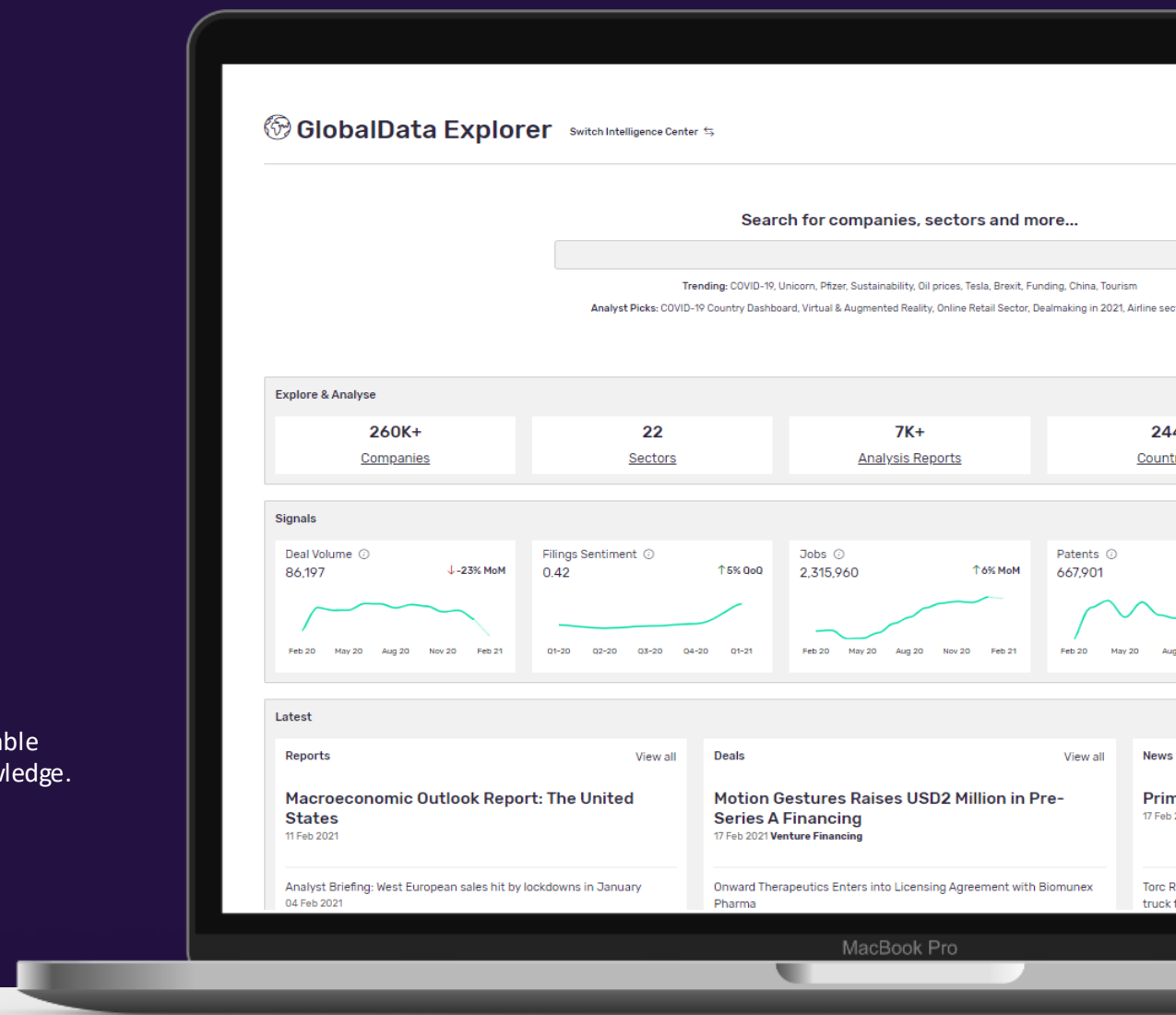




# Welcome to your GlobalData Explorer





















This is GlobalData's latest cross-sector platform that has been specifically designed to enable students, faculty and universities access trusted data and develop multi-disciplinary knowledge.

VISIT [GLOBALDATA.COM](https://globaldata.com) TO LEARN MORE



GlobalData Explorer includes everything  
MarketLine provides, plus a whole lot more...

