

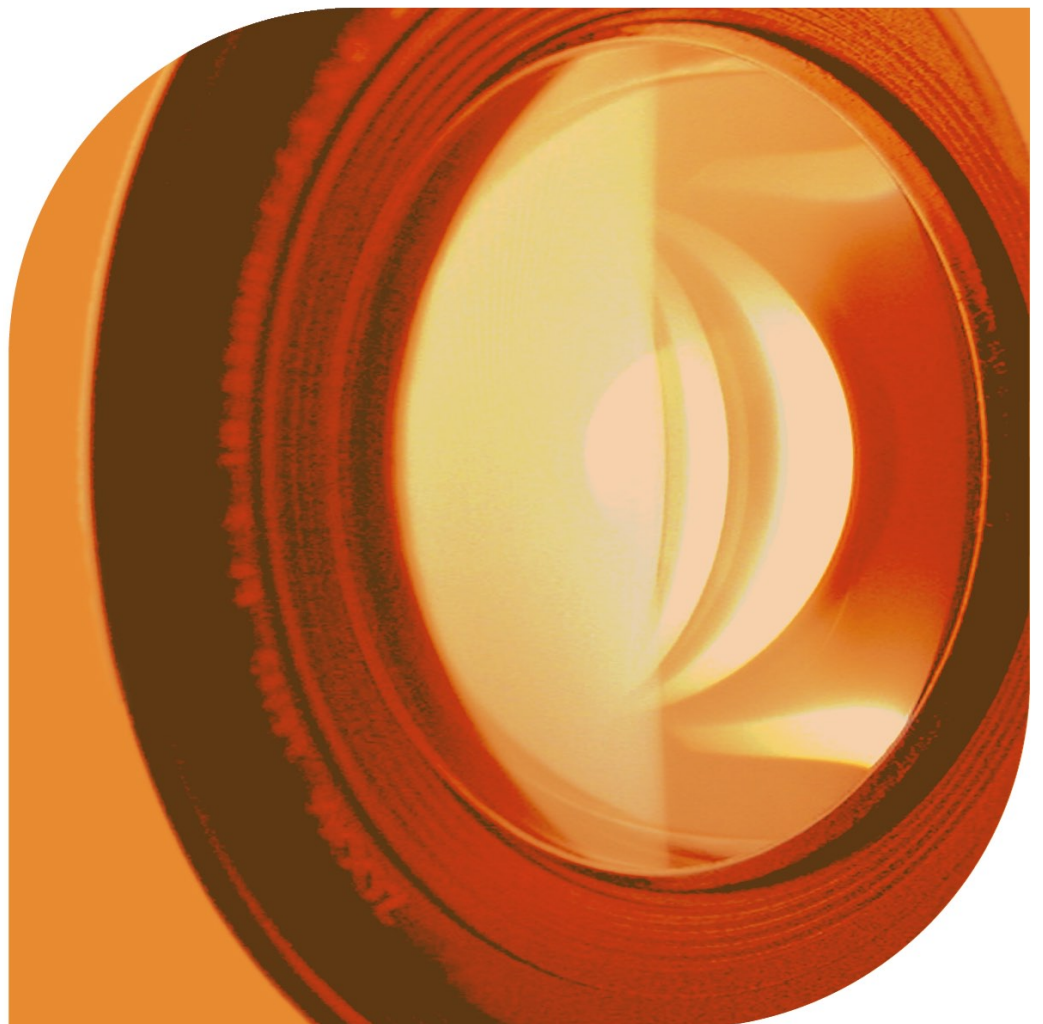
VIP Report

Product Review of MarketResearch.com's Profound

In-depth, independent review of the product,
plus links to related resources

"Profound now has more content, a new search engine and many new enhancements, and has identified five key future improvements: more content, a new search engine from FAST, a more intuitive interface, a more easily understood slice/pricing algorithm, and the availability of corporate license purchase options."

September 2009



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About this Report

VIP Report

VIP (<http://www.vivaVIP.com/>) publishes in-depth reports on products, vendors and user experiences relating to premium content products. The monthly *VIP Magazine*, available by paid subscription, includes news analysis and highlights from the latest product reviews. Subscribers also receive, as part of their subscription, the full product review reports published each month.

Users can also purchase individual reports and back-issues of the magazine to meet their immediate needs. The free *VIP Wires Weekly* HTML newsletter offers a regular update of the material which VIP's editorial team is reviewing and commenting upon.

To subscribe to VIP, purchase reports or back-issues or subscribe to the *VIP Wires Weekly* visit <http://www.vivaVIP.com/>

Disclaimer

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Publisher's Note

To improve the usability of VIP, we have shortened many long URLs with DigBig, a free utility that creates persistent links (<http://www.digbig.com>). When you click a DigBig URL, or paste it into your browser, you will be directed to the original URL.

