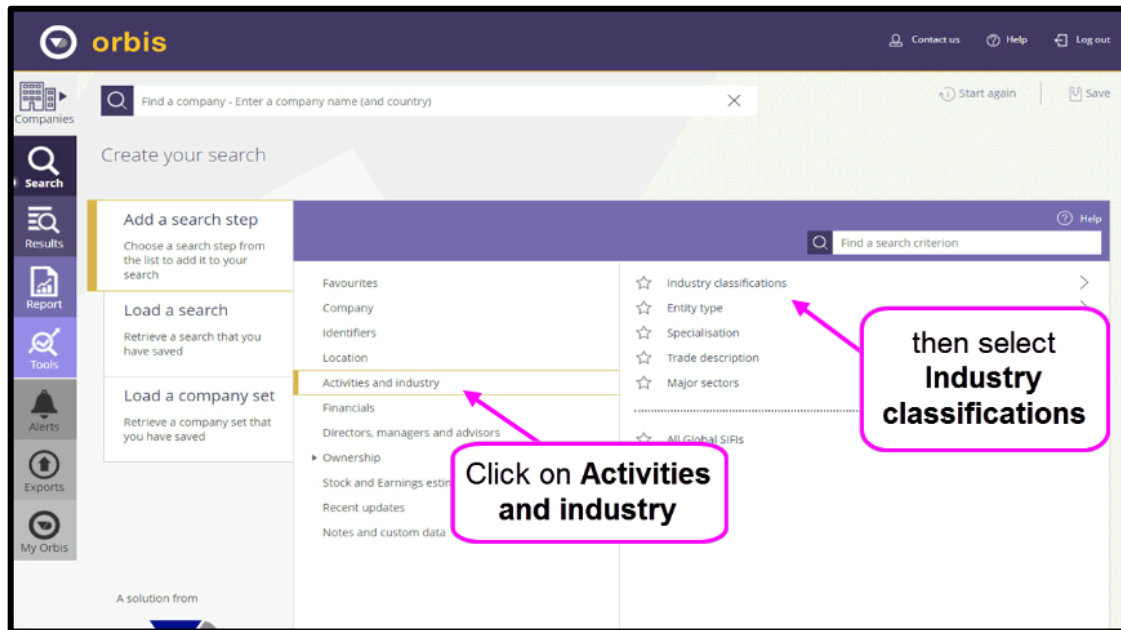


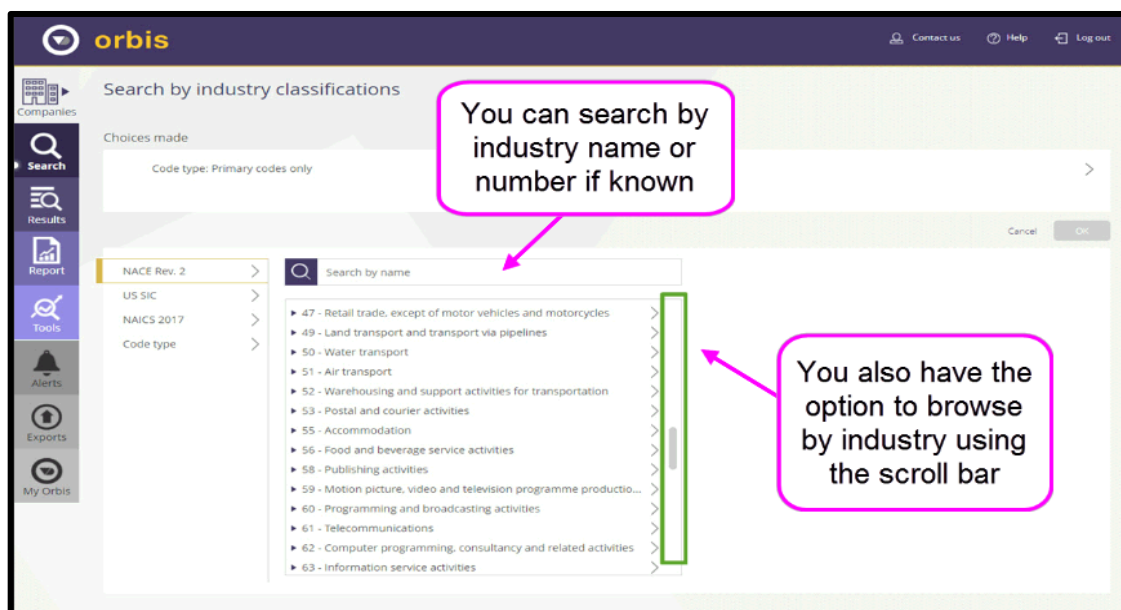
How to create an industry analysis using **Orbis**

Connect to **Orbis** through our moodle database course, [Library Information Sources for Business Students](#) or via our [Business, Marketing and Economics](#) library home page. If you are not already logged in, you will be asked to enter your Brookes username and password.

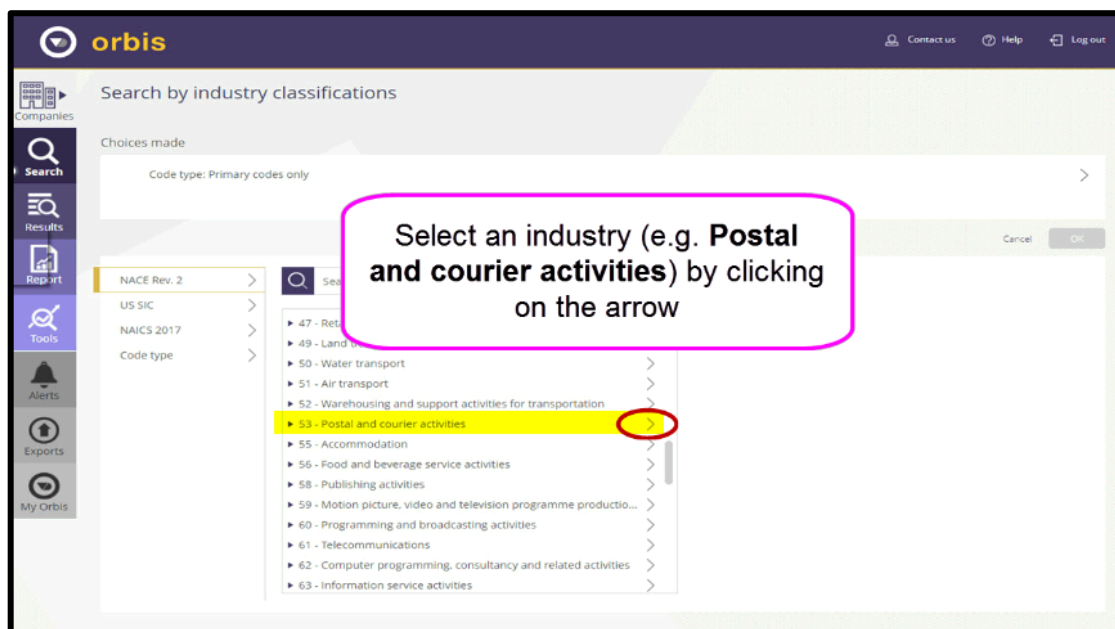
1. When you have reached the **Orbis** home page click on **Activities and industry**, then select **Industry classifications**.



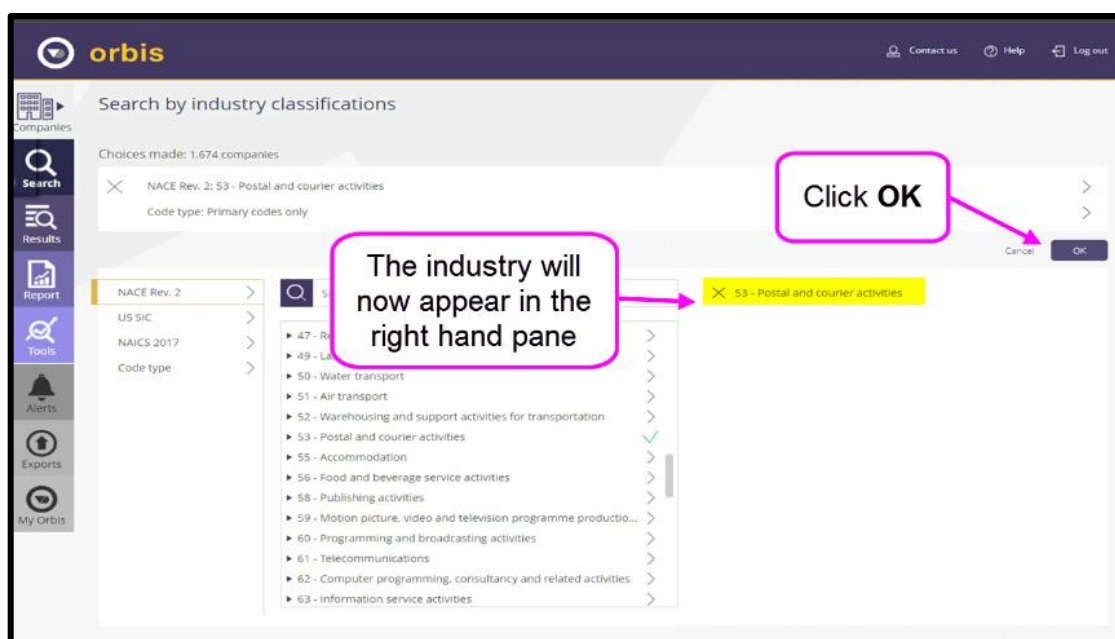
2. You can search by industry name or number if known. You also have the option to browse by industry using the scroll bar.



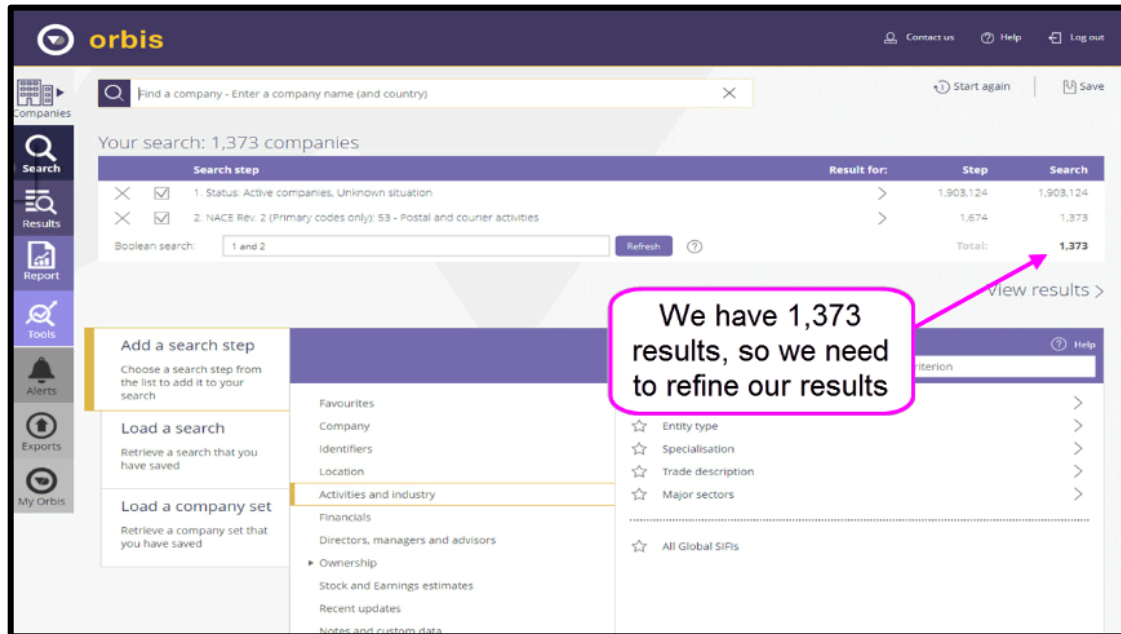
3. Select an industry (e.g. **Postal and courier activities**) by clicking on the arrow.



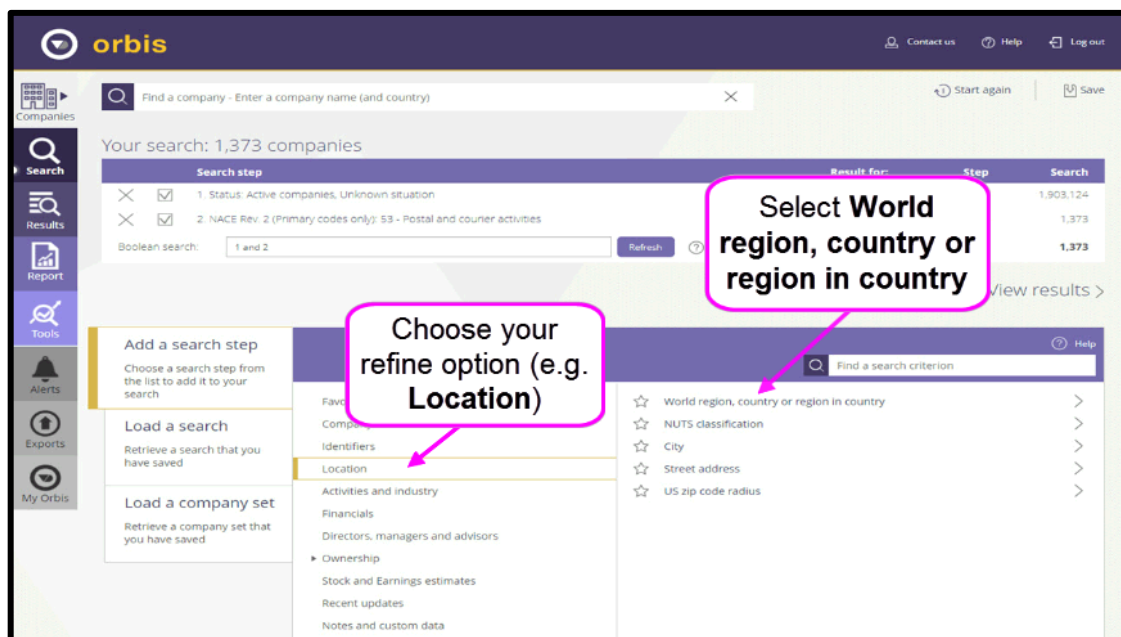
4. The industry will now appear in the in right hand pane. Click **OK**.



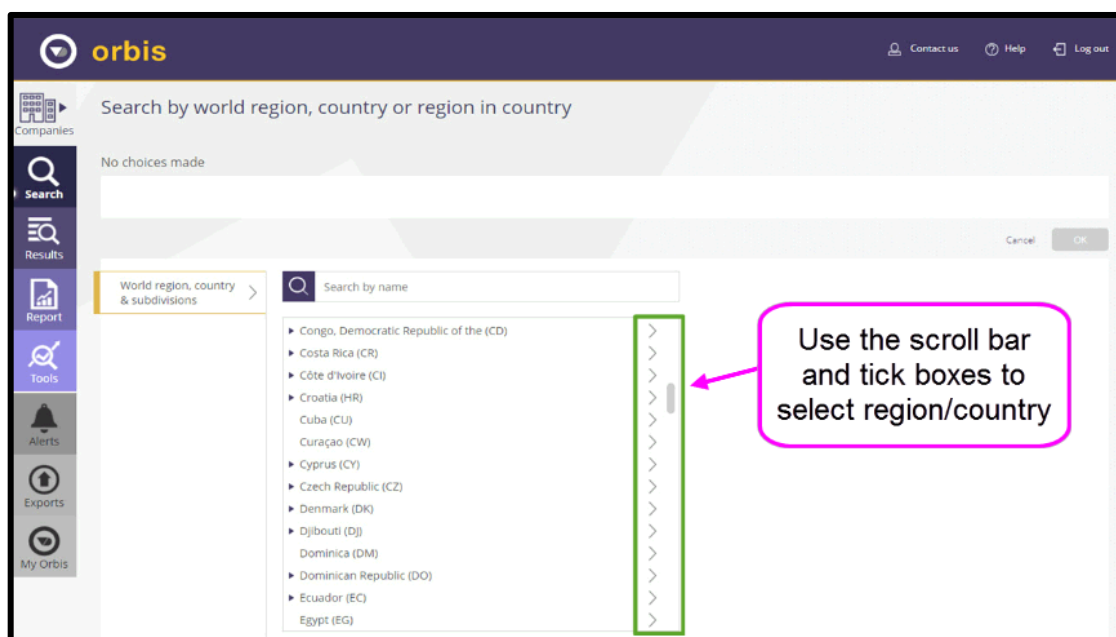
5. Refine results if required.



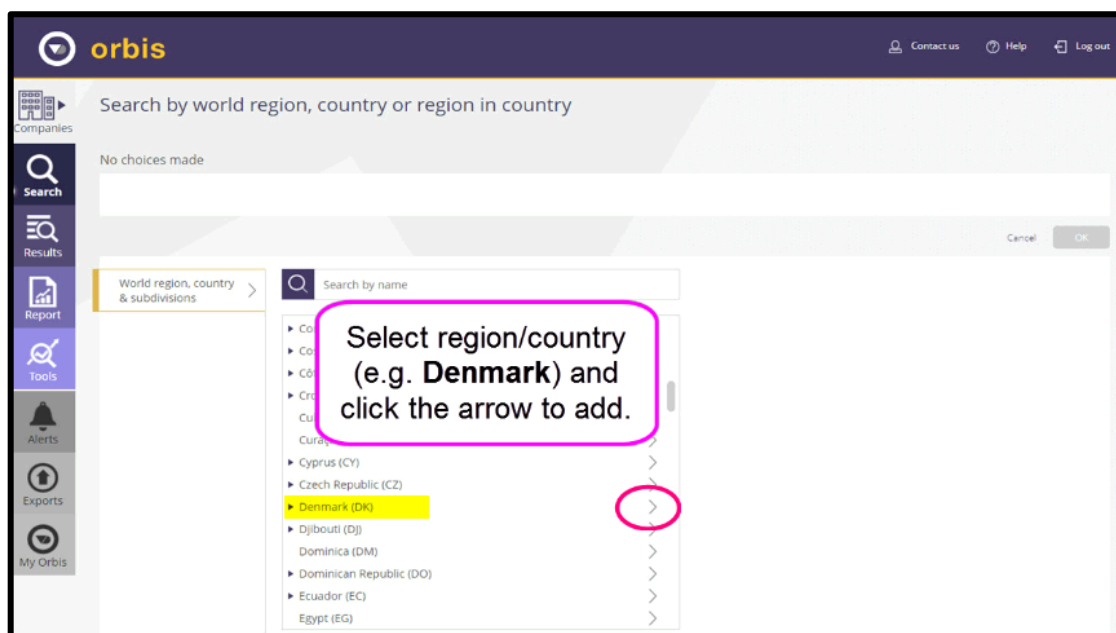
6. Choose your refine option (e.g. **Location, World region, country or region in country**).



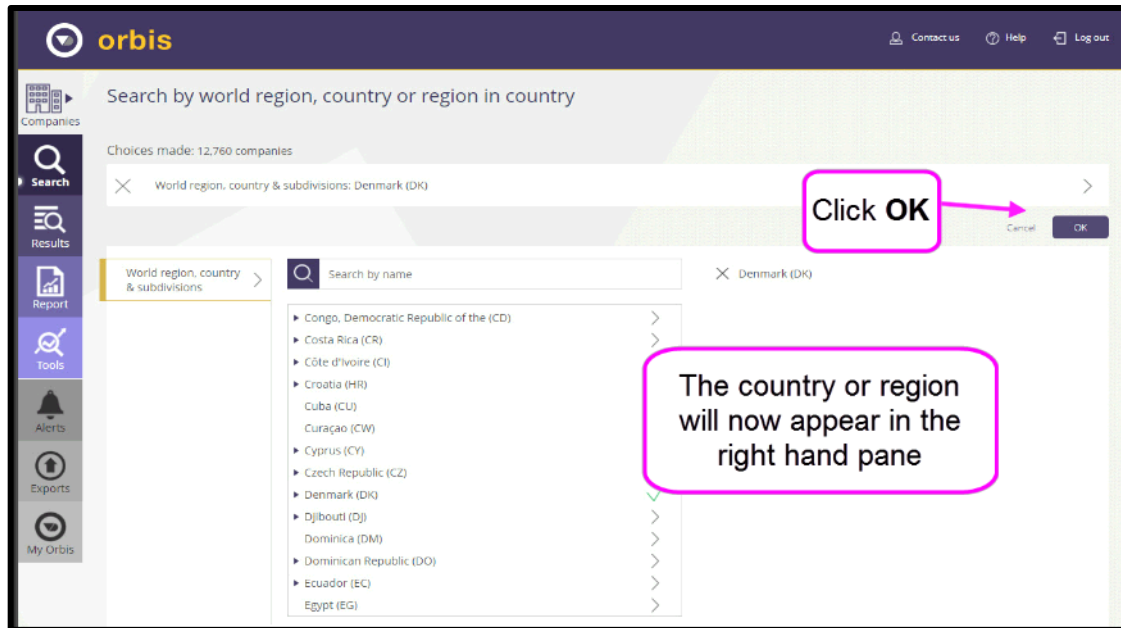
7. Use the scroll bar and tick boxes to select region/country.



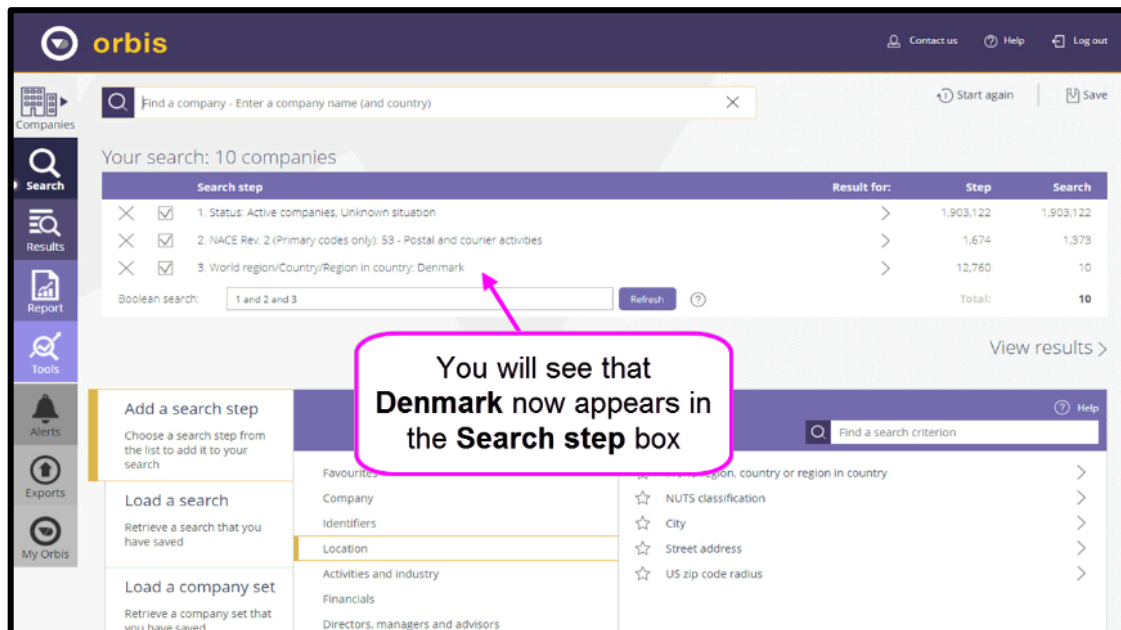
8. Select region/country (e.g. **Denmark**) and click on the arrow to add.



9. The country or region will now appear in the right hand pane. Click **OK**.



10. You will see that **Denmark** now appears in the **Search step** box.



11. Select **View results**.

The screenshot shows the Orbis search interface. At the top, there is a search bar with the text 'Find a company - Enter a company name (and country)'. Below the search bar, it says 'Your search: 10 companies'. A table shows the search steps:

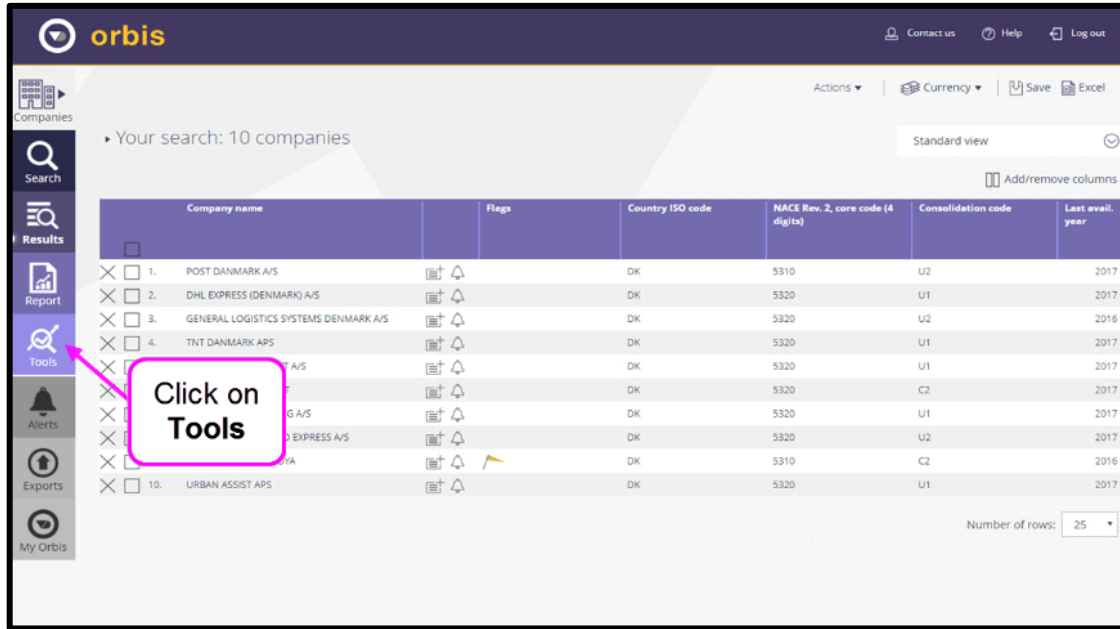
Search step	Result for:	Step	Search
1. Status: Active companies. Unknown situation	>	1,903,122	1,903,122
2. NACE Rev. 2 (Primary codes only): S3 - Postal and courier activities	>	1,674	1,373
3. World region/Country/Region in country: Denmark	>	12,760	10

Below the table, it says 'Boolean search: 1 and 2 and 3' and 'Total: 10'. A 'View results >' button is visible. A callout box with a pink border says 'We now have 10 results' with an arrow pointing to the 'View results >' button. Another callout box with a pink border says 'Select View results' with an arrow pointing to the same button.

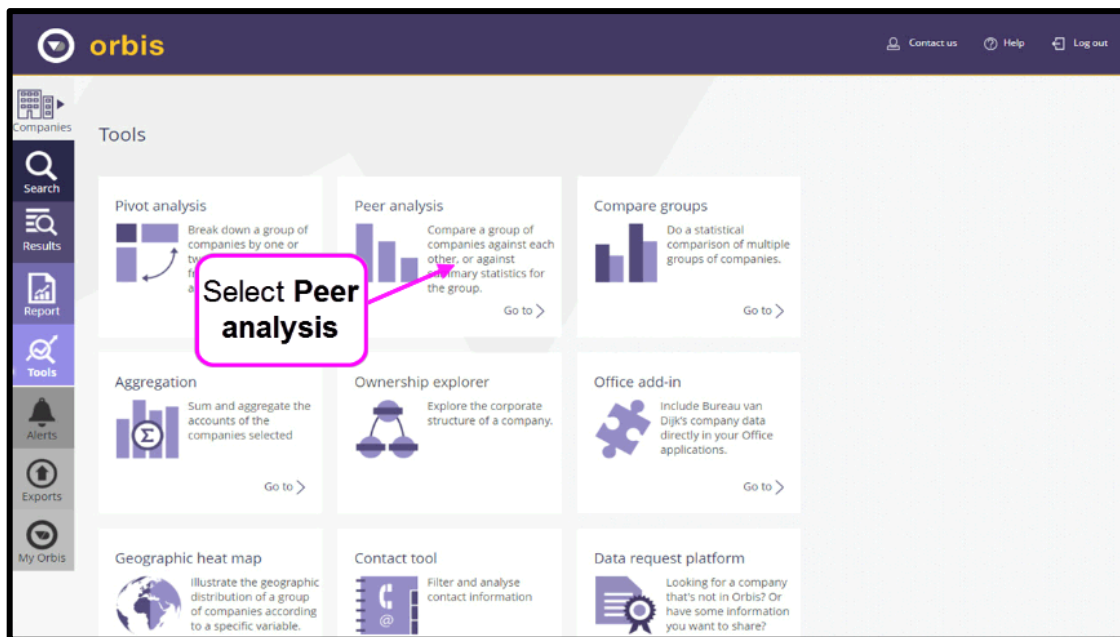
12. Deselect any companies you do not want to appear in your analysis.

The screenshot shows the Orbis search results table. The table has the following columns: Company name, Flags, Country ISO code, NACE Rev. 2, core code (4 digits), Consolidation code, and Last avail. year. There are 10 rows of results, each with a checkbox in the first column. A callout box with a pink border says 'Deselect any companies you do not want to appear in your analysis' with an arrow pointing to the checkboxes. At the bottom right, it says 'Number of rows: 25'.

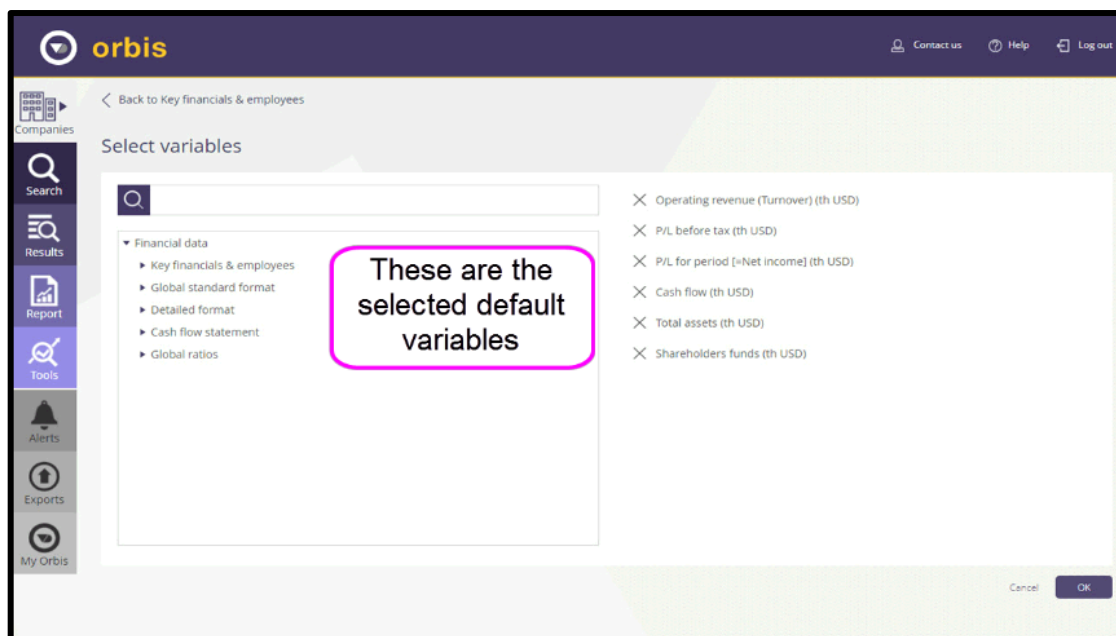
13. Click on **Tools**.



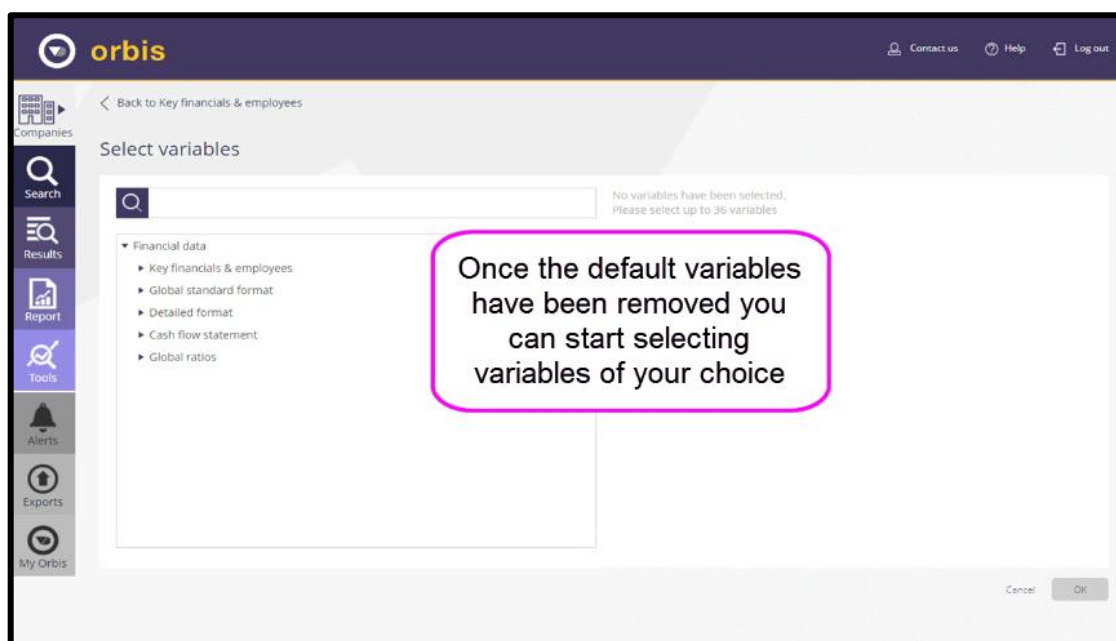
14. Select **Peer analysis**.



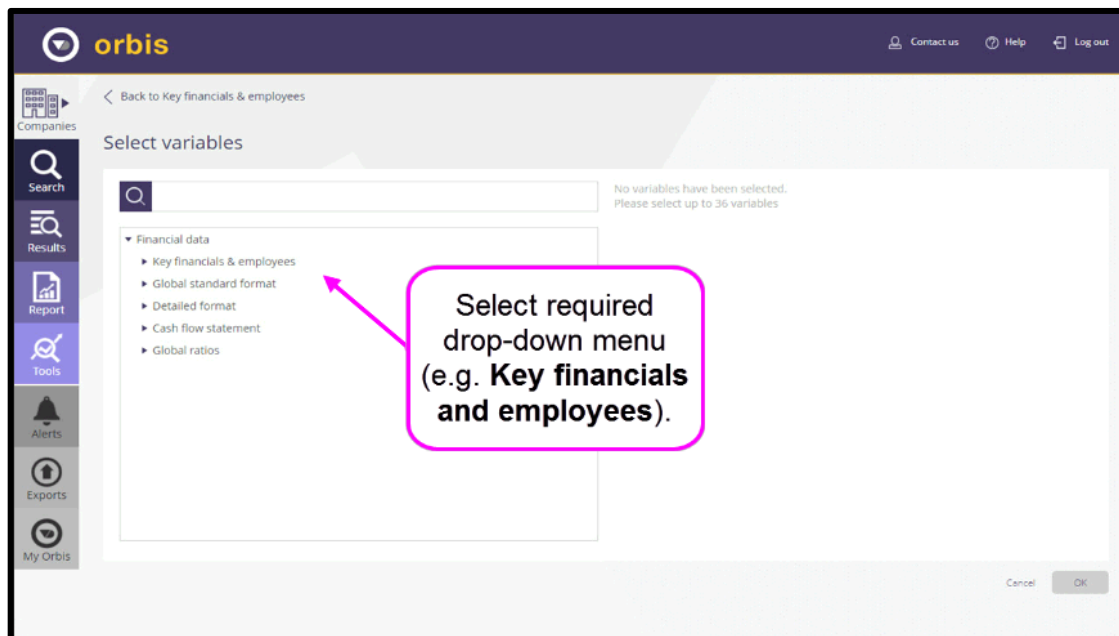
17. These are the selected default variables.



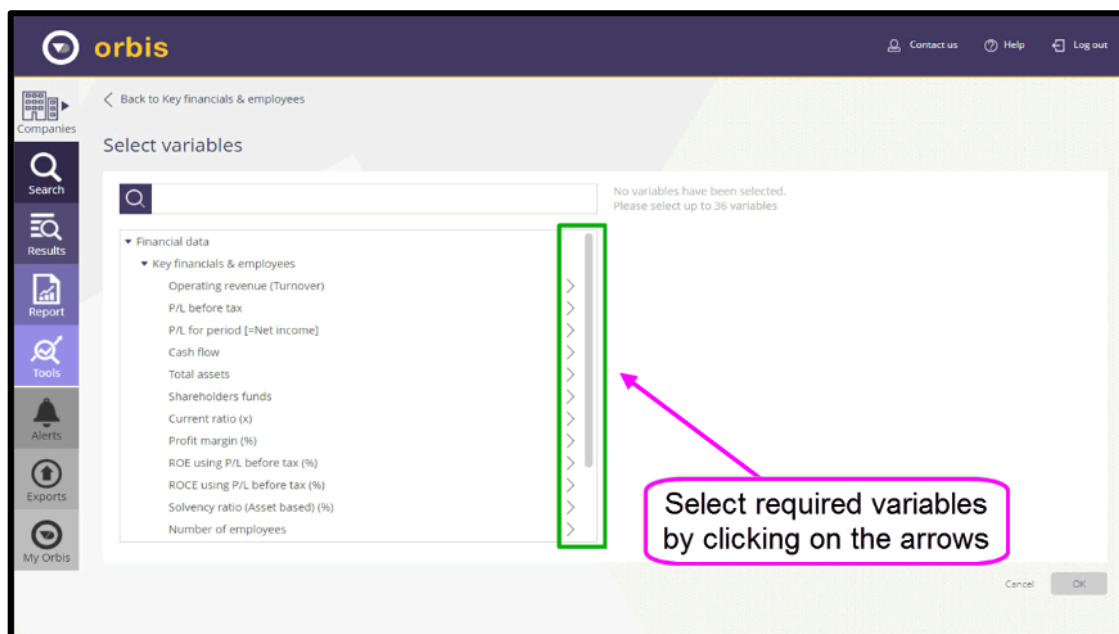
18. Once the default variables have been removed you can start selecting variables of your choice.



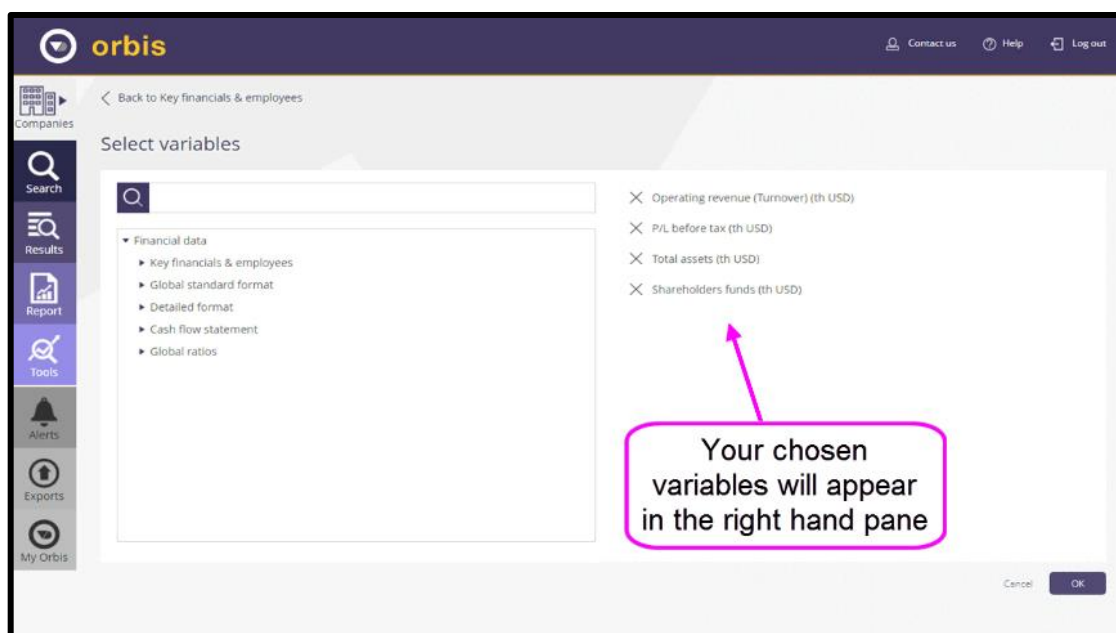
19. Select required drop-down menu (e.g. **Key financials and employees**).



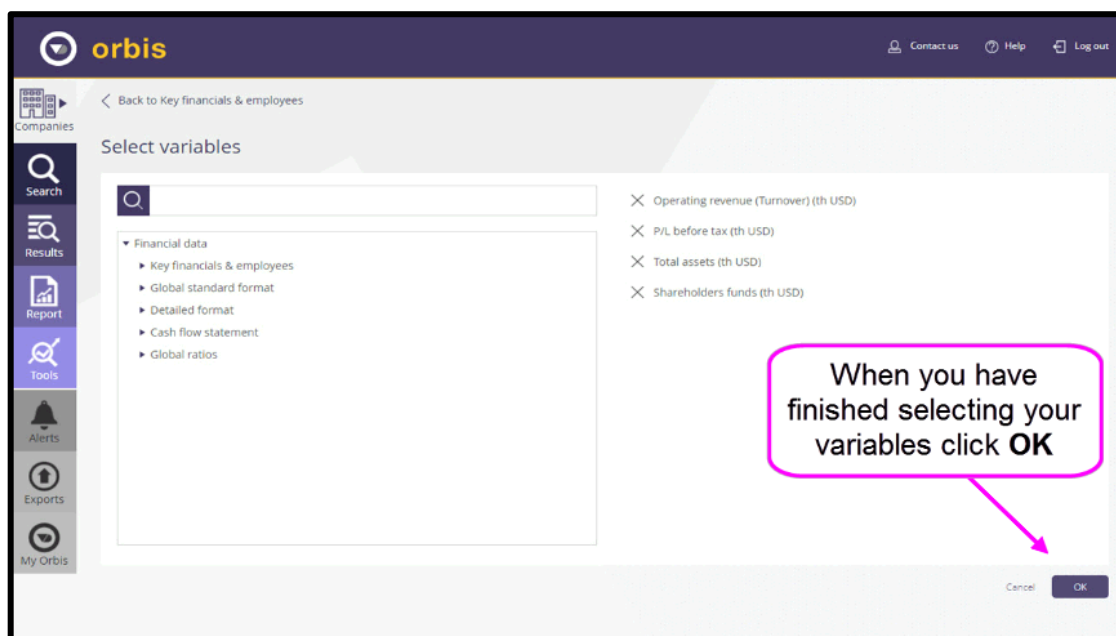
20. Simply select required variables by clicking on the arrows.



21. Your chosen variables will appear in the right hand pane.



22. When you have finished selecting your variables click **OK**.



23. The variables have been saved to the table. To view data click on **Calculate values**.

The variables have been saved to the table

To view data click on Calculate values

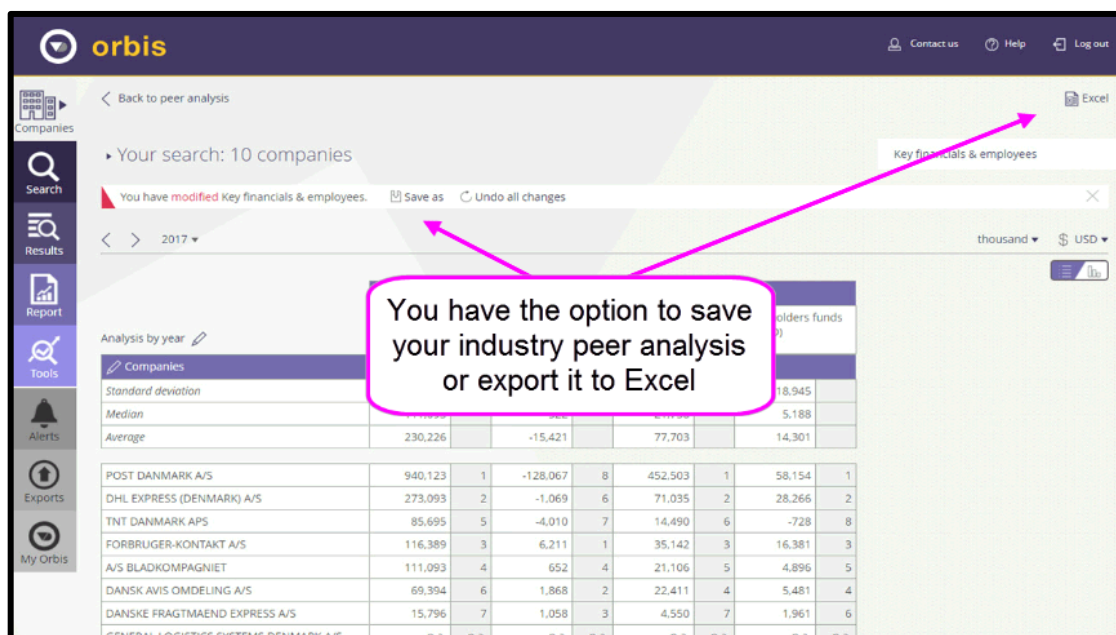
24. Click on the drop-down menu or arrows to view different years.

Click on the drop-down menu or arrows to view different years

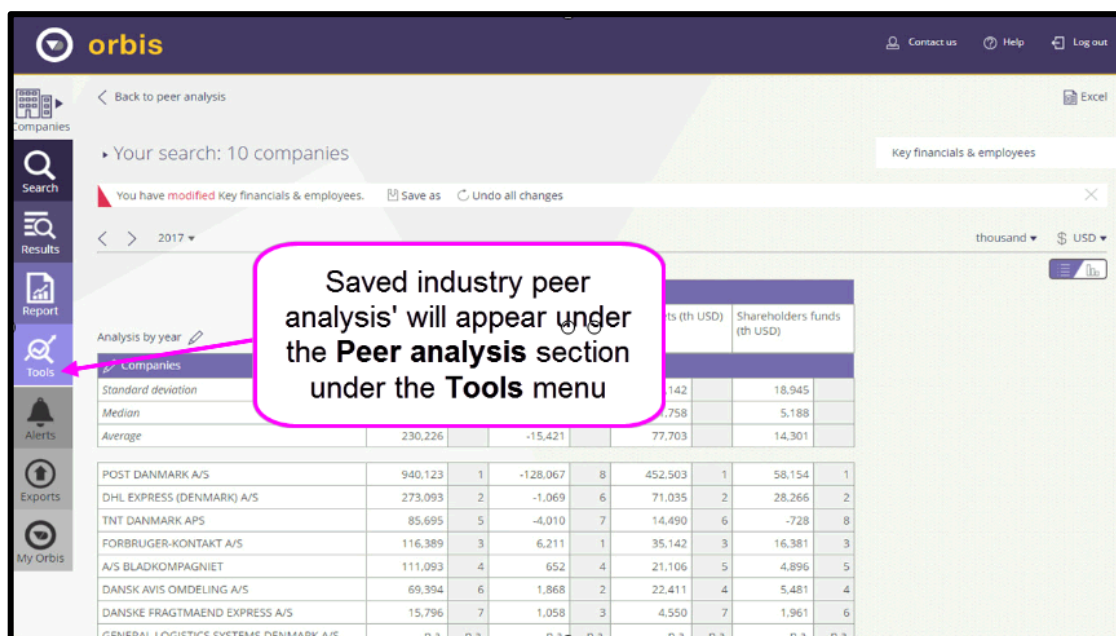
These numbers refer to company ranking

Company	Operating revenue (turnover) (th USD)	P/L before tax (th USD)	Total assets (th USD)	Shareholders funds (th USD)	Ranking
POST DANMARK A/S	940,123	-128,067	452,503	58,154	1
DHL EXPRESS (DENMARK) A/S	273,093	-1,069	71,035	28,266	2
TNT DANMARK APS	85,695	-4,010	14,490	-728	8
FORBRUGER-KONTAKT A/S	116,389	6,211	35,142	16,381	3
A/S BLADKOMPAGNIET	111,093	652	21,106	4,896	5
DANSK AVIS OMDDELING A/S	69,394	1,868	22,411	5,481	4
DANSKE FRAGTMAEND EXPRESS A/S	15,796	1,058	4,550	1,961	6

25. You have the option to save your industry peer analysis or export it to Excel.



26. You have the option to save your industry peer analysis or export it to Excel.



If you need further help using **Orbis** please contact the business librarians at businesslibrarians@brookes.ac.uk or on 01865 485851. Alternatively, please feel free to drop in and speak to us.