Thomson One Analyst Reports: A Basic Guide
## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access</td>
<td>3</td>
</tr>
<tr>
<td>Landing Page</td>
<td>4</td>
</tr>
<tr>
<td>Accessing Company &amp; ‘Industry’ Reports</td>
<td>5</td>
</tr>
<tr>
<td>Company Search</td>
<td>6</td>
</tr>
<tr>
<td>Sample Report</td>
<td>8</td>
</tr>
<tr>
<td>Refining Results &amp; Finding Industry Reports</td>
<td>9</td>
</tr>
<tr>
<td>Using Keywords and Sorting on Keyword Relevance</td>
<td>8</td>
</tr>
<tr>
<td>Examples of Industry Data found in analyst reports</td>
<td>10</td>
</tr>
<tr>
<td>Finding SWOT Analyses</td>
<td>11</td>
</tr>
<tr>
<td>Downloading reports</td>
<td>13</td>
</tr>
</tbody>
</table>
ACCESS

To access ThomsonOne, you MUST use **Internet Explorer 8 or 9 or 11 (sometimes)**.

- Access via MyMarshall→Library Resources (under Marshall Explorer), scroll down the list and click on ThomsonOne

- Via Crocker webpage: [http://www.marshall.usc.edu/faculty/library/resources](http://www.marshall.usc.edu/faculty/library/resources), scroll down to ThomsonOne

- Via USC Libraries webpage: [https://libraries.usc.edu/](https://libraries.usc.edu/)
  - Select ‘Databases’ (it should be in boldface), and then type Thomson One and follow the links (2 clicks usually)
The first page, or ‘landing’ page is the company Overview with summary data on a company. Additional data and can be found using the options at the top of the page, e.g. News & Corporate Events, Price Chart, Fundamentals, etc.

Each of the boxes below contains summary information on the company. Hyperlinks (in blue or underlined) provide external links or additional data.
ACCESSING COMPANY AND INDUSTRY REPORTS

To access the analyst report section of this database, press 'Screening & Analysis' at the top of the page, and select RESEARCH. This will take you to the Advanced Search page for Analyst Reports and other reports.

Analyst Reports: These are reports that are written by Wall Street analysts from companies like, Morgan Stanley, JP Morgan, Credit Suisse, First Boston, and many others. These reports are written as needed but are usually prompted by financial reports (e.g. annual and quarterly reports). They can also report on the impact or significance of a new product, strategy, executive change, or other event. These reports also list a ‘named author’ or author of the report. Analysts may write a very short report (e.g. 2-8) pages that provide restatements of financials, and maybe 1-2 year forecasts; however more detail on the company, market and competitors can be found in larger reports (20+ pages) or initiating coverage reports (see page). Analysts do not necessarily write ‘Industry’ reports, but often they provide such reports, but not consistently. These reports can contain very valuable information that cannot be found elsewhere.

Industry and Company reports. These reports are written by companies such as GlobalData or MarketLine. These reports are ‘standardized’ with the same format. They are often written on a schedule and not prompted by events, although they will summarize newsworthy events within the context of the report. These reports have no named author listed. Company reports from GlobalData and MarketLine typically include SWOT analysis. (one can also search on the word SWOT for occaisional reports by analysts and other providers).
COMPANY SEARCH

1. Enter the **name** or **stock symbol** of the company in the Company search box; it will auto-populate and you will need to select the correct company from the list. You can also use the magnifying icon to look up a company or stock code. (public companies only).

2. Select a **date or date range**, the default is 90 days.

3. ‘Initiating Coverage’ is an option to limit results to reports where an analyst is ‘initiating coverage’ of a company. This might be a new company (new IPO*), a new analyst covering new markets or another major company event. Alternatively, an analyst can elect to ‘drop coverage,’ usually due to lack of performance or an analyst may have left the company.

4. Press the blue Search button at the bottom of the form (not shown here)

---

* IPO – Initial Public Offering, when a company goes public
COMPANY SEARCH - continued

This search is on the company Apple with the date range for the last 90 days (default).
You can see there were 212 results (see Search Results circled in red on the left). The first 6 are listed here to illustrate the types of reports that can be found on ThomsonOne.
Note: The Analyst reports list a name, whereas the ‘non-analyst’ reports list a corporate or department name. (Descriptions of Analyst reports vs. non-analyst reports can be found on page 1).

To download reports:
Select reports by checking the boxes next to the title
Press View.
A new screen will appear with a Table of Contents for each report. Make your selection (entire report, individual pages or check ‘all reports’ at the top left side of page
Press View
Your reports will download (be patient) and save your report (s).

You may want to refine your search using other tools and/or keywords.
An analyst report will usually provide a recommendation (Buy, sell, hold, etc.) As well as some key trading data and metrics (ratios). This page also tells you briefly what they are covering in the report, and is usually reflective of major news or ‘events’ (financial reporting).
REFINING RESULTS & TOOLS FOR FINDING INDUSTRY REPORTS

Use options under More Options (light blue bar), to search for keywords in the **Title** (default) or toggle to search for keywords in the **Text** or keywords in **Title/Text**

To find longer reports, select > 2 under ‘Show Pages’ and enter desired page count, range, etc. Longer reports will, of course provide more detail. The **Industry box** is checked so the search is limited to ‘industry reports’ (in theory)! The **Geographic location** is changed to the United States. You will want to include keywords or a combination of keywords that will provide a meaningful result (product names, company names, the name of a strategy or plan, etc.). In the example below you can see several reports on U.S. Media, the Internet and Communications.

The example uses the product name: **iPhone** with ‘wearable’ and **‘health’** as keywords in hopes of finding reports on the iPhone and **wearable health monitoring**.

‘Apple’ has been removed from the company search box to open the search to documents beyond ‘Apple’ reports.

Note: Report titles are not limited to ‘Apple’.
Using keywords and other options are useful to target your research and download more useful reports. In this example, The company is specified (for reports on Apple), with Samsung and Watch used as keywords in hopes of finding reports that may address Samsung and Apple products that mention watches.

Results were ‘Sorted by Keyword Relevance’
Press on the title of any report and you will see the number of times keywords are listed. Press the keyword hyperlink to see the word ‘in context’
EXAMPLES OF INDUSTRY DATA THAT CAN BE FOUND IN ANALYST REPORTS:

This example from Deutsche Bank, shows growth in Smart Wearables from IDC, a well-known technology market research company.

This excerpt shows ‘Fitness & Health Statistics from other sources (US BLS, NCAA, USTA, etc., all of which are sources for additional data/follow-up.

The excerpt from Credit Suisse shows an internally produced Music Value Chain.
FINDING ‘SWOT’ ANALYSIS

Non Analyst reports with SWOTS’s come from

Note: You will want to download more than one SWOT. The analysis can vary from report to report, as can be seen in these examples.

Some analyst do provide SWOT analysis as well
DOWNLOADING REPORTS

Once you have your list of reports, simply check the box next to the report(s) you wish to download. **Press VIEW.** This will take you to a screen that will show you the reports you selected along with the **Table of Contents** for each (or most) of the reports you selected. You may **make any selections** you would like, (by page, or full report, or check the box for **all reports** at the top left.)