Slide 1
Slide notes: Thomson One is a business database used to find Analyst Reports.

Slide 2
Slide notes: Background on Thomson One:
- Thomson One is the world’s largest full-text database of investment research reports
- It contains detailed data and analysis on publicly traded companies in a wide variety of industries
- The information is contained in reports generated by analysts at research organizations worldwide
- Take note: a limited number of simultaneous users may access this database, please log out as soon as you have finished searching
- This resource is available only using Internet Explorer 8 or lower. Firefox, Chrome, Safari and others are not supported
Slide 3
Slide notes: When navigating through the Laurier Library website, to access business databases click "Research Materials."

Slide 4
Slide notes: This will open a drop-down menu that will provide the link to "Databases." Click this link.

Slide 5
Slide notes: This will automatically navigate you to the "Databases" page, by default the databases are organized "By Subject." From the menu, select "Business."
Slide 6
Slide notes: You will automatically navigate to a page containing main business databases as well as other useful databases, in alphabetical order, that could assist you in conducting your research.

Slide 7
Slide notes: Select the database that appeals to the research you are conducting. In this instance, we will select the “Thomson One” database.

Slide 8
Slide notes: When accessing Thomson One through the Laurier Library webpage, you will automatically be lead to either the “Market Views” or the “Company Views” page.
Slide 9
Slide notes: If you are on the “Market Views” page, navigate to the “Company Views” page.

Slide 10
Slide notes: When navigating through “Company Views,” the section containing the “Latest 5 Research Reports,” is visible at the bottom of the page. In order to get a more comprehensive listing of analyst reports of a company of choice, please proceed to “Screening & Analysis.”
Slide 11
Slide notes: As you can see in the first search box you have an option to select a company of your choice, in this example we will use McDonalds. You can conduct a search by entering the applicable Company name, or Ticker symbol.

Slide 12
Slide notes: You will notice as you type the company name, a drop down window will appear from where you can select the appropriate option.
Slide 13
Slide notes: The default date as you can see is the “Last 90 Days.” In this example, we will select the “Last 2 Years,” from all the other options.
Slide 15
Slide notes: After all the applicable changes have been made, click “Search.”

Slide 16
Slide notes: As you can see, all the search results are ordered in descending order, according to date. Search results can be ordered alphabetically by Title, Contributor and Analyst, and by descending, or ascending order of Pages.
Slide 17

Slide notes: To receive further information on Ratings, you can click the information icon beside "Ratings".

Slide 18
Slide 19
Slide notes: At this point, we will proceed to learn more about options to narrow down your search.

Slide 20
Slide notes: For this example, we will narrow down the search using the keyword “growth,” in the “Title/Text” of the report.
Slide 23
Slide notes: And we will limit the report to no longer than “10” pages.
Slide notes: We can further narrow down the search by “Contributor” and/or “Analyst”. In this instance, we will exclude specific “Contributors” from the list of results.

Slide notes: We will eliminate “JPMORGAN” and “MORGAN STANLEY” by typing the names of the chosen financial institutions directly into the search box. Make sure to click the box next to “Exclude”.
Slide 29
Slide notes: Once all the applicable options have been selected, click “Search.”

Slide 30
Slide notes: As you can see, the results have nearly halved to 333 Analyst Reports.
Slide 31
Slide notes: The results show a list of Analyst Reports that include “growth” in the “Title/Text” of the reports, and “JPMORGAN” and “MORGAN STANLEY” are not included in the search; as they had been “Excluded” as “Contributors.”

<table>
<thead>
<tr>
<th>Title/Text</th>
<th>Analyst</th>
<th>Rating</th>
<th>Publication Date</th>
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<tbody>
<tr>
<td>Growth</td>
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Slide 32
Slide notes: Here you have “Analyst Reports” that specifically appeal to your research. According to the “Ratings,” I would like to select 2 Reports, one from “DEUTSCHE BANK RESEARCH,” and another from “BUCKINGHAM RESEARCH GROUP, INC.”

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<th>Title/Text</th>
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Slide notes: To see the reports you can either click the box on the left of the specified Analyst Report, and then click “View,” or click the title of the report to see one report at a time. In this instance, we will select both reports.
Slide 35
Slide notes: As you can see, a secondary window appears that shows the "Table of Contents." You can select specific pages to view, or view the entire file in one PDF document.

Slide 36
Slide notes: We will view both reports in one PDF document.
Slide 37
Slide notes: As you can see, I can now access both Analyst Reports. I have the option of either printing, saving or emailing the document.
Slide notes: If perhaps you would not like to view the reports immediately, but would like to save your results, you can “Export Citations to Excel.”

Slide notes: Once the icon is clicked, the Excel file will open. At this point, you can decide to open, print, and/or save your citations.
Slide 41
Slide notes: At this point, we will now proceed to conduct an industry specific search.

Next Steps...

If you would like more options on narrowing down your search, please click here:

If you would like to learn how to conduct an industry specific search, please click here:

Slide 42
Slide notes: For Industry Analyst Reports, you can search by NAICS which is the North American Industry Classification System. You can also search by SIC which is the Standard Industrial Classification, as well as by Keyword.
We will be using the search fields under “More Options.” Prior to beginning your search, change the “Date” option from the “last 90 days” to the applicable date for your search results.
Slide 45
Slide notes: To conduct a search, you can either type the name of the industry in the search box or enter in the NAICS or SIC. If you are not sure of the NAICS or SIC code, click on the magnifying glass, which will give you the correct code.

Slide 46
Slide notes: In this example, we will be finding industry analyst reports on “Hospitals” in the “United Kingdom.” Without knowing what the NAICS code for “Hospitals” is, I will use the magnifying glass.
Slide 47
Slide notes: Type your chosen industry in this search box. For this example, I will type in "Hospitals."

Slide 48
Slide notes: Click “search” to find a breakdown of NAICS codes.
Slide 49
Slide notes: In this example, I will select “Hospitals (622).”

Slide 50
Slide notes: Once you have selected your code, you can simply add the selected code, and click “OK.”
Slide 51
Slide notes: If you were performing a general search on “Hospitals,” you could run your search at this point; however, in this case because we are conducting a search for “Hospitals” in the “United Kingdom,” we will further narrow down our search. Click the magnifying glass beside the search box.

Slide 52
Slide notes: In the popup window specify the region of your choice in the search box. In this example, We will be using “United Kingdom.” Click “Search.”
Slide 53
Slide notes: Select “United Kingdom.” Add it to the criteria and click “OK.”

Slide 54
Slide notes: Once all the changes have been made to conduct the appropriate industry search, click “Search.”
Slide 55
Slide notes: As you can see, there are 38 search results.

Slide 56
Slide notes: To view a report that is relevant to your search, either click the box to the left of the report...
Slide 57
Slide notes: And click “View,” or click on the title of the report.

Slide 58
Slide notes: As you can see a secondary window appears of the “Table of Contents,” from where you can select specific pages to view, or view the entire file in one pdf document. Once your selection has been made, click “View.”
Slide 59
Slide notes: Here you have the entire report open in another window, at this point you can choose to save or print the file.

Slide 60
Slide notes: If perhaps you would not like to view the reports immediately, but would like to save your results, you can “Export Citations to Excel,” by clicking the Excel icon.
Slide 61
Slide notes: This will open the results in an Excel file. At this point, you can decide to save or print your citations.

Slide 62
Slide notes: You have just learned how to use Thomson One to find company and/or industry analyst reports. If you would like more information, please visit the Business subject guide located on the Laurier Library website, at www.library.wlu.ca/subject/business and click the Company Research and/or Industry Research tabs.

For more information:
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