: When off-campus, use VPN access.**
- Frost & Sullivan**  
Detailed market reports and analysis on technology aspects of many industries. (Many reports are read-only, but you can request a .pdf from [rsplenda@andrew.cmu.edu](mailto:rsplenda@andrew.cmu.edu). For academic use only.)
- Gartner Core Research**  
Research reports on IT-related topics and companies, including analyses, opinions, trends, leading practices, and case studies. (Some reports not available.)
- Thomson ONE Private Equity/Venture Capital (formerly VentureXpert)**  
information on venture capital funds, private equity firms, funded companies, and their executives in the US, Europe, and Asia, as well as an analytics source for fund performance, commitments, disbursements, and statistics. **NOTE: click on "Screening & Analysis" at the top. Must use Internet Explorer 11 browser. \*\*When off campus, use the VPN.\*\*Hard to use but valuable data.**


### Articles

- ABI/INFORM Collection**  
Articles from publications on all business topics including entrepreneurship - examples: *Inc. Magazine, Fast Company, Entrepreneurship Theory and Practice, Family Business Review.* Valuation multiples for many industries found in *First Research Industry Profiles.*

### Contact the CMU SCE team for entrepreneurship support

Swartz Center for Entrepreneurship

### Contact the Business Librarian for Help



Ryan Splenda

[Email](#)

**Contact:**  
109C Hunt Library  
Carnegie Mellon University Libraries  
4909 Frew Street  
Pittsburgh, PA 15213  
(412) 268-2453

**Subjects:**  
Business, CMU Campuses Outside of Pittsburgh, Economics, Entrepreneurship

# Questions??