Product Review of Profound

By Diana Nutting



Diana Nutting

[View Author Biography](#)

"Profound now has more content, a new search engine and many new enhancements, and has identified five key future improvements..."

Introducing Profound

Profound, which was acquired by MarketResearch.com in 2007, is an online business information service providing market information on a wide variety of industries, and with worldwide coverage. Originally owned by Dialog, Profound has been around for at least twenty years and has been through a number of owners. It was briefly called Thomson Business Intelligence, and was relaunched by MarketResearch.com under its original name on 15 December 2008, with new search features but still majoring on access to published market research from third party providers.

The chief difference between Profound and its parent is the ability to download relevant parts of research reports without having to purchase the whole document. MarketResearch.com claims to have the world's largest, continuously updated collection of market research, and although there is some overlap of coverage of full reports between Profound and MarketResearch.com, I did not attempt to compare them for the purposes of this review.

Profound now has more content, a new search engine and many new enhancements, and has identified five key future improvements: more content, a new search engine from FAST, a more intuitive interface, a more easily understood slice/pricing algorithm, and the availability of corporate license purchase options.

MarketResearch.com's Profound: VIP's View

- | | |
|--|---|
| <ul style="list-style-type: none"> ✓ Newly relaunched and updated searching and taxonomy. ✓ You can buy only the piece of information you need. ✓ Clear pricing. ✓ Interactive training. | <ul style="list-style-type: none"> ✓ Comprehensive selection of information sources. ✗ Data cannot be exported to Excel or Word for further analysis. ✗ No 'pay as you go' option. |
|--|---|

Sources of information

There are over 500,000 reports in 700 industry segments on Profound, from around 130 different publishers, ranging from the well known providers of published market research such as Keynote, Datamonitor and Mintel, to country or industry specialists, including Asia Market Information and Development Company and Epsicom Healthcare Intelligence. All the sources appear to be in the English language. These publishers on the whole produce reports of a one-off or annual nature, with a few quarterly publications. The service does not include information from more frequently published periodicals.

"There are over 500,000 reports in 700 industry segments on Profound, from around 130 different publishers..."



Table 1: Publishers on Profound

BCC Research	BioInformant Worldwide, L.L.C
Bloor Research	Bogatin Consulting Company, d.o.o.
Business Insights	Business Monitor International
Business Research Group Limited	Business Trend Analysts Inc
Butler Group	Callcentres.net
Camford Information	Canadean Ltd
CenterWatch	China Knowledge Press
COFACE SCRL SA	Current Analysis Inc
Datamonitor	Decision Resources
Diagonal Reports Ltd	Digital Vector
DisplaySearch	Dun & Bradstreet Inc
Economist Intelligence Unit	eMarketer
Emerging Markets Data Limited	Enerdata
Espicom Healthcare Intelligence	Euromonitor International
Faulkner Information Services	Finaccord Ltd
Food Technology Intelligence	Forecast International
Freedonia Focus	Freedonia Group Inc
Frost & Sullivan	GfK NOP
Global Industry Analysts	Global Markets Direct
GlobalData	Gobi International
IAL Consultants	IBISWorld
Icon Group International, Inc	IDATE
IDC	InfoCom GmbH
Information Gatekeepers Inc	Information Research Ltd.
Innovative Research and Products Inc	INPUT
Interfax	International Business Strategies
International Telecoms Intelligence	Jupiter Research Corporation
just-auto	just-drinks
just-food	just-style
JuxtConsult	Kalorama Information
Key Note Publications Ltd	Koncept Analytics
Leatherhead Food Research	Life Science Analytics (LSA)
Maclvor Grant Ltd	Market and Business Development
Market Intelligence Center	Marketdata Enterprises Inc
MarketsandMarkets	MarketStrat, Inc
Medical Strategic Planning	Mind Commerce Publishing
Mintel International Group Ltd.	MPA International Ltd
MSI Marketing Research for Industry, Ltd	NanoMarkets, LC
Noozz Research	Online Research Agency
Ovum Plc	Packaged Facts
Paul Budde Communication Pty Ltd	Petroleum Economist Ltd.
PharmaVision	Pierre Audoin Consultants
PJB Publications USA Inc	Pjmathison
Primary Research Group	Profound Country Briefings
Profound Market Briefings	PSi, Inc
Retail Group – Reed Business Information	Richard K. Miller & Associates
Roskill Information Services Ltd	SBI
SCRI International, Inc	Semico Research
Simba Information - Reports	Snapdata International Group
Supplier Relations US, LLC	Swapna Goel
Taylor Nelson AGB Plc	Telecom Trends International
Textiles Intelligence	The Industry Measure- Reed Business Information
Urch Publishing	Verdict Research Ltd
Visiongain	VRL KnowledgeBank
Wintergreen Research	Yankee Group

The latest publishers to be added include:

MarketsandMarkets, which offers worldwide market research reports primarily sold for their current statistics, market segmentation, and competitive landscape. This service tracks more than ten industries including:

- Healthcare
- Pharmaceuticals
- Biotechnology
- Medical devices
- Electronics
- Semiconductors
- Energy & power supplies
- Chemicals
- Advanced materials
- Food & beverages
- Consumer goods
- Industrial Automation
- IT and Telecomms.

