

## Company Information in Infotrac's General Business File ASAP, Advanced Search

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In addition to periodical articles about business topics and companies, General BusinessFile ASAP offers **Company Profiles** (directory type information), **SIC Description** (industry descriptions) and **investment reports** (analysis of company or industry performance). These features can be used to research a specific company, identify a list of competitors in a given industry, and to do research on an industry. All three of these features are available through the "**Advanced Search**" option.

### Company Profiles - Research a Specific Company

INFOTRAC

- Help - Search
- Title List
- Subject guide
- Relevance search
- Keyword search
- **Advanced search**
- Start over

Choose the "**Advanced Search**" from the blue banner on the left.

Searching: **Business Index Asap**

Search another component:

[\[Company Profiles\]](#)   [\[SIC Description\]](#)

Search investment reports:

[By ticker symbol](#)

At the bottom of the Advanced Search screen, one may choose to exit the "Business Index Asap" and "**Search another component,**" - Company Profiles, SIC Description, or investment reports.

### Advanced search

Click in the entry box and enter your search terms.

Company (co) ▾	Microsoft	AND ▾
Key Word (ke) ▾		AND ▾
Key Word (ke) ▾		<input type="button" value="Search"/>

Select index then enter your search terms. Use AND, OR, NOT to connect search terms.

A search in **Company ProFiles** by company name will lead to a results list that includes those terms in the name.

### Limit the current search: (optional)

to entries containing the word(s):

Searching: **Company ProFiles**

Search another component:

[\[Business Index Asap\]](#) [\[SIC Description\]](#)

Search investment reports:

[By ticker symbol](#)

R1 Profile:co Microsoft

Citations 1 to 20 (of 44)



Mark all items on this page

[Microsoft Srl](#) Segrate I-20090  
Mark Revenue: \$69.5 M Sales. Employees: 377

[Microsoft Corp.](#) Redmond, Washington 98052-6399  
Mark Revenue: \$51,122.0 M Operating revenue. Employees: 79000

[Microsoft Ireland Ltd.](#) Dublin 18  
Mark Revenue: \$11,581.9 M Sales. Employees: 1090

Occasionally more than one company will share the same name, and a single company generally has multiple locations and subsidiaries. You may need to look at several records to determine which record you need. Selecting the parent company - generally the one with the greatest sales figures and highest number of employees - is usually the best choice.

## Microsoft Corp.

1 Microsoft Way  
Redmond, Washington 98052-6399  
United States  
Fax: (425)706-7329(425)936-7329

Link to...

- Articles about this company
  - [Earnings](#)
  - [Financial Data](#)
  - [Management](#)
  - [Miscellaneous](#)
  - [Operations & Resources](#)
  - [People](#)
  - [Products & Technology](#)
  - [Sales & Marketing](#)
  - [Strategic Ventures](#)
- [Subsidiaries' profiles](#)
- [SICs for this company](#)

Company ProFile citations include directory type information about the company, names of the parent or subsidiary companies and links to their profiles, names of top officers, the SIC codes of the industries in which that company is active, links to articles about earnings, management, strategic ventures, and a link leading to further information on the industry (designated as "SIC codes for this company.")

Choosing "SICs for this Company" will lead to SIC code descriptions for your chosen company, and to articles about those industries and the companies that compete in them.

One may also search the Company ProFiles and SIC Descriptions from the opening **General Business File** screen by using the **Subject Guide** search. Enter the name of a company ("Microsoft"), or industry description ("Computer Software Publishers"), or SIC code ("SIC 7372"). Some of the search results will include the option "Read about this Company" or "Read industry overview," which will lead to the same sets of Company ProFiles and SIC descriptions.

## Identify Competitors in an Industry

### Advanced search

Click in the entry box and enter your search terms.

SIC Code (si)	7372	AND
Employees (em)	> 50000	AND
Sales (sa)	> 50,000.0 M	Search

Select index then enter your search terms. Use AND, OR, NOT to connect search terms.

### Limit the current search: (optional)

to entries containing the word(s):

Searching: **Company ProFiles**

In **Company ProFiles**, choose the appropriate indexes from the drop down boxes, and search for companies in a given industry of a specific size and sales range.

Select "**SIC Code (si)**," "**Employees (em)**," and "**Sales (sa)**," and enter your industry's SIC code (7372 is the code for prepackaged software), an expression such as "greater than 50,000" (> 50000) for employees, and "greater than \$50,000,000." (> 50,000.0 M) for sales.