# Comparing GlobalData Explorer to MarketLine

GlobalData Explorer	Exclusive Explorer Content	 Company Filings	 Deeper Market Data	 Advertising Database	 COVID-19 Country dashboard	 Social Media Analytics
		 Sector Reports	 Job Analysis	 Surveys	 Themes	 Product Launch Analytics
	MarketLine	 Deals & Partnerships	 Macroeconomic & City Indicators	 Country & City Profiles	 Market Values & Volumes	 News
		 Industry Profiles	 Case Studies	 Company Intelligence	 Forecasts	 Tenders

# Supporting a Range of Roles Across Academia

An invaluable resource for your academic courses,  
faculty members and students

---

## Students & Academic Researchers

*Improve quality of academic outputs*

Improve and substantiate coursework and research efforts by identifying real life examples of academic theories and models. Waste less time researching with powerful search capabilities on an intuitive, easy-to-use platform

## Lecturers & Professors

*Increase research efficiencies*

Access credible data, research and analysis to enrich personal research projects and white papers. Facilitate lesson planning and develop teaching materials that use real life industry examples and the latest market data

## Academic Librarians

*Advance academic achievement*

Support a wide range of students and staff from multiple disciplines with an easy to access cross-sector platform that provides market-leading real-time data and intelligence for their research objectives

## Deans & Directors

*Increase student enrolments*

Support a wider range of courses with access to multi-sector intelligence and offer students access to the same world class data used by corporates. Enhance the credibility of teaching staff and the institution by aiding with more research projects and white papers

## Technology Transfer Offices

*Commercialize Intellectual Property*

Assess invention disclosures and understand the sector landscape of the world's major industries, assessing how best to commercialize IP. Identify potential investors and alliances to support ongoing or new ventures and research

# Explore . Track . Compare .

Unrivalled sector, macroeconomic and company coverage that empowers students to explore their discipline with ease

---

**22**

Sectors Covered

**120+**

Sub-sectors Covered

**15K+**

Reports

**697K+**

Companies

**55M+**

Statistics

**28M+**

Data Points

## Explore

Explore cross sector industry intelligence and access unique datasets to spot global trends and gain a complete picture of the industries and market dynamics you're researching.

## Track

Track emerging industry innovations, providing students and faculty with unique and timely insights that sets your research capabilities apart from other educational institutions.

## Compare

Access consistent and comparable real-time data, all structured into a single taxonomy, enabling you to compare sectors and market drivers with ease.



Watch Video Here

# Introducing GlobalData Explorer

Let our CS executive give you a quick tour of  
your brand new product.

---



#### Market Analyzer

Explore, analyze and visualize data across multiple dimensions such as sector, category, and geography, providing data at the macroeconomic, industry and company level, with the ability to add measures for multiple segments and regions in a single search

#### Sector Activity Indicators

Tracking the movement of stock prices of leading sector specific companies, volume of job postings, financial deals and sentiment of news releases and company filings

#### Product Launch Analytics

Capturing the latest FMCG launches in the global retail space that stand out from the competition and have the potential to be a disruptive presence in the market

#### Healthcare Provider Dashboard

Comprehensive and up-to-date information on hospitals, physicians and other healthcare providers for 25 countries

#### Surveys

Data from polls and surveys related to consumer and enterprise concerns, priorities, adoption trends and outlook for the future

#### Tenders

Database containing over 15 million tenders and contracts, with an average weekly publication of over 22K tenders

#### Company Filings

Granular intelligence into the key factors shaping competitor and customer performance

#### Theme Evolution Indices

A set of indices monitoring the global evolution of 15 of the most prominent emerging technologies

#### Smart Money Analytics

Data and insight on venture investments, identifying who the leading investors are across different regions, countries and trends

#### Job Analytics

Access job listings from the career pages of companies in your sector to uncover hiring trends

#### Global Ads

Real-time advertising intelligence for more than 950K adverts and content posts, providing advertising intelligence from the world's leading brands for over 50 markets globally