Their deliverables focus on segments comprising products, services, applications, ingredients, technology, and stakeholders for the United States, Europe, Asia & Pacific Countries, and the Rest of the World. Titles are available as full reports, chapters, sections, or tables

BioInformant Worldwide LLC, which specialises in extracting business data from the Internet. It generates market reports which emphasise rapidly changing trends within the life science industry and profitable opportunities for companies in the sector to pursue. BioInformant uses proprietary search technologies to estimate market size, market share, market growth, and market patterns

PharmaVision, which offers a consultancy service providing independent pharmaceutical thematic research to the healthcare and investment community, performs due diligence research, and provides expert commentary in healthcare. Reports combine expert opinion and scientific analysis with market modelling to forecast delivery technologies, drugs and their potential revenue stream, key drivers and market trends

In both cases, titles are available as full reports, chapters, sections, or tables.

A full list of publishers can be found in the Advanced search function.

“The majority of the content, and the main reason why people subscribe to Profound, is the Market Reports section.”

“The audience for Profound is primarily information professionals rather than the end-user market.”

“A full list of publishers can be found in the Advanced search function.”

Audience

The audience for Profound is primarily information professionals rather than the end-user market. It gives the account holder the ability to manage other people’s usage of the system by creating new users, and allowing some of these to be ‘search only’, so that they cannot commit to spending money.

Coverage and content

Market Reports

The majority of the content, and the main reason why people subscribe to Profound, is the Market Reports section. All the content on Profound is provided by third parties, who produce the reports primarily for their own customers. Because of this, while coverage is claimed to be worldwide and multi-industry, it cannot be guaranteed that there will always be a report on a particular industry available for a particular country. As might be expected, the industrialised ‘western’ countries are better represented than the emerging economies. I found that the number of reports published by region in the last two years was as follows:

Table 2: Regional Coverage

Region	Number of reports published
North America	50,545
South America	16,811
Western Europe	40,038
Eastern Europe	22,369
Africa	20,079
Egypt	12,344
Asia	39,331
China	16,218
Japan	17,104
Oceania	24,579
Australia	18,179

I noted 29 main industry headings, and most of these have more than 5 sub-headings. Profound claims to have 700 industry segments and over 500,000 reports. Reports are not removed from the system, so it is possible to track data series through regularly produced reports.

Most of the reports are of considerable length and are listed according to their chapters and sections, which can be ordered separately when allowed by publisher.

"Reports are not removed from the system, so it is possible to track data series through regularly produced reports."

The screenshot shows a web browser window with the URL <http://www.profound.com>. The page title is "Profound - Product Detail - Packard Bell". The main content area is titled "Security Industry" and includes the following details:

- Publisher: [Key Note Publications Ltd](#)
- Published: June 01, 2009
- SKU: KEYL3598783
- License: Full Report | Single User: 1,125.00 USD
- Section Pricing: Available

Below the details are two tabs: "Table of Contents" (selected) and "Keywords in Context". A "Collapse All" link is visible. The table of contents is structured as follows:

- Full Report Single User License Price: 1,125.00 USD
 - 1 Executive Summary 51.59 USD
 - 2 Industry Overview 361.81 USD
 - 2.1 REPORT COVERAGE 20.00 USD
 - 2.2 REPORT BACKGROUND 20.00 USD
 - 2.3 ECONOMIC TRENDS 78.43 USD
 - 2.3.1 Population 20.00 USD
 - Table 1 UK Resident Population Estimates by Sex (000), Mid-Years 2004-2008 20.00 USD
 - 2.3.2 Gross Domestic Product 20.00 USD
 - Table 2 UK Gross Domestic Product at Current and Annual Chain-Linked Prices (£m), 2004-2008 20.00 USD
 - 2.3.3 Inflation 20.00 USD
 - Table 3 UK Rate of Inflation (%), 2004-2008 20.00 USD
 - 2.3.4 Unemployment 22.87 USD
 - Table 4 Actual Number of Unemployed Persons in the UK (million), 2004-2008 20.00 USD
 - 2.3.5 Household Disposable Income 20.00 USD
 - Table 5 UK Household Disposable Income Per Capita (£), 2003-2007 20.00 USD
 - 2.4 MARKET SIZE 20.00 USD

Fig. 1: Report Contents

Market Briefings

Market Briefings are sourced from Datamonitor and updated once a year. They cover UK, France, Germany and the United States, and give a brief overview of an industry sector. They are free to subscribers. Recent market briefings include:

- Aerospace and Defence in the United States
- Computer Hardware in France
- Functional Drinks in Germany
- Retail Savings and Investments in the United Kingdom
- Organic Food in the United States
- Over the Counter Pharmaceuticals in the United Kingdom
- Pharmaceuticals in Germany
- Semiconductors in France.

Country Briefings

The Economist Intelligence Unit (EIU) produces the Country Briefings available on Profound. Typically they consist of a 10-page PDF report that includes a map and some statistical material. Country briefings are not

available for all countries. I checked at random for a number of smaller countries: among the ones I could not find were New Zealand, Cyprus, Turkey, Ukraine, and Peru. I did not manage to find a list of the countries covered by the Country Briefings. Again, they are free to subscribers.

Search options

The relaunched Profound has a new search engine, which should prove more congenial to those used to undertaking Google-type searches. There are Simple and Advanced search options, both of which are clear and easy to navigate. I found the Simple search more useful when I wanted to build up a complex Boolean search, while the Advanced search seemed more limiting, but this may be a matter of preference of searching method.

"The relaunched Profound has a new search engine, which should prove more congenial to those used to undertaking Google-type searches."

Simple search

As soon as the user logs in to the Profound service, the Simple search page appears, allowing you to type in your natural language search terms and click the SEARCH button. There is a drop-down box that allows you to search within Market Research, Market Briefings or Country Briefings, although not all at once. Full Boolean operators can be used in simple searches, and there is online help in using Boolean operators for those unfamiliar with them. This use of Google-style searching is one of the new features of Profound and makes the site very user-friendly and easy to navigate.

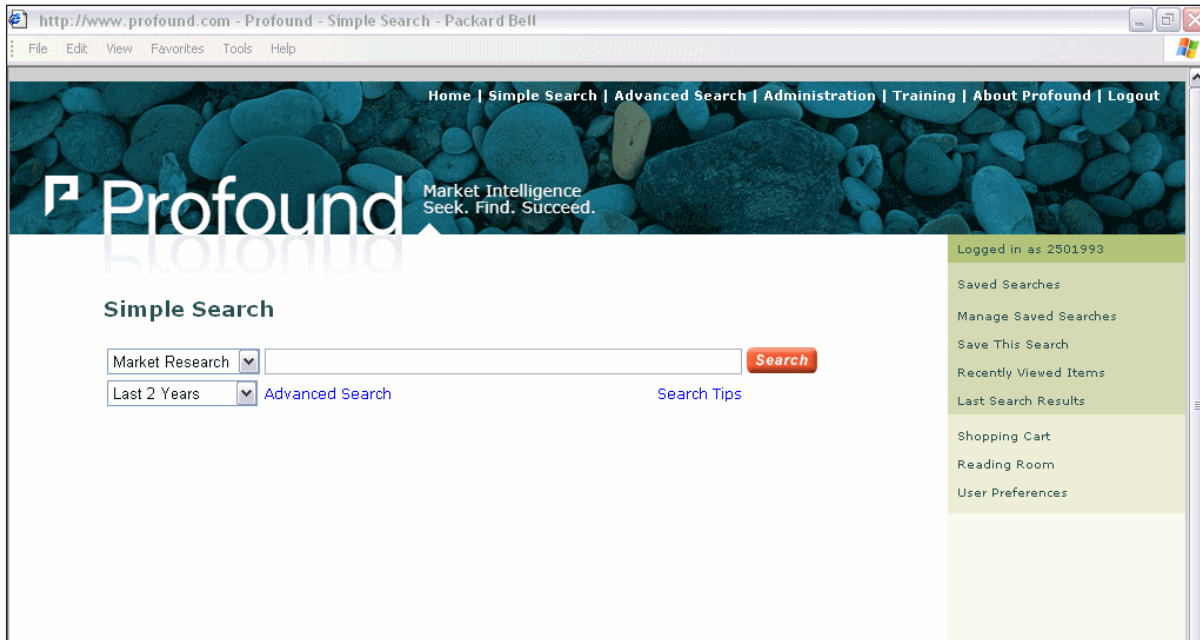


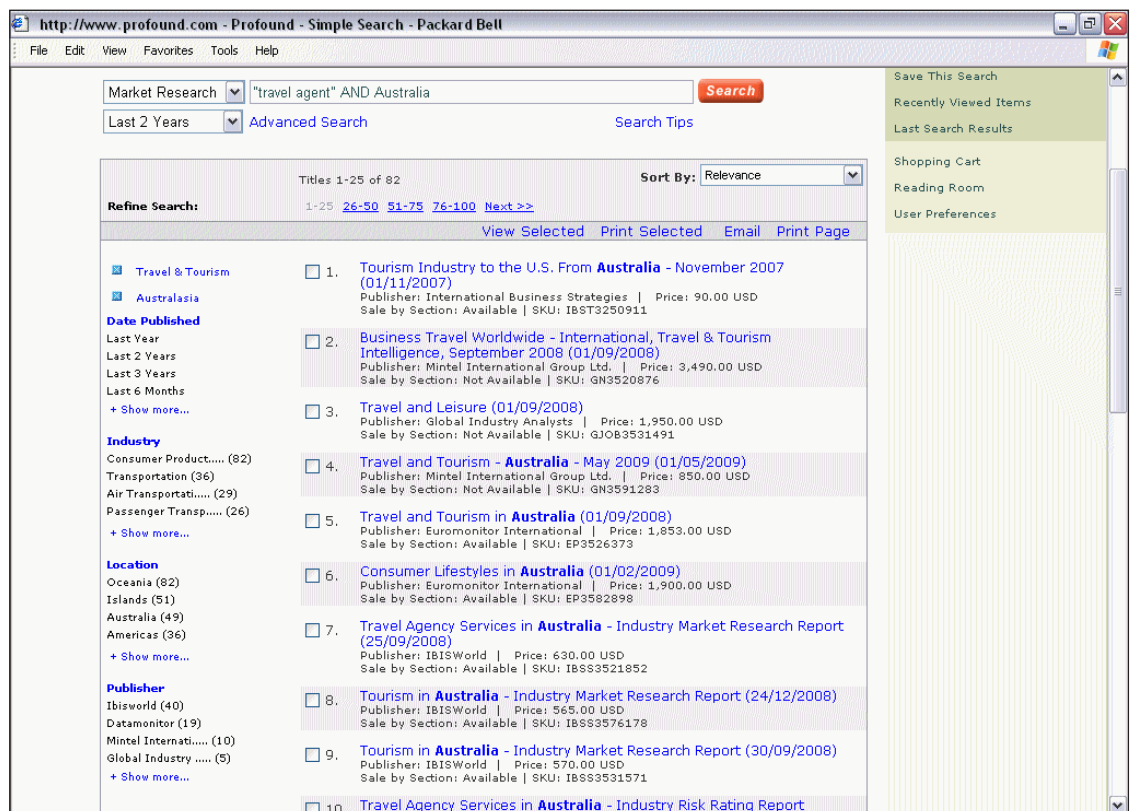
Fig. 2: Simple Search Interface

"This use of Google-style searching is one of the new features of Profound and makes the site very user-friendly and easy to navigate."

The search results page then contains a listing of reports, which can be sorted by date or price as well as by relevancy, which is the default.

On the left of the page are a list of terms that Profound calls Search Navigators, which allow the user to refine the search further by date of publication, industry sector, location and publisher. You can also see how many reports fall within each category. These are basically the taxonomy terms which Profound has used to index the reports. I found this a very useful feature of the service.

Fig. 3 - Search Navigators



I searched for reports on the travel agency industry in Australia, using the Boolean search terms 'travel agent AND Australia'. This gave me 631 hits, published in the last two years (the default time span, although reports are available from the beginning of the service). By using the navigator term Travel & Tourism, I reduced this to 404 hits, and then with the location term Australasia, I ended with a much more manageable 82 hits, the seventh one of which was a very specific report on travel agency services in Australia by IBIS World. I had not come across this publisher before, and I found a feature which allows the user to click on the name of the publisher in the product details page for a pop-up description of the company. This is obviously provided by the company and is to a certain extent a marketing tool, but it does contain some useful information if you are not familiar with that publisher.

In a different search for security in India there were 60 hits. By choosing 'internet security' from the Search Navigator fields, I reduced this to five relevant reports.

Advanced search

The Advanced search is a way of building up a search by using what Profound calls Smart Terms, together with the Search Navigators. Smart Terms is Profound's proprietary taxonomy browser and indexing system, designed to act as a filter to find the library of reports on Profound.

There are four Smart Terms tabs to choose from: Industry, Company, Location and Publisher. A search strategy is built up by combining these terms with Boolean

"I found a feature which allows the user to click on the name of the publisher in the product details page for a pop-up description of the company."

"Smart Terms is Profound's proprietary taxonomy browser and indexing system, designed to act as a filter to find the library of reports on Profound."

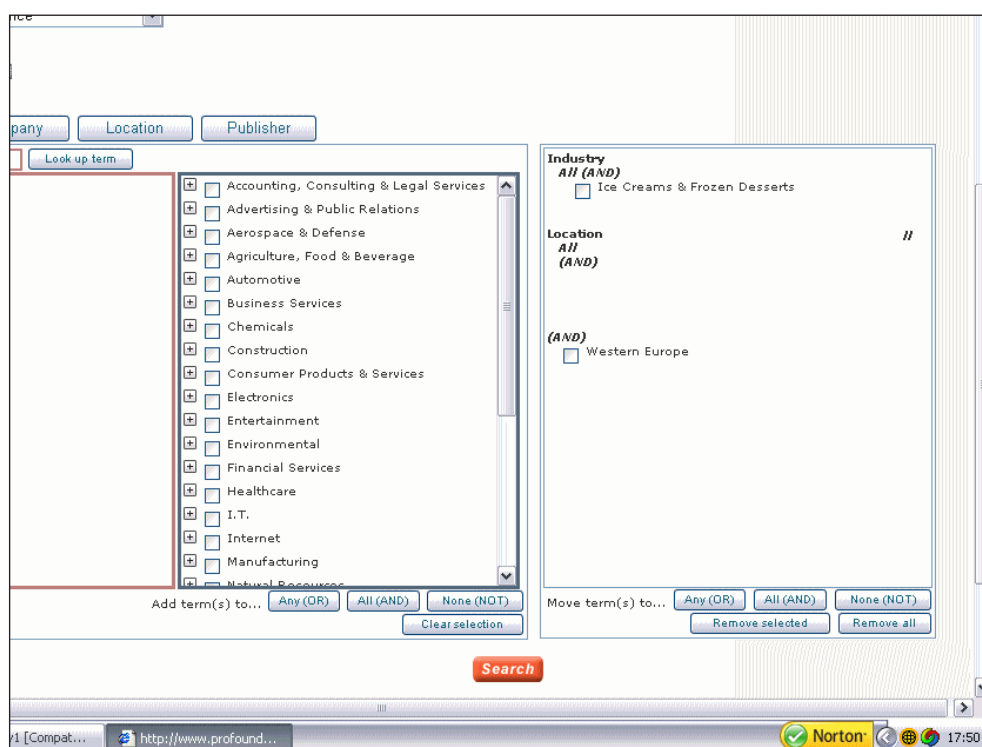
operators for countries and industries. The Smart Terms appear in a hierarchical view which is designed to allow browsing. Clicking on the plus (+) sign next to any Smart Term shows narrower terms in the hierarchy. In the location box, which covers regions and countries, some countries appear in more than one regional grouping. Egypt, for example, appears in North Africa, Middle East, Arab States, and Mediterranean. It is possible to pick any number of broad and narrower terms to combine them.

Using the Smart Terms Builder I carried out a search for ice cream in Western Europe.

First of all I picked out ice cream & frozen desserts from the industry list. This is arranged alphabetically by broad industry category with narrow definitions within each broad category. My search, therefore, was:

Agriculture Food & beverages
Food & beverage production
Frozen foods
Ice creams & frozen desserts.

The industry terms have been developed specifically by Profound and are not related to SIC codes.



I then chose the Boolean operator AND to move my terms across into the right-hand box where the search is built up. I clicked on Western Europe and moved this into the right-hand box. I decided to exclude any Mintel reports from my search by picking Mintel from the publisher list and adding it to my search with NOT. I did not want my results to include frozen desserts but there is no way to exclude the term using this search methodology. This search gave me 202 hits.

"Clicking on the plus (+) sign next to any Smart Term shows narrower terms in the hierarchy."

Fig. 4: Ice Cream Advanced Search

The company terms work slightly differently. It is necessary to type a company name into the search box, which then provides a look up table of names that fit. From the number of variations of company names that show, it would appear that they are indexed exactly as they are used in the report. Using this method with the company Nestle, I reduced the number of hits to 20.

It is also possible to use the Navigator buttons to refine the search as in the Simple search.

The Key Fields section at the top of the Advanced search screen allows the user to search by:

- Publication Date
- Title or Section Title
- Unique ID –SKU (the unique identifier that Profound allocates to each report), Product ID or other report number, that the user may know the publisher has allocated
- Sort Results by publication date or price rather than the default, which is relevance.

It is also possible to combine a free text search in the box at the top of the page with the use of the controlled terms in the Smart Terms boxes.

Saved searches are available by clicking the 'save this search' link in the top right-hand corner of the screen. Saved searches can be edited and can be set up as alerts.

"It is also possible to combine a free text search in the box at the top of the page with the use of the controlled terms in the Smart Terms boxes."

"It is one of the strengths of Profound that the user has to buy only those sections of the report needed..."

Search results and output options

The search results screen is very clear both as to price and to the hierarchy of the sections of the report. Results are shown as a list of report titles, publisher, and full report prices. It is still possible at this stage to use the Navigator Terms to further narrow the search.

By clicking a report title in the Search Results screen, the searcher is taken to a screen which displays that report's Table of Contents and Key Words In Context (KWIC). The KWIC index is driven by the body of the report, and Profound suppresses any numeric data on the KWIC so that they don't give away any priced data. This suppression is shown by asterisks. In my view there is less information in the KWIC index in the new version of Profound than there was in the old version.

The Table of Contents screen allows you to view all the sections of the report and their prices. It is one of the strengths of Profound that the user has to buy only those sections of the report needed (with one or two exceptions, where publishers will not allow the sale of part reports).

Fig. 5: KWIC Index

The screenshot shows a web browser window with the URL <http://www.profound.com>. The page title is "Travel Agency Services in Australia - Industry Market Research Report". The publisher is IBISWorld, published on September 25, 2008, with SKU IBSS3521852 and a license price of 630.00 USD. The page has two tabs: "Table of Contents" and "Keywords in Context". The "Keywords in Context" tab is active, showing a list of sections with checkboxes and brief descriptions. The sections listed are: 1. Industry Definition, 3. Segmentation, 4. Market Characteristics, 5. Industry Conditions, 7. Key Competitors, and 9. Industry Performance. The "Keywords in Context" tab is active, showing a list of keywords with asterisks indicating suppressed data.

In order to purchase and download a report or part of a report, it is necessary to tick the box next to the sections required and click the ADD TO CART button. Interestingly, at this stage Profound acts very much like a shopping site with a shopping cart and checkout. At the Profound Shopping Cart stage it is possible to make the final purchase (Checkout), save reports for later purchase, remove reports from the cart, or return to searching.

The user can also quickly view the contents of the shopping cart by sliding the mouse over the shopping cart link shown on the right hand side of each Profound page, without the need to navigate away from another page.

On the Checkout page, there is a useful feature which allows you to create and add chargeback codes for allocating reports to particular clients or departments in your organisation.

Fig. 6: Checkout

The screenshot shows the Profound Checkout page. The browser address bar displays 'http://www.profound.com - Profound - Checkout - Packard Bell'. The page header includes navigation links: Home | Simple Search | Advanced Search | Administration | Training | About Profound | Logout. The Profound logo is prominently displayed with the tagline 'Market Intelligence Seek. Find. Succeed.'. The user is logged in as 2501993. On the right side, there are links for Shopping Cart, Reading Room, and User Preferences. The main content area is titled 'Checkout' and features a table of items:

Item	Price	Chargeback Code	Add New
Security Industry Table 6 The UK Security Industry by Value at Current End-User Prices (£m), 2004-2008 Publisher: Key Note Publications Ltd	20.00 USD	09082001	Apply to All
Security Industry Section: 2.8 KEY TRENDS Publisher: Key Note Publications Ltd	22.64 USD	09082002	
Security Industry Section: 2.9.1 Regulation of the Manned Security Sector Publisher: Key Note Publications Ltd	24.66 USD		
Total: 67.30 USD			

Below the table, there is a 'Complete Purchase' button. The footer contains contact information for Profound and Market Research.com, including phone numbers for North America, France/Germany/U.K., and Worldwide, along with an email address and a date: 20/08/2009 - 6. The Windows taskbar at the bottom shows the Start button, open applications, and system tray icons including Norton and the time 14:59.

Finally you click COMPLETE PURCHASE, and see an order confirmation page with a link to download the report or sections. Download is immediate, by clicking on the PDF logo. Country and Market briefings are downloaded directly as PDFs without going through the shopping cart.

Once purchased, the Reading Room function keeps reports for 30 days, and anything in the Reading Room can be downloaded again at no extra cost. The Reading Room link appears on the right-hand side of the screen. If the search results come up with a report you have purchased before and is in your reading room, this is highlighted in the search results so that you do not inadvertently pay for it twice.

"If the search results come up with a report you have purchased before and is in your reading room, this is highlighted in the search results so that you do not inadvertently pay for it twice."

The Recently Viewed items link shows the title of the reports you have looked at in the last few days, and Last Search results also shows a page of the titles you have recently selected.

The Administrator function allows the customer to re-set passwords, add a new user in their organisation, monitor user by chargeback code, and produce usage reports. It is also possible to email colleagues or clients with the titles, tables of contents or KWIC Indexes of the search before making a final purchase decision. The pricing information can be suppressed if desired.

Alerts can be set up for daily, weekly or monthly updates, but in the nature of the frequency of the published data on Profound, the user is not going to receive a great many alerts.

Types of report available

All of the outputs on Profound are market research reports published by third party providers. These are available as full reports, chapters of reports, and in some cases individual data tables, all separately priced. They are available only as PDF files, with no opportunity to export a set of figures to Excel for further work or insert into one's own report. Because of copyright restrictions it is also not possible to make up a composite report from a number of different publishers. A small number of publishers, including Mintel and Snapdata, will allow only full reports to be sold via Profound.

The reports vary enormously in size and scope. Some are published at regular intervals, never more frequently than quarterly, and some are one-off reports on a particular industry or country. Some have multi-national coverage and some concentrate on a single country or region. The variety of format and subject matter makes the KWIC index a necessary tool in evaluating whether to buy the data.

There is no such thing as a typical report, but *Figure 7* shows a page from a report.

"A small number of publishers, including Mintel and Snapdata, will allow only full reports to be sold via Profound."

Fig. 7: Report page

Chapter Three: Market Trends/Demand Analysis 35

new higher priced drugs with high survival benefits are no longer being considered for reimbursement.

In Spain the recession is not currently having an impact on cancer treatment reimbursement, but it is affecting prevention. This is most noticeable with colorectal cancer. Only three regions offer colorectal screening – Valencia, Murcia and Catalonia. Other authorities are decreasing investment in hospitals and unwilling to spend on screening. The economic downturn is also limiting the introduction of new treatments and techniques.

DEMAND FOR ESOTERIC TESTS

Ageing populations are part of the demand for esoteric tests. While the major influx of the elderly will be felt in 2025, the first wave of post World War II baby boomers reached 60 years of age in 2005. This is creating diagnostic products opportunities in diagnosis, treatment and patient management for chronic diseases such as cardiovascular disease, diabetes and cancer. The World Clock (www.poodwaffle.com) provides the following estimates for chronic diseases, worldwide.

Table 3-1
Number of People Worldwide Who Get Chronic Diseases Every Year

Type of Chronic Disease	Number of People
Cardiovascular	5,184,841
Cancer	2,252,559
Respiratory Diseases	1,147,570
Digestive Diseases	609,706
Psychiatric Disorders	344,164
Diabetes	305,128

Source: The World Clock (www.poodwaffle.com)

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Profound provides a cover sheet for every report, as the original publishers are not always clear about this.

On most reports there is the ability to select a Corporate Wide license for the full report, which will enable the user to share the full report with colleagues and place it on a company's intranet. I did not test this aspect of the service.

Timeliness

The currency of the information is entirely dictated by the publishers concerned. In some cases a one-off report has been produced, and in others there is a regular publication schedule. I noted that the most recent reports, which I found on the system on 21 August 2009, were a series of Datamonitor reports added on 3 August 2009. Country and Industry Briefings are updated annually.

Help and user support

Profound is very keen on all its users being trained on the system, and I was offered and accepted a one-hour interactive training course, via Internet and telephone, which proved very useful in writing this review.

The company offers an impressive list of free regular interactive webinar training sessions on building searches, Profound features that the user may be unfamiliar with, general overviews of how the Profound service works, and industry specific sessions such as pharmaceuticals or energy.

On-screen help is limited, but the Simple search interface includes a pop-up of search tips, which explains how to construct a free text Boolean search, and a similar pop-up in the Advanced search interface also describes the Smart Term builder. It is also possible to email the support function at Profound for help. Profound is so simple to use that, helpful though the training programme is, the lack of on-screen help is not really a problem.

Pricing

Profound's pricing structure is very clear, with the prices of full reports, report chapters (highlighted in buff), sections, or for numeric tables (highlighted in green) shown on the results page, and prices can be displayed in a variety of currencies. The default is US dollars. Profound tells me that it is more usual for customers to buy sections, rather than the full report. Pricing of sections and tables reflects the relative size and importance of the content compared to the full report, and according to Profound it may be less expensive to buy the full report if you are selecting numerous sections. The prices shown on-screen are for a single user license, and most reports also offer the option of a corporate-wide license.

However, Profound is not a 'pay as you go' service. Clients commit to an anticipated spend for the year and draw off from that.

Country briefings and market briefings are included free for subscribers.

"However, Profound is not a 'pay as you go' service. Clients commit to an anticipated spend for the year and draw off from that."

"I found the content to be comprehensive and relevant to my needs."

"... I was offered and accepted a one-hour interactive training course, via Internet and telephone, which proved very useful in writing this review."

"... it may be less expensive to buy the full report if you are selecting numerous sections."

"The very clear pricing information is particularly useful at a time when information budgets are stretched."

Conclusion

On the whole I was very impressed by the new Profound; I found the content to be comprehensive and relevant to my needs. Profound claims that there is more content than in the old version, but I was not able to check this.

The search is certainly a lot less clunky than it used to be and I felt confident that I was finding what I was looking for. I liked the Google-type search, but my personal preference would be to search for industries by SIC codes, rather than the proprietary industry taxonomy, because I use SIC codes in many other contexts. However, the Smart Terms are a distinct improvement on the old taxonomy.

Perhaps the most useful feature of Profound for those information professionals who buy a great deal of market research information is the ability to find those nuggets of data in a chart, graph or report section in specialist reports that one doesn't subscribe to. The very clear pricing information is particularly useful at a time when information budgets are stretched.

Profound contains many neat features, such as the ability to email search results, and the ability to view the shopping cart at any stage, but I wonder how many of these are really necessary. The content on Profound is solid and dependable from a range of well respected sources. I welcome its relaunch as a key tool for the business information professional.

Contact details

Profound is best contacted by telephone or email as follows:

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Worldwide: +1 240 747 3092
Email: ProfoundSupport@profound.com



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About the Reviewer

Diana Nutting is a freelance information and knowledge management consultant, specialising in company and market information. She was previously Head of Information Strategy and Development at Business Link for London, where she was responsible for market intelligence, website content, customer research and knowledge management.

Diana started her career as an academic librarian, before moving into market intelligence at, among others, Unilever and Parcelforce. She serves on the National Council of the Chartered Institute of Library and Information Professionals.

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