

Mergent Intellect

What is it?

Mergent Intellect contains detailed company profiles, industry overviews and forecasts, market research by location, business ratios, job listings, and residential contact information.

Getting Started

Access Mergent Intellect through any web browser:

1. Go to the library's website at www.mymanatee.org/library and click on the orange **Research & Learning** button and then on the **Articles, Research & Information** button.
2. Click on **Business & Investing** and then on the **Mergent Intellect** link. You will be prompted to log in with your Patron ID # (back of card) and PIN number.

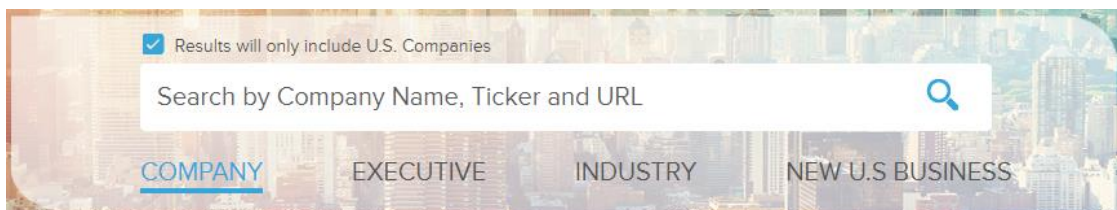
MANATEE LIBRARIES



Quick Search

- Click Company to search for a private or public company by name or ticker symbol. Profile content varies but may include contact info, history, number of employees, financial data, news, executive bios, SEC filings, annual reports, and a company family tree.
- Click Executive to search for the name of a CEO, CFO, or other company executive to find basic contact info and a link to the applicable company profile.
- Click Industry to search by SIC or NAICS code to get a list of businesses with that classification.
- Click New U.S. Business to select a state from the map and see a list of businesses which have been founded in the last two weeks to one month.
- Use the tabs at the top of the results list to filter results by categories such as sales, location, or country. You can also export up to 2000 records from the results list at a time or print the current

screen using the icons  on the right-hand side of the page.



Advanced Search

- Create lists of companies or executives that meet your selected criteria.
- Criteria available include public/private, SIC/NAICS/HIC codes, various location limiters, sales and growth figures, and more.
- Choose a limiter, then select “Add to Criteria”. Click “Search” to display the results.



Learning Center

- Help guides to help you get the most out of your experience.
- How-to videos that show you tips and tricks on how to use Mergent Intellect.



Residential Search

- People Search: Search by last name and one piece of location information to find contact information for an individual.
- Business Search: Search by company name and one piece of location information to find contact information for a business.
- Phone Search: Enter a phone number to see who it belongs to.
- Neighbor Search: Find the names and contact information for the households surrounding a particular address.



First Research

- Industry profiles: Objective industry overviews, forecasts, news, challenges, trends, opportunities, and web links to help you stay up to date on an industry.
- North American & International Profiles: Relevant data, news, risk assessments, and business outlook.
- Industry Prospector: Select and rank industries based on 34 financial metrics, 2 human resources metrics, 7 industry drivers, forecasted growth, and trade growth and dollars.



Key Business Ratios

- Access profitability, solvency, and efficiency ratios by industry or company.
- Input your company’s financial data under Reports, then My Financial or upload it to the Profile section to compare your data with another company or industry.



Demographics

- Search by zip code or city to find recent and forecasted census data.
- Prizm reports, based on Nielsen data, provide deeper insight into consumer behavior, and market research in a particular area.



Consumer Data

- Quick Search: Input a person’s name to find out their age, income range, and more.
- Advanced Search: Find contact info or consumers that meet your selected location, lifestyle, purchasing, and demographic criteria.



Contact Us

Any questions? E-mail us at reference@mymanatee.org or text us at 941-234-0394.