#### Reports

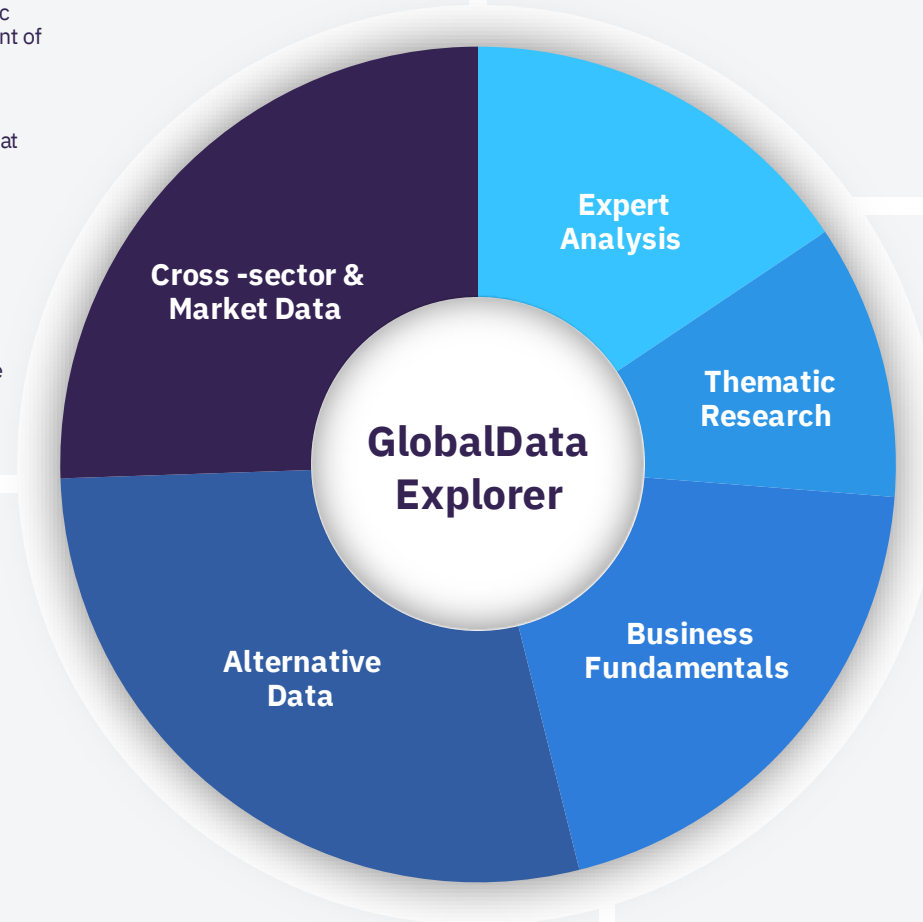
The latest reports curated by industry experts covering sector activity, Hot Topics, Innovation, Trends and more

#### Real-Time Intelligence

Latest industry-leading cross-sector analysis delivering actionable intelligence on recent events & announcements

#### Analyst Engagement

Frictionless access to analysts for further insights when required, and access to regularly scheduled in-depth webinars



#### Thematic Research

Monitoring and analysis of the top ten themes disrupting industries globally

#### Theme Evolution Indicator

Tracking the global evolution of the 15 most prominent emerging technologies

#### Macroeconomic Data

Historical and forecast macroeconomic, socio-demographic and sector intelligence for 200+ countries

#### City Profiles & City Economics

Socio-economic and demographic intelligence down to the city level for 3,000+ cities across 148 countries globally

#### News Database

Up-to-the-minute business news, insight and opinion on all industry, regional and company developments

#### Deals Database

Comprehensive repository providing real-time tracking of latest cross-sector M&A activity

#### COVID-19 Country Dashboard

An expansive database, leveraging tools and analytics to understand the full impact of COVID-19 across sectors, regions and companies

#### Company Database

Integrated view of a company with related market data, reports, insights, deals and fundamental information in one place

#### Influencers

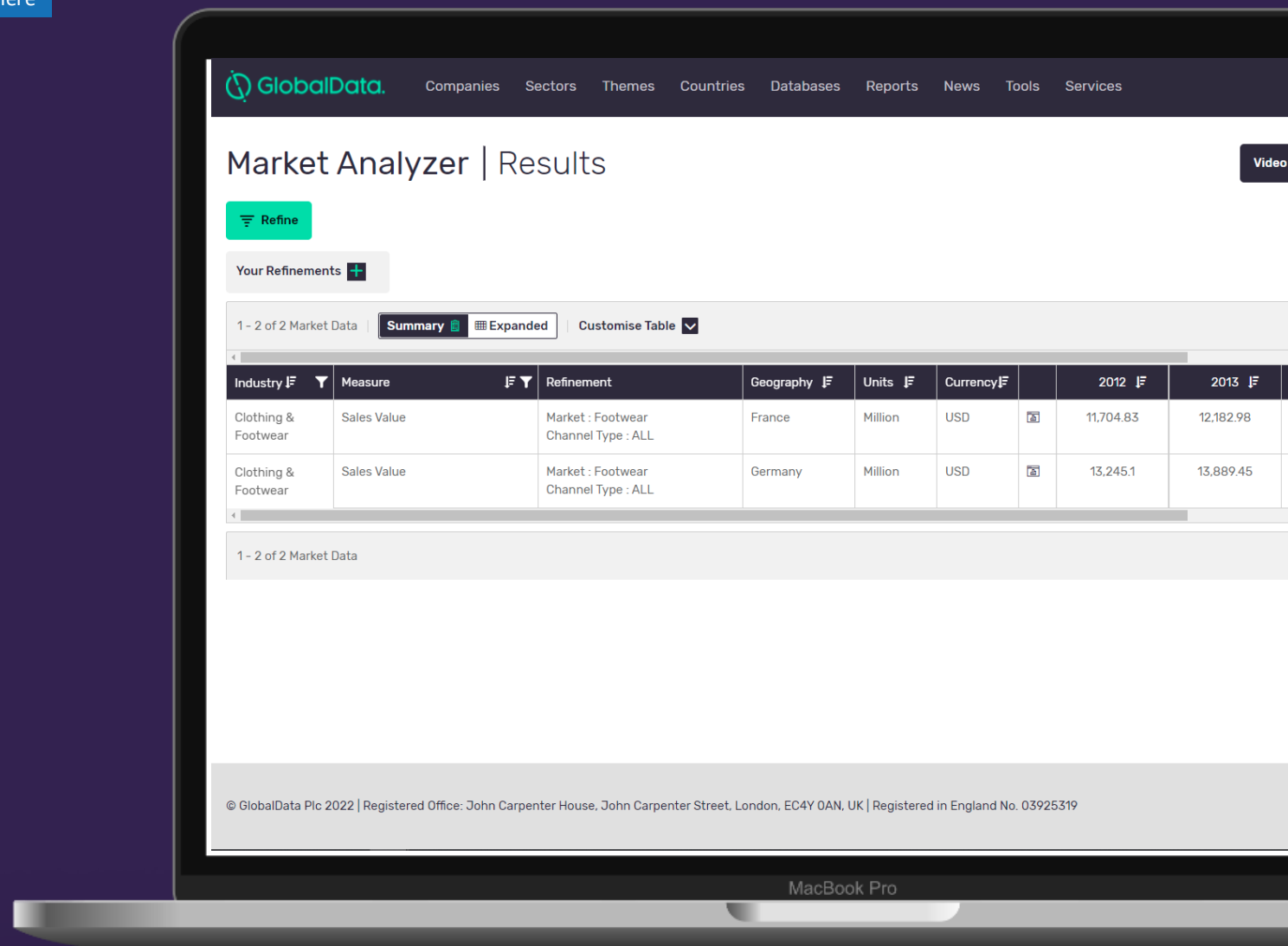
Track social media (Twitter) discussions led by key opinion leaders



## CORE NAVIGATION

Now our Customer Success Executive will walk you through the core navigation for this platform.

VISIT [GLOBALDATA.COM](https://globaldata.com) TO LEARN MORE



# Methodologies & Frameworks

## Key Highlights

Our research analysts leverage a series of proprietary analytical research frameworks to:



### Connect

Connecting terabytes of **continuously updated and relevant data** about your industry



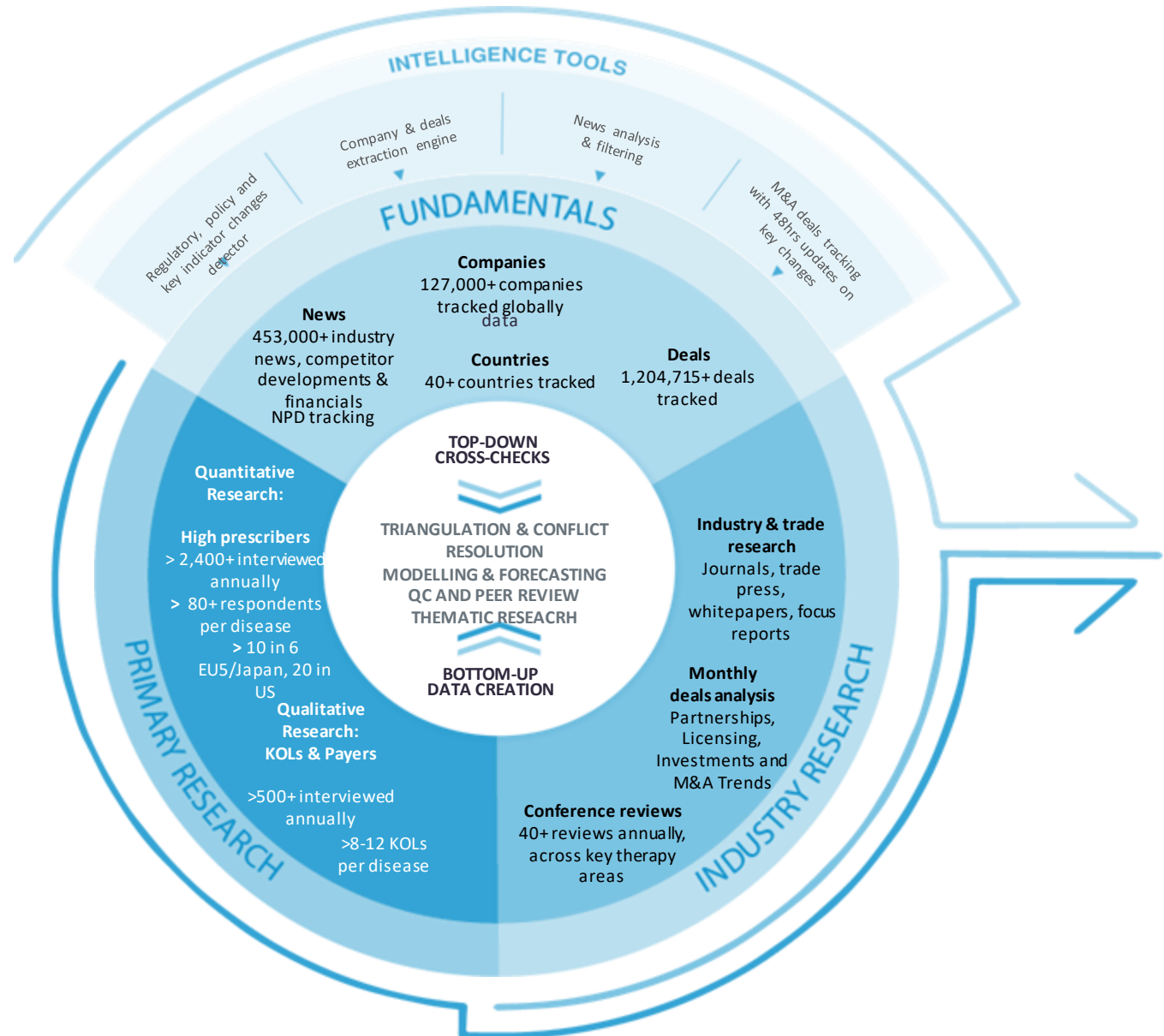
### Decode

Translating this data into **digestible formats and views**



### Action

Ensuring **actionable insights** can be taken from complex data





