

# INDIA BUSINESS INSIGHT TUTORIAL

India Business Insight Database (IBID) is the first and only comprehensive desk-research tool to Indian business and industry information, providing well indexed Indian content to global databases since 1994. Its knowledge base is captured from more than 312 sources which encompasses daily newspapers, magazines and accesses information disseminated through Government sources.

**Looking at the constantly evolving needs of the clients, IBID was rebuilt with a new interface and rebranded as INDIA BUSINESS INSIGHT in February, 2014. The highly innovative new version provides its subscribers a unified platform to access nationwide industry related news and helps the user in retrieving the relevant information from mines of data in a simple, trouble-free and effortless manner.**

INDIA BUSINESS INSIGHT has 1264793 business stories summarized and compiled since 1993 and adds over 80,000 records every year. The database has an index of 85397 organisations under 44 industry segments and 12213 products. Besides, articles of INDIA BUSINESS INSIGHT are indexed under 75 Business Concepts. INDIA BUSINESS INSIGHT presents detailed summary of selected news and views published in Indian business and industry information sources and are reviewed by an in-house expert editorial team. The content is indexed to international standards to facilitate compilation, retrieval and analysis. What makes INDIA BUSINESS INSIGHT so refreshing is the fact that it transforms as a desk research tool in the hands of business strategists and students of management colleges with its succinct business information and analysis for making informed decisions.

**URL:** <http://indiabusinessinsight.com:8181/lbid/login/>

Once this URL is entered, the user will be directed to the **basic search page** (as shown on Page 2) in case his institution is **authenticated through IP**. Otherwise a **login page** will open asking for authorization through user name and password. The user can contact the librarian for the credentials and once he enters them, he'll be directed to the basic search page.

### Login Page

The screenshot shows the login page for India Business Insight. The page has a blue header with the site name and a navigation menu. The main content area is divided into two columns. The left column contains a welcome message and a description of the service. The right column contains a login form with fields for username and password, a 'Remember me' checkbox, and a 'Login' button. Below the login form is a 'Feedback' button. The page also features a 'Trending Industry News' section with a news article snippet and a 'Trending Company News' section with a news article snippet. The footer contains copyright information, a disclaimer, and links to 'FAQ', 'Statistics', 'Browser Compatibility', and 'Contact Us'. A 'Chat Support' button is located in the bottom right corner. Red callout boxes with numbers 1 through 6 are placed over various elements: 1 is over the login form, 2 is over the chat support button, 3 is over the 'Contact Us' link, 4 is over the 'Statistics' link, 5 is over the trending company news section, and 6 is over the 'Know more about India Business Insight' link.

- 1) Provide the user credentials in case the institute is not IP authenticated.
- 2) Contact our support team through live chat Monday to Friday (09:00 hrs to 17:00 hrs IST)
- 3) View **India Business Insight statistics** (number of articles, sources covered, industries and companies covered, etc.). Kindly note that the statistics are updated dynamically and the numbers are picked up live from the database.
- 4) View the **Frequently Asked Questions** about India Business Insight.
- 5) **Trending Company News** reflects the six current and important piece of company related news updated by 09:30 AM IST every day. The user cannot view the summary and source details till he logs in.
- 5) **Trending Industry News** reflects the six current and important piece of industry related news updated by 09:30 AM IST every day. The user cannot view the summary and source details till he logs in.

## Basic Search Page

Once logged in using user name and password, or authenticated through IP, the user can see the basic search page.

INDIA BUSINESS INSIGHT

About Us Log Out

Informatics India Limited.

retail stores

Search Now

Advanced Search

retail stores nec  
retail stores, all other nec  
retail stores, misc  
retail stores, others

IMPORT TARIFF FOR GOLD, SILVER CUT (import tariff value reduced to \$404 per ten grams of gold and to \$635 per kg of silver)

Trending Company News

ASHOK LEYLAND SALES DOWN 26% IN JANUARY 2014 (at 7,847 units against 10,561 units in Jan 2013)

Copyright (c) Informatics (India) Limited, 2013. All Rights Reserved. | Disclaimer

INFORMATICS  
PRAKASH PUBLISHERS

FAQ Statistics Browser Compatibility Contact Us

Chat Support

1) The user can type in the search keywords in the search box.

2) In case of multiple parameters are required before the search query is executed, the user can use the Advanced Search facility.

3) Click on any of the trending news to view the summary and source details.

4) The user can select from **auto-suggest box** as he types in the search keyword.

## Search Results Page

INDIA BUSINESS INSIGHT

Home About Us Log Out

Informatics India Limited.

"retail stores"

Refine Search New Search

Change search settings Advanced Search

Search Term: "retail stores"

Mark All Sort By Date 1 2 3 4 5 ... 813 Show 10 Results/Pg.

Showing Results 1-10 of 8,128

WALMART SET TO MUSCLE INTO e-COMMERCE JUNGLE (a team of 15-17 people are working on developing an electronic platform, which is expected to go live in the next few months)  
Source: Economic Times 05 Mar 2014;Pg 1.

TESCO'S FDI PLAN MAY HIT REGULATION SPEED HUMP (following the rider that Trent should first sell its stake in Star Bazaar stores)  
Source: Business Standard 03 Mar 2014;Pg 1.

Filter By

Time Period

Industry

Consumer Goods (6868)  
Textile Industry (383)  
Food, Beverage, Dairy, Co... (301)  
Information Technology (157)

Copyright (c) Informatics (India) Limited, 2013. All Rights Reserved. | Disclaimer

INFORMATICS  
PRAKASH PUBLISHERS

FAQ Statistics Browser Compatibility Contact Us

Chat Support

Once the Search button is clicked, the query is executed and search result page is displayed.

- 1) Title of the article as mentioned in the source, along with the elaboration provided in the brackets.
- 2) The user can sort the article by **relevance or date**. By default the articles are sorted by date.
- 3) **Refine Search** button can be used to further narrow down the existing search.
- 4) **Home button** can be clicked any time for going back to the Basic Search page.
- 5) The articles can be filtered by time period (last 7 days, last 30 days, current year or customized time period).
- 7) Click on the arrow button to view the summary of the article along with the name of company, product, industry and business terms related to it.
- 7) Source of the article along with the date and page number.

### Search Results Page (contd...)

The screenshot shows a search results page with two articles. The first article is titled 'WALMART SET TO MUSCLE INTO e-COMMERCE JUNGLE (a team of 15-17 people are working on developing an electronic platform, which is expected to go live in the next 3-4 months)' from Economic Times, dated 05 Mar 2014, Pg 1. The second article is 'TESCO'S FDI PLAN MAY HIT REGULATION SPEED HUMP (following the rider that Trent should first sell its stake in Star Bazaar stores)' from Business Standard, dated 03 Mar 2014, Pg 1. The second article includes a summary, companies (Government of India, Tesco, UK), products (Retail stores, others), industry (Consumer Goods), and business terms (Government policy, others; Investment and capital expenditure). A 'Filter By' sidebar on the right includes options for Time Period, Industry, Company, Business Terms, Product, and Source. A 'Feedback' button is visible on the right side. At the bottom, there are navigation icons for mail, download, and print, and a footer with copyright information and links for FAQ, Statistics, Browser Compatibility, and Contact Us.

- 1) Summary of the article published in the source news paper or magazine.
- 2) Post search filters for narrowing down the search results based on **Industry, Company, Business Terms, Product and Source**.
- 3) The user can **mail, download or print** the article information as shown.
- 4) Name of the company, products, industry and business terms covered by the article. A lateral search can be carried out by clicking one of these.

## Search Results Page (contd...)

The screenshot shows a search results page with several articles and a filter sidebar. Annotations are placed as follows:

- 1**: Points to the 'Business Line' filter option in the 'Source' filter menu.
- 2**: Points to the 'Show More' button at the bottom of the filter menu.
- 3**: Points to the 'Apply Filters' button at the bottom of the filter menu.

Articles listed:

- ORGANIC RETAILERS ARE BIG ON SMALL OUTLETS (high rentals in high-street locations deter the retailers)  
Source: Business Line 27 Feb 2014;Pg 3.
- `SOCIAL MEDIA WILL DRAW CUSTOMERS TO OUR STORES' (Future Value Retail is increasingly looking at Face Book, Twitter and Pinterest for connecting with customers)  
Source: Business Line 26 Feb 2014;Pg 11.
- BHARTI RETAIL ROPES IN TOP EXECUTIVE FROM WALMART (Craig Wimsatt as an advisor)  
Source: Economic Times 26 Feb 2014;Pg 10.

Footer: Copyright (c) Informatics (India) Limited, 2013. All Rights Reserved. | Disclaimer | **INFORMATICS** | [FAQ](#) | [Statistics](#) | [Browser Compatibility](#) | [Contact Us](#) | Chat Support

1) Select the desired fields under the given filter.

2) Click on **Show More** in order to view all the fields.

3) Click on **Apply Filters** to narrow down the results based on desired fields. Please note that Apply Filter should be clicked after selecting from one filter and before moving to another.

## Advanced Search Page

The advanced search page enables the user to pre-define search parameters.

The screenshot shows the advanced search page with the following annotations:

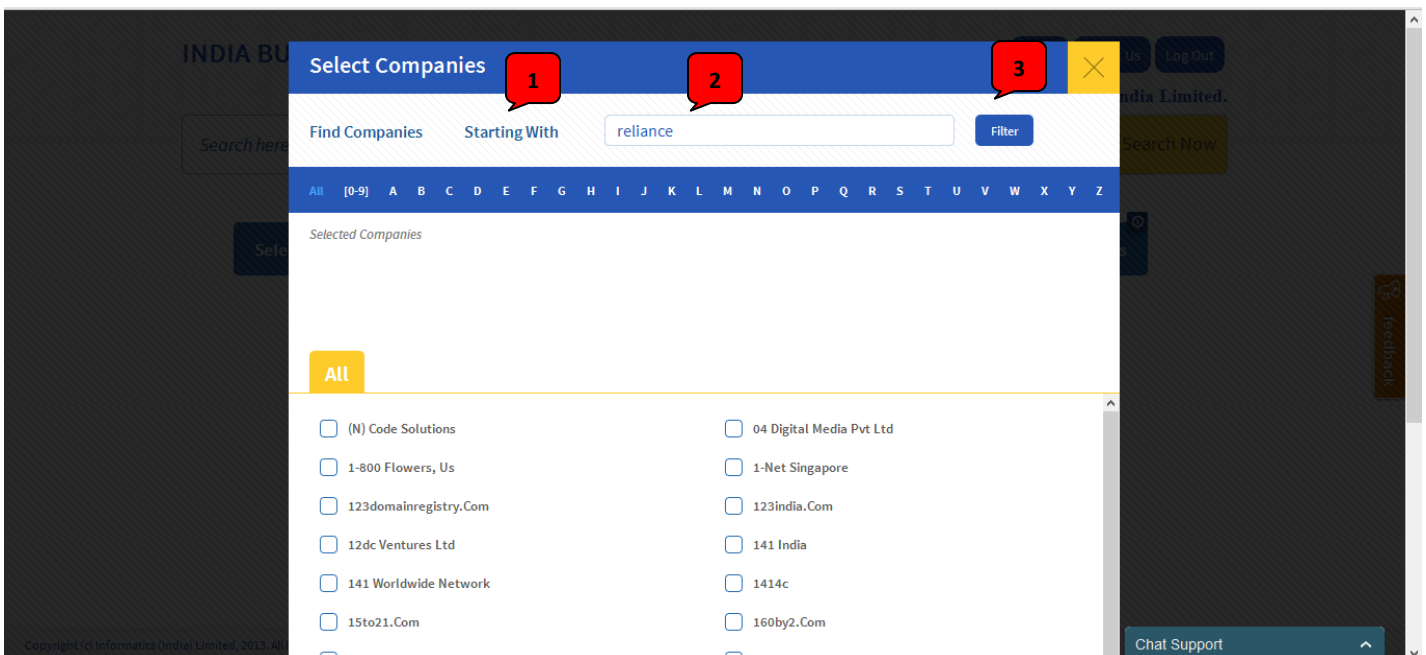
- 1**: Points to the 'INDIA BUSINESS INSIGHT' header.
- 2**: Points to the search input field.
- 3**: Points to the 'Select Industries' dropdown.
- 4**: Points to the 'Select Companies' dropdown.
- 5**: Points to the 'Select Business Terms' dropdown.
- 6**: Points to the 'Search Now' button.

Footer: Copyright (c) Informatics (India) Limited, 2013. All Rights Reserved. | Disclaimer | **INFORMATICS** | [FAQ](#) | [Statistics](#) | [Browser Compatibility](#) | [Contact Us](#) | Chat Support

- 1) In addition to the parameters like industry, company, business terms and products, the user can also provide keywords for the search. However, providing keywords is optional in case of Advanced search as long as the user has selected atleast one parameter.
- 2) **Search Industries** enables the user to select industry(ies) on which he wants to carry the search (eg. Chemical Industry, Rubber Industry, etc.)
- 3) **Search Companies** enables the user to select company(ies) on which he wants to carry the search (eg. Reliance Industries, Tata Motors, etc.)
- 4) **Search Business Terms** enables the user to select business term(s) on which he wants to carry the search (eg. Mergers and Acquisitions, Sales, Market Share, etc.)
- 5) **Search Products** enables the user to select product(s) on which he wants to carry the search (eg. Acid Oil, Lamp Holders, etc.)

### Selecting Parameters on Advanced Search Page

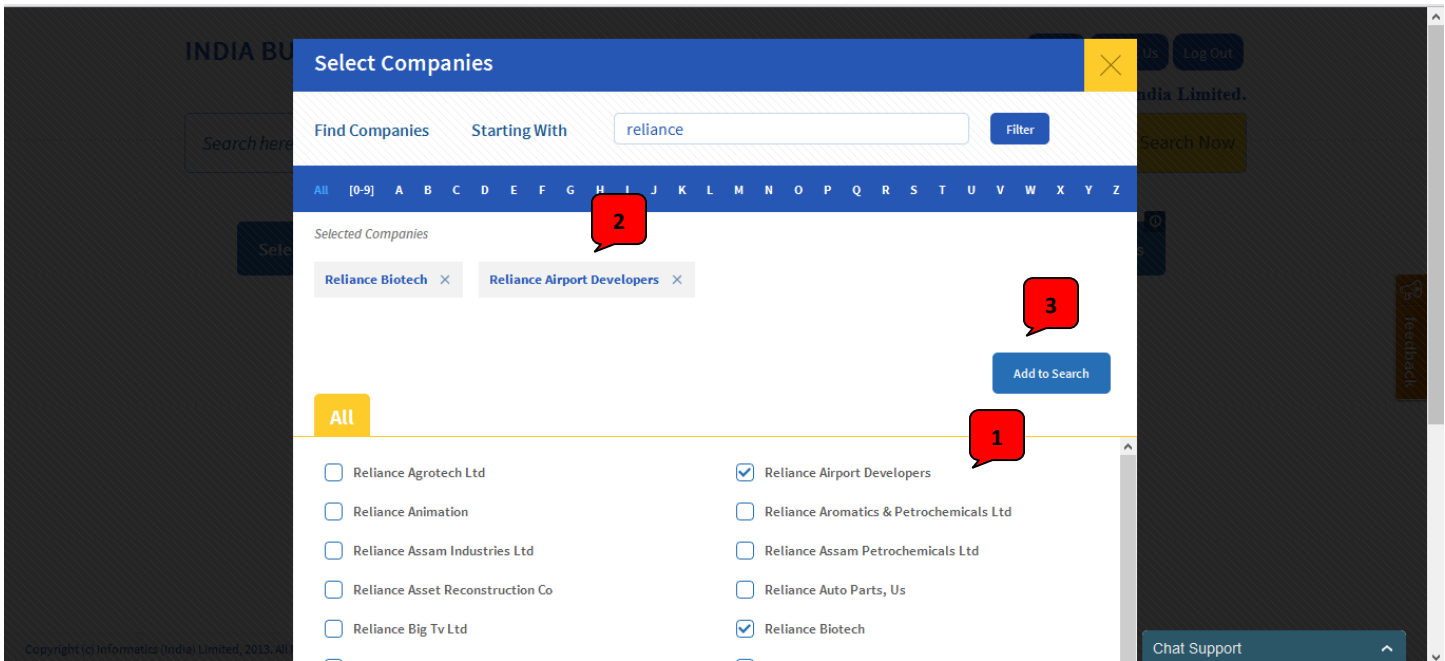
In selecting any parameter (Industry, Company, Business Term, Product) on the Advanced Search Page, the following screen flashes (we have taken example of Search by Company):



- 1) The user can select from **'Starting With'** or **'Containing'** for the particular keyword he is providing for search within the list of companies.
- 2) Enter the name (or part of name) of Company.
- 3) Click on **Filter** to view the results from the list.

## Selecting Parameters on Advanced Search Page (contd...)

After filtering, the user can select one or more options from the list of companies provided.



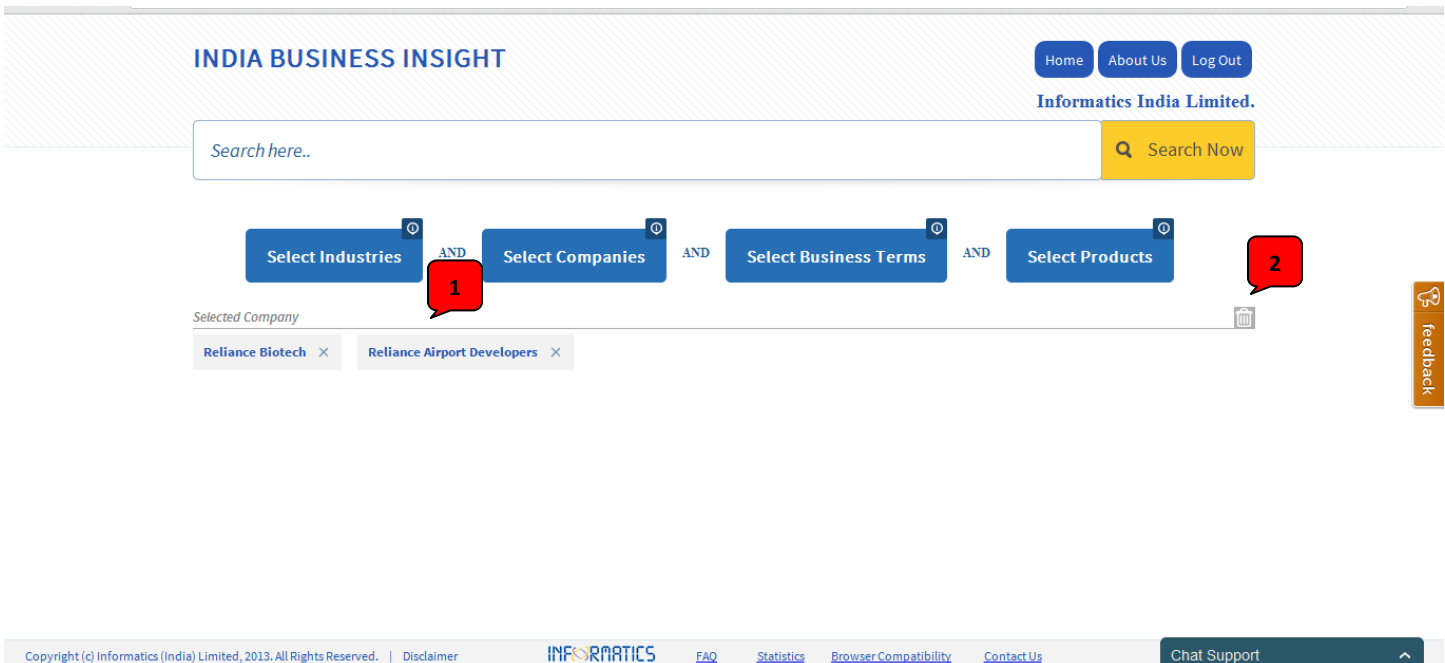
1) Click on the desired companies.

2) As the user clicks on the check box next to the company, it is added to the **Selected Companies** list.

3) Once he has finished selecting, he can click on **Add to Search**.

## Selecting Parameters on Advanced Search Page (contd...)

Once the user has clicked on **Add to Search**, the selected options will appear on the Advanced Search page:



1) He can remove the selected items one by one by clicking on the 'x' next to each item.

2) He can delete the complete field by clicking here.

The user can keep adding items from multiple parameters before clicking on **Search Now**.

## Search Results Page

INDIA BUSINESS INSIGHT

Home About Us Log Out

Informatics India Limited.

Search here.. Refine Search New Search

Change search settings Advanced Search

Mark All Sort By Date 1 2 ... 2 Show 10 Results/Pg. feedback

Showing Results 1-10 of 18

RELIANCE PLANS BARAMATI HUB FOR PVT JETS (Baramati airport has two aprons that can safely accommodate 15 to 20 private jets) Source : Business Standard 16 Jul 2011;Pg 2.

REGIONAL AIRPORT DEVELOPMENT ' RELIANCE ADAG (development of Nanded, Latur, Baramati, Yavatmal and Osmanabad airports in Maharashtra) Source : Indian Infrastructure 31 Mar 2011;Pg 81.

Filter By

Time Period

Industry

Company

indiabusinessinsight.com:8181/lbid/searchResult/?q=&f=company\_name%5B\*relia... INFORMATICS FAQ Statistics Browser Compatibility Contact Us Chat Support

The search results page will appear similarly as in the case of basic search.