The resulting citations will be a list of companies that meet the specified criteria, including Microsoft. Note however, that for any individual company, the SIC

code in question may or may not be the primary line of business. Therefore, when generating lists using SIC codes, the results may not reflect actual head-to-head competitors.

## SIC Description - Research an Industry

Searching the **SIC Description** provides links to articles on both the industry and companies within that industry. For example, if you want information about the restaurant industry, choose "SIC term" from the drop down menu and type "restaurants." The result list includes "5812 Eating Places," where 5812 is the SIC code, and Eating Places is the term used for restaurants and other establishments which sell prepared food for immediate consumption.

For further discussion on the use of SIC codes, users

### Advanced search

Click in the entry box and enter your search terms.

SIC Term (su) ▼	<input type="text" value="restaurants"/>	AND ▼
Key Word (ke) ▼	<input type="text"/>	AND ▼
Key Word (ke) ▼	<input type="text"/>	<input type="button" value="Search"/>

Select index then enter your search terms. Use AND, OR, NOT to connect search terms.

Limit the current search: (optional)

to entries containing the word(s):

Searching: **SIC Description**

may refer to the Sawyer Library [Industry Information Resource Guide](#).

## SIC 5812 Eating Places

Parent Division	G. Retail Trade
Parent Major Group	58 EATING AND DRINKING PLACES
Parent Industry Group	581 EATING AND DRINKING PLACES

Link to...

- [Profiles of Companies in this Industry](#)
- [Articles about this Industry](#)
- [Parent SIC Group](#)

**Description** Establishments primarily engaged in the retail sale of prepared food and drinks for on-premise or immediate consumption. Caterers and industrial and institutional food service establishments are also included in this industry.

The result "5812 Eating Places" provides a definition of the industry, including a list of examples, and links to articles on companies within the industry, and articles about the industry as a whole.

To find a specific company's SIC codes use the **Company ProFiles** component.

## Investment Reports

Searching: **Business Index Asap**

Search another component:

[\[Company ProFiles\]](#) [\[SIC Description\]](#)

Search investment reports:

[By ticker symbol](#)

Those who are familiar with the General BusinessFile know that Investext reports used to be available. Investext has since been replaced with investment reports from **Reuters Research on Demand**. These reports are provided by Reuters, smaller investment banks, and independent research providers.

Script Prompt:

Enter the company's ticker symbol

OK

Cancel

MSFT

The investment reports must be searched by ticker symbol.

## General BusinessFile ASAP

**Investment Reports.** Select one of the items below to view the document.

**Current Company: Microsoft Corporation**

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REPORT TITLE - DATE - CONTRIBUTOR - NUMBER OF PAGES

- [Microsoft Corporation: Business description, financial summary, 3yr and interim financials, key statistics/ratios](#) 2008 - Reuters Investment Profile - 12
- [MICROSOFT CORP \(MSFT\) Zacks Company Snapshot](#) - May 31, 2008 - Zacks Investment Research Inc. - 1
- [MICROSOFT CORP \(MSFT\) Zacks Company Snapshot](#) - May 28, 2008 - Zacks Investment Research Inc. - 1
- [MICROSOFT CORP \(MSFT\) Zacks Company Snapshot](#) - May 26, 2008 - Zacks Investment Research Inc. - 1
- [MICROSOFT CORP \(MSFT\) Zacks Company Snapshot](#) - May 22, 2008 - Zacks Investment Research Inc. - 1
- [GME: Q1 Results Above Expectations](#) - May 22, 2008 - C.L. King & Associates - 3
- [CL King Morning Summary, May 20, 2008](#) - May 20, 2008 - C.L. King & Associates - 12
- [MICROSOFT CORP \(MSFT\) Zacks Company Snapshot](#) - May 13, 2008 - Zacks Investment Research Inc. - 1
- [PALM: Competition Building from Research In Motion and Apple](#) - May 12, 2008 - C.L. King & Associates - 3
- [CL King Retail Monitor, May 9, 2008](#) - May 09, 2008 - C.L. King & Associates - 33

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*Powered by Reuters Research on Demand*

The resulting individual reports range from single page snapshots to lengthier reports on the company's financial statistics and ratios. The reports from Reuters also include Consensus Estimates: a tabular summary of analyst recommendations to buy, hold, or sell.