# Above and Beyond: GlobalData Explorer

Before you begin your trial, we would love to show you the above and beyond data GDX has to offer you.



Click here



## Cross-sector Industry Data & Analysis

Users can explore, track and compare industries, economies and companies all on one platform.



## 1,200 Expert Analysts and Researchers

Tap into the collective knowledge of extensive cross-sector experience and industry insight



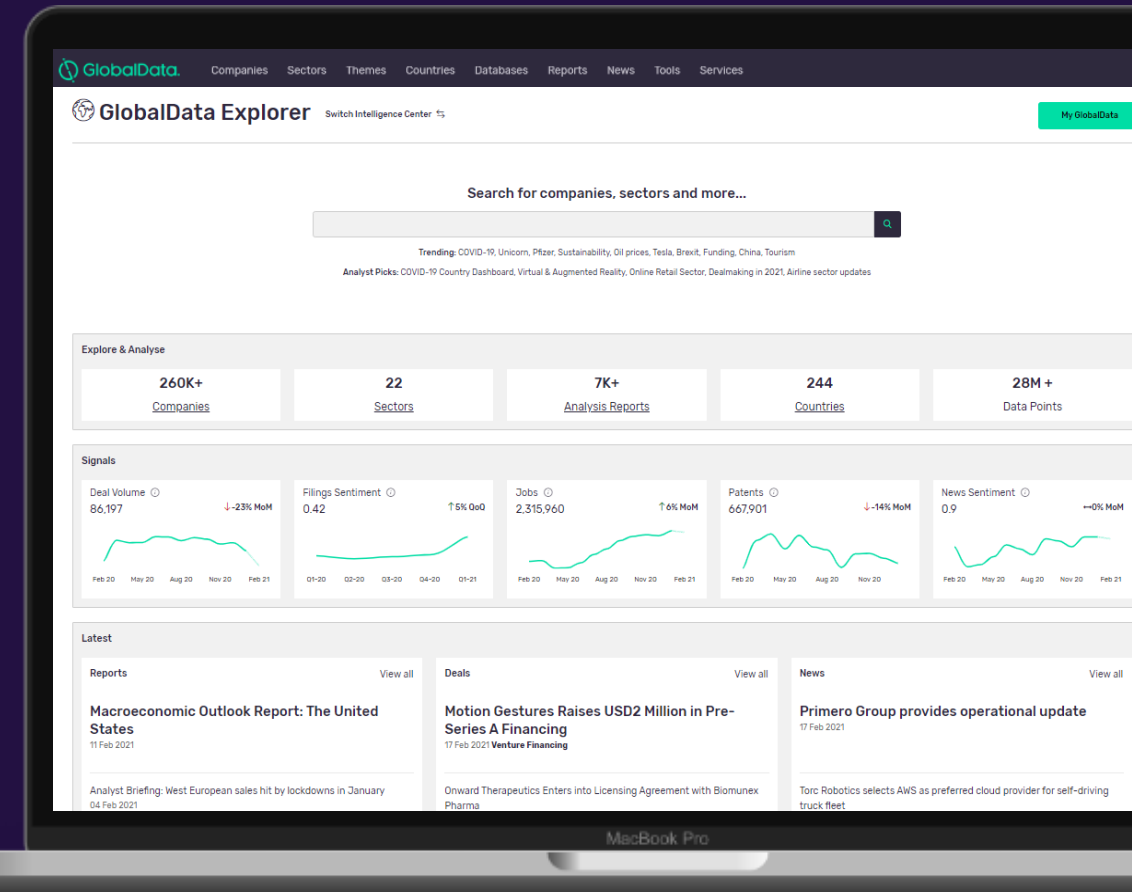
## One Platform. One Taxonomy

Access real-time information structured into a single taxonomy and navigate comparable data effortlessly



## 28 Million Data Points

All accessible via powerful and intuitive search functionality

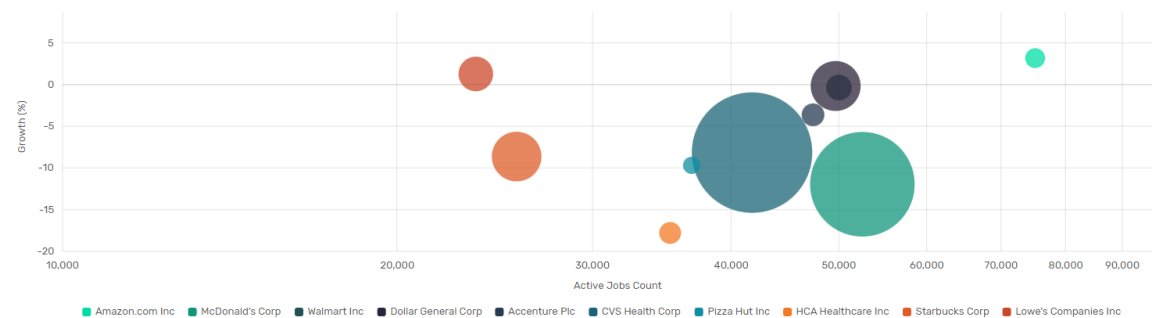


# GlobalData Explorer also helps students

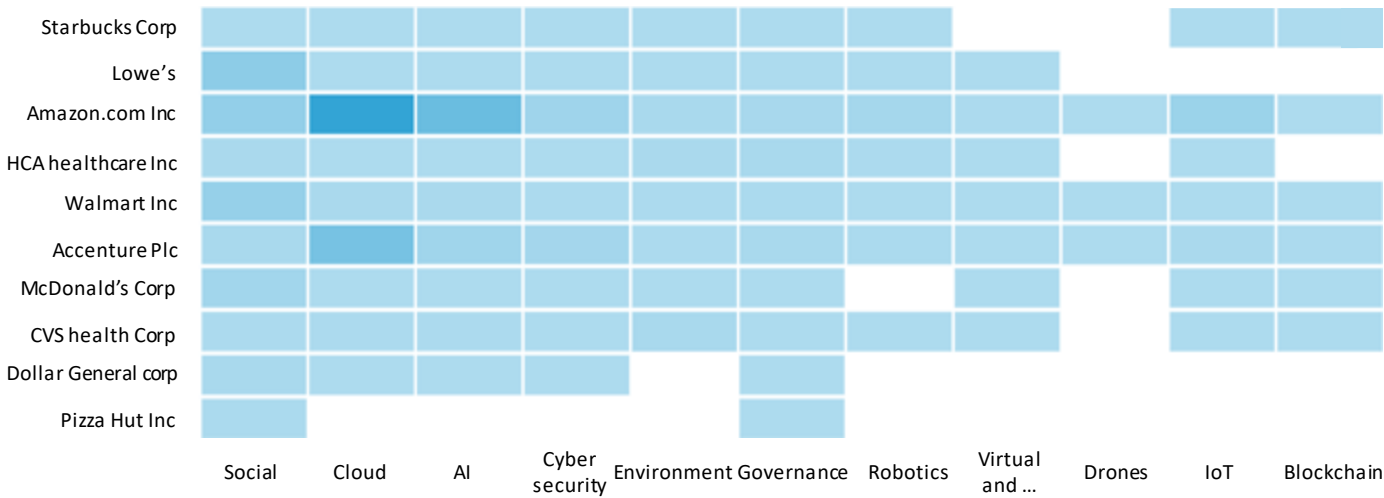
## In their Job search.

Identify Top Recruiters driving the activity

Company Intensity



Company Exposure



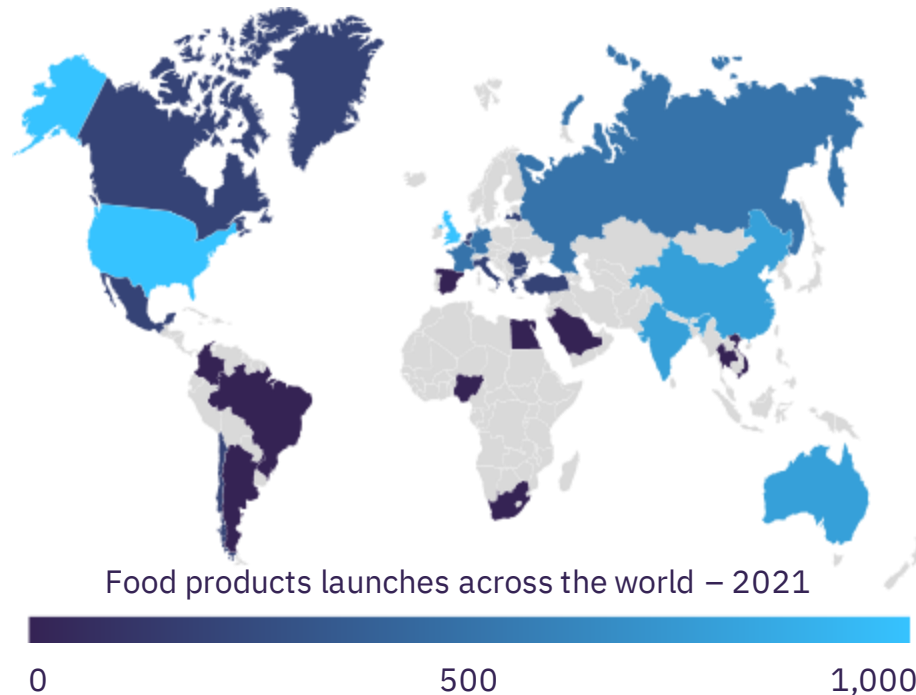
Analyze how various themes and are driving hiring in these top companies



# One stop access to your Entrepreneurial research

Analyze key innovations and trends across regions and categories

Which regions are witnessing most innovation?



Who are the leading players across regions and categories?

	Europe	North America	Asia-Pacific	South & Central America	Middle East & Africa	Total
Unilever	159	104	97	349	123	402
Nestle	98	543	499	211	76	2247
L'Oréal	297	443	156	57	36	999
Sainsbury	307	189	52	73	13	534
P&G	145	69	96	44	6	360
<b>Total</b>	376	2858	1380	634	254	8282

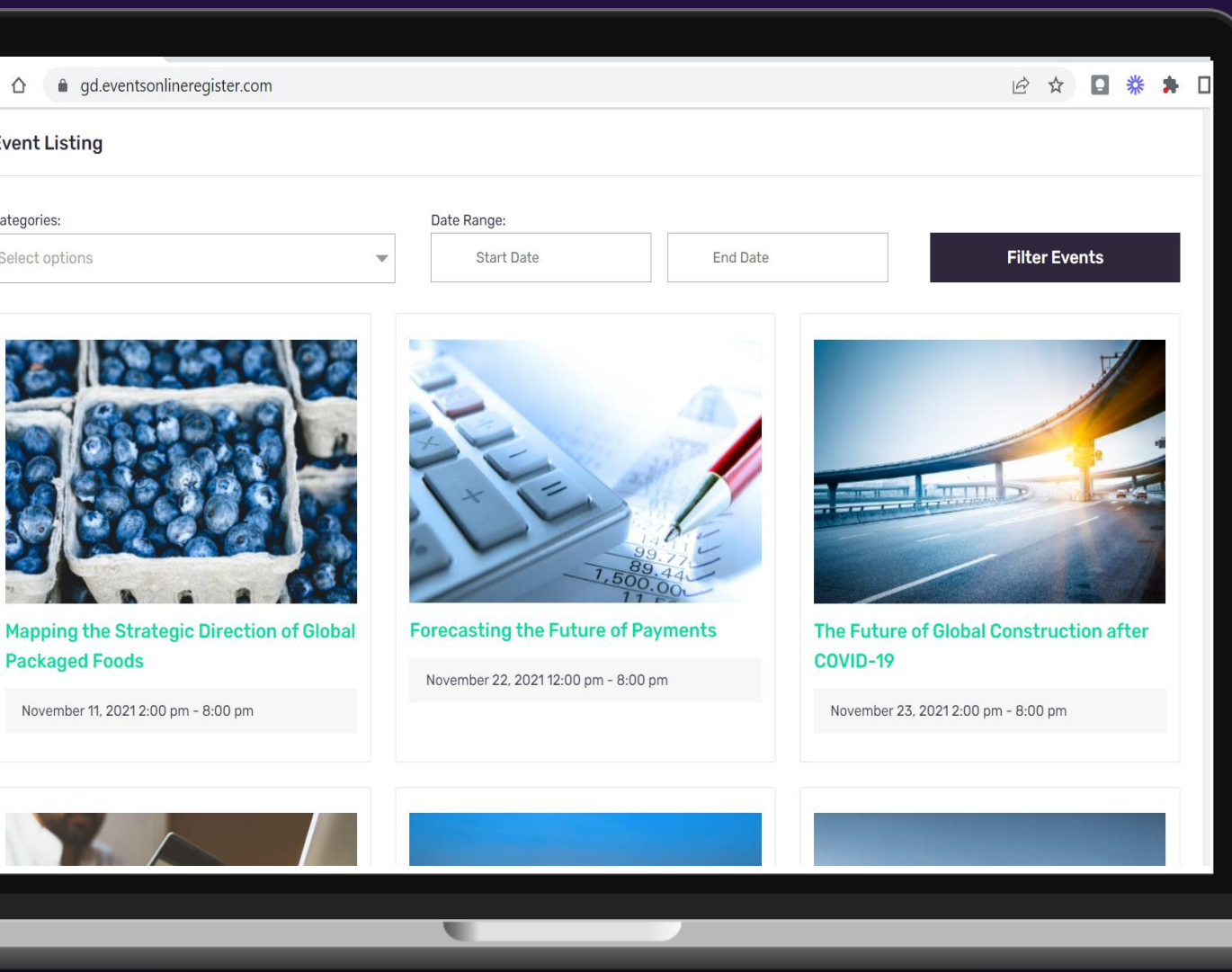


Available through all of  
your favourite access  
points.

EASY PROXY

IP ACCESS

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demand insights

# About GlobalData

**GlobalData is a leading provider of data, analytics, and insights on the world's largest industries.**

In an increasingly fast-moving, complex, and uncertain world, it has never been harder for organizations and decision makers to predict and navigate the future. This is why GlobalData's mission is to help our clients to decode the future and profit from faster, more informed decisions. As a leading information services company, thousands of clients rely on GlobalData for trusted, timely, and actionable intelligence. Our solutions are designed to provide a daily edge to professionals within corporations, financial institutions, professional services, and government agencies.

## Unique Data

We continuously update and enrich 50+ terabytes of unique data to provide an unbiased, authoritative view of the sectors, markets, and companies offering growth opportunities across the world's largest industries.

## Expert Analysis

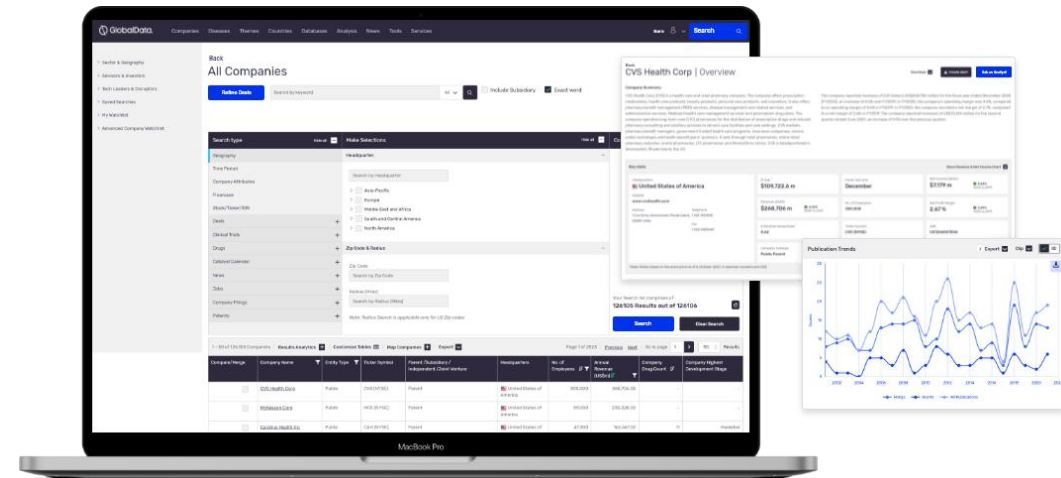
We leverage the collective expertise of over 2,000 in-house industry analysts, data scientists, and journalists, as well as a global community of industry professionals, to provide decision-makers with timely, actionable insight.

## Innovative Solutions

We help you work smarter and faster by giving you access to powerful analytics and customizable workflow tools tailored to your role, alongside direct access to our expert community of analysts.

## One Platform

We have a single taxonomy across all of our data assets and integrate our capabilities into a single platform – giving you easy access to a complete, dynamic, and comparable view of the world's largest industries.







## Dedicated Support

We ensure global 24/7 multi-channel support and engagement:

- **Training Calls & Webinars** offer interactive, insight-led sessions
- **Responsive teams** who save you time by providing proactive support
- **On site support** and self-service offering instant solutions
- **Product Tours** help you get to grips with new and existing features
- **Notifications** keep you informed of the latest releases
- **Help Center** contains support guides, recommendations and top tips
- **Ask an Analyst** at any time if you need fast assistance with a query
- **Regular usage reports** showing user engagement to determine ROI



Let your journey begin...

CONTACT [laura.stanham@marketline.com](mailto:laura.stanham@marketline.com) TO LEARN MORE