

**CORPTECH<sup>®</sup>**



**EXPLORE**  
**DATABASE**

**THE DATABASE OF U.S. TECHNOLOGY COMPANIES**

## INSTALLATION

This installation procedure is for both the full operating and demo versions:

1. Close all Windows programs before beginning the setup program.
2. Place the *CorpTