

Introduction to Orbis

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1. Content of database

Orbis contains information on 60 million companies around the world. The information includes descriptive, information, company financials, news, market research, ratings, country reports, ownership and M&A data.

The database includes the following:

- about 55,000 listed companies worldwide
- over 31,000 banks and over 8,000 insurance companies
- nearly 22 million European companies from 46 countries
- about 17 million US and Canadian companies
- over 6.2 million South and Central American companies
- over 5.3 million companies in the Far East and Central Asia (mainly in Japan, Korea, China)
- over 260,000 African companies
- nearly 55,000 companies in Oceania
- over 45,000 companies in the Middle East

2. How to get access

The database can be accessed on and off campus.

On campus one can access the database through the Library's database site at <http://libsearch.asb.dk/functionality/groupbrowse.aspx>.

Off campus the database can be accessed through the site <http://www.baser.dk>. Here one can log on with the ASB username and password (the username and password used for e.g. Campusnet) and get access to the database.

3. Log-on to Orbis

3.1 Log-on

When logging on to Orbis, the user license agreement must be accepted by clicking 'I accept this condition'.

User License Agreement for access by academic institutions to databases published by Bureau van Dijk (BvD)

- The user (the academic institution) understands that the database is made available for exclusive educational use and accepts that it will not publish or make the data available to a third party, other than in the normal course of its educational activities.

The user understands that the usage of the database during internship for other than educational purposes is also not allowed

- When the user's students are no longer a registered student in a department that provides academic access to the software, those students may no longer make use of that access
- If a student violates the terms of this License Agreement BvD will demand removal of their access to the service and report the violation to the responsible access provider i.e. University
- The general 'Terms and Conditions' applies in addition to the present License agreement.

3.2 First log-on

When logging on to Orbis for the first time, one will be asked to define user settings. Click OK.

Now, different personal settings can be made, e.g. what currency all numbers should be displayed in. Press 'Finish' when done configuring.

GENERAL OPTIONS ► USER PREFERENCES

Default currency in search, list of results, report and analysis: EUR ▼

List of currencies: limited list complete list

Default alphabet for data in results and analysis: local alphabet when available
 internationally recognised alphabet

Display ▼ the side-bar menu to the right ▼ side of the screen

Show the warning pop-up box when saving under an existing name

Show the warning pop-up box when a file has been saved on to the server

Show the tip of the day when starting up Orbis

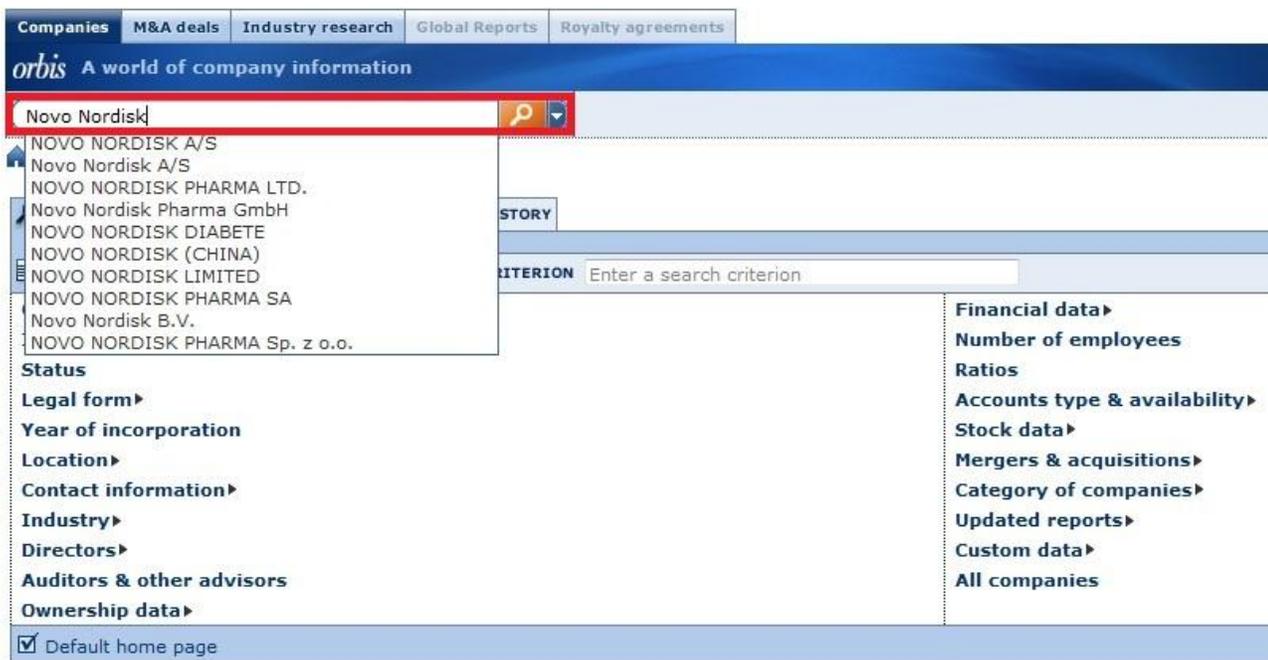
► Revert to default settings ► Cancel changes

4. How does it work?

4.1 Quick search

The first windows that will appear when logging in to Orbis looks like the window below. From here it is possible to perform a quick search by using the search bar in the upper left corner (in the picture indicated by a red frame).

In the examples below the search will be for the company named Novo Nordisk. When a company name has been typed in, press the search button.



The screenshot shows the Orbis search interface. At the top, there are navigation tabs: Companies, M&A deals, Industry research, Global Reports, and Royalty agreements. Below these is the Orbis logo and the tagline "A world of company information". A search bar in the upper left corner contains the text "Novo Nordisk" and is highlighted with a red frame. To the right of the search bar is a search button with a magnifying glass icon. Below the search bar, a dropdown menu lists several search results for "Novo Nordisk": NOVO NORDISK A/S, Novo Nordisk A/S, NOVO NORDISK PHARMA LTD., Novo Nordisk Pharma GmbH, NOVO NORDISK DIABETE, NOVO NORDISK (CHINA), NOVO NORDISK LIMITED, NOVO NORDISK PHARMA SA, Novo Nordisk B.V., and NOVO NORDISK PHARMA Sp. z o.o. To the right of the search results, there is a "STORY" section and a "CRITERION" section with a search criterion input field. Below the search results, there are several expandable sections: Status, Legal form, Year of incorporation, Location, Contact information, Industry, Directors, Auditors & other advisors, and Ownership data. To the right of these sections, there is a list of expandable sections: Financial data, Number of employees, Ratios, Accounts type & availability, Stock data, Mergers & acquisitions, Category of companies, Updated reports, Custom data, and All companies. At the bottom left, there is a checkbox labeled "Default home page" which is checked.

Pressing the search button will take you to the List (see [section 3.3](#)).

If one wants to do a more advanced search one can choose to search by different criterions.

4.2 Search by criteria

An alternative way to search is to search by different criteria. These can be selected from the box below the quick search bar (in the picture below marked with a red frame)

The screenshot shows the Orbis search interface. At the top, there are navigation tabs for 'Companies', 'M&A deals', 'Industry research', 'Global Reports', and 'Royalty agreements'. Below this is the Orbis logo and the tagline 'A world of company information'. A search bar is present with the placeholder text 'Enter a company name or BvD ID number'. Below the search bar is a 'Home' button. A secondary search bar is labeled 'SEARCH' and includes options for 'SAVED SEARCHES', 'FAVOURITES', and 'HISTORY'. Below this is a 'GROUPED VIEW' section with options for 'ALPHABETICAL LIST' and 'FIND A CRITERION'. The 'FIND A CRITERION' section is highlighted with a red box and contains a list of search criteria categories: Company name, Identification numbers, Status, Legal form, Year of incorporation, Location, Contact information, Industry, Directors, Auditors & other advisors, Ownership data, Financial data, Number of employees, Ratios, Accounts type & availability, Stock data, Mergers & acquisitions, Category of companies, Updated reports, Custom data, and All companies. At the bottom of the search bar, there is a checkbox for 'Default home page'.

For instance, it is possible to search by 'Location' (country, region etc.). The available sub-criteria can be seen by hovering the specific criterion.

The criteria can easily be setup by clicking through the various categories. In this example the search is for Danish companies (Location -> World region/Country/Region in country) with minimum 10,000 employees (Number of employees) and a profit margin of minimum 20% (Ratios -> profit margin(%)). When the criteria have been selected, they will be listed in the search strategy bar as shown below.

The screenshot shows the 'SEARCH STRATEGY' bar. It includes a 'Save' button and a 'Clear all steps' button. The search strategy is defined by three criteria:

Criteria	Results
1. World region/Country/Region in country: Denmark	382,929
2. Number of employees: Last available year, min=10,000	4,775
3. Profit margin (%): Last available year, min=20	1,020,573
TOTAL	2

The search is set to 'Boolean search' with the criteria '1 And 2 And 3'. There is a 'Refresh' button and a help icon. At the bottom, there are two buttons: 'Access relevant deals' and 'View list of results'.

It is seen that two companies match the criteria (red frame in the above picture). In order to search, press the 'View list of results' button which will take you to the List (see [section 3.3](#)).

4.3 List

The list of deals shows the transactions that match the Quick search or the criteria setup in the criteria search. The screenshot below shows the list from the example used to illustrate the use of the Quick search facility. The columns in the list from the Criteria search will be identical.

SEARCH STRATEGY													
1. Company name or BvD ID number: novo nordisk													
1 of 6 pages													
			Country ISO Code	NACE Rev. 2 Core code (4 digits)	Cons. code	Last avail. year	Operating revenue (Turnover) th EUR Last avail. yr	Number of employees Last avail. yr	BvD Indep.	GUO Name			
1.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>											
2.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	DK	2120	C1	2009	6,877,084	28,809	B+				
3.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	JP	2120	LF	2009	702,751	n.a.	D	NOVO NORDISK A/S			
4.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	DE	4646	U1	2008	483,606	488	D	NOVO NORDISK A/S			
5.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	FR	2120	U1	2003	410,694	661	-	NOVO NORDISK A/S			
6.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	FR	4646	U1	2009	303,783	284	U				
7.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	CN		U1	2008	303,496	1,000	D	NOVO NORDISK A/S			
8.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	GB	4774	U1	2008	231,211	347	D	NOVO NORDISK A/S			
9.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IT	4646	U1	2009	218,289	302	D	NOVO NORDISK A/S			
10.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	ES	4646	U1	2009	214,994	283	D	NOVO NORDISK A/S			
11.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	NL	4600	U1	2009	132,271	100	D	NOVO NORDISK A/S			
12.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	PL	4646	U1	2009	109,009	n.a.	D	NOVO NORDISK A/S			
13.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	SE	4646	U1	2009	108,760	156	D	NOVO NORDISK A/S			
14.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	AU		C1	2009	99,988	106	D	NOVO NORDISK A/S			
15.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	FR	2120	U1	2009	85,171	640	D	NOVO NORDISK A/S			
16.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	BE	4646	U1	2009	59,469	48	D	NOVO NORDISK A/S			
17.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	GR	4646	U1	2009	45,684	43	D	NOVO NORDISK A/S			
18.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	NO	4646	U1	2009	44,489	46	D	NOVO NORDISK A/S			
19.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	BR	2120	LF	2008	40,163	820	D	NOVO NORDISK A/S			
20.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	AR	4646	LF	2008	38,482	109	D	NOVO NORDISK A/S			
21.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	PT	4646	U1	2009	32,072	34	D	NOVO NORDISK A/S			
22.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	KR	4646	U1	2009	29,273	103	D	NOVO NORDISK A/S			
23.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	HR	4646	U1	2009	26,207	n.a.	D	NOVO NORDISK A/S			
24.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	DK	6420	U1	2009	16,615	35	D	NOVO NORDISK A/S			
25.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	FI	8230	U1	2009	15,853	66	D	NOVO NORDISK A/S			
			BG	4646	U1	2009	15,488	45	D	NOVO NORDISK A/S			

The table can be formatted by choosing 'List format -> New format' (red frame in picture below) to the hand corner of the table.

Hide -

[Back to search](#)

Search

[New search](#)

[Modify current search](#)

[Define the format](#)

List format

Analysis

[Segmentation](#)

[Peer analysis](#)

[Aggregation](#)

[Statistical distribution](#)

[Concentration analysis](#)

[Linear regression](#)

Hide -

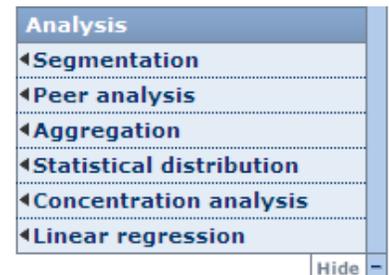
Here it is possible to select the content of the table i.e. what information should be in the columns. It could for example be useful to include the ISIN code or ticker symbol if the data should be merged with data from other databases. This can be done by adding the ISIN code or ticker under 'New format' (ISIN and ticker can be found under Identification numbers).

By pressing on a company name in the list, one will get to the company report where all information about the specific company is available such as financials, competitor information and stock data. From the company report it is possible to get a number of graphs for the specific company for example ownership structure, structure of balance sheet and evolution of e.g. profit margins.



These can be found by using the graphs in the bottom right hand corner (picture to the right).

Going back to the List, the "Peer analysis" facility makes it possible to compare between 2 and 2500 of the companies that fulfil the search criteria. Under "New analysis" it is possible to make various segmentation and statistical analysis. The possible selections can be seen in the screen shot to the right.



Segmentation displays the selected companies in a two dimensional table.

Aggregation shows the aggregated accounts for the selected companies.

Statistical distribution makes it possible to analyse the statistical distribution of a single variable, for example the mean and standard deviation of the profit, for between 5 and 2500 companies from the search.

Concentration calculates the weight of each company based on a single variable e.g. number of employees.

Linear regression makes it possible to analyse the relationship between two variables for the selected companies.

4.4 Export

The tables in List can easily be exported to various file types. This is done by pressing the Export icon in the top right hand corner when one is in the List. Alongside the Export icon it is also possible to send the table via e-mail (Send), and print the table (Print).



When pressing the Export icon the following will appear:

EXPORT PARAMETERS ?

Would you like to export :

The list of companies

Include the search summary

Include the current definition of the GUO

When a field takes multiple values, export each value to a distinct cell

Repeat single data item

Keep one company per line (multivalued fields will be contained in 1 cell)

The companies' report > [View](#)

Export each company to a separate file

Select the companies you wish to export :

All companies

The marked companies

The unmarked companies

The companies from: to:

Select a format:

Excel 2007 (*.xlsx)

Excel (*.xls)

Text (Tab delimited) (*.txt)

Xml (*.xml)

Choose a name for the file to be exported:

Here the list can be exported to Excel, ASCII and XML. One can also chose only to take a range of the transaction to export. When the desired selections have been made, press OK and the file will be generated. The export function can also be used to export other reports and records by pressing the Export icon when the desired table or report appears in the window.

5. Further resources

Orbis has a help function build in which can be found by pressing the Help button in the top right corner. The Quick tour can be recommended as a good introduction to the database.



Finally, one can, from the 'Contact us' menu, find contact information for Orbis support. The support in Denmark can be contacted at help.copenhagen@bvdep.com.

Comments or questions to this introduction manual and further questions about Orbis can also be addressed to Analysegruppen by emailing analytics@asb.dk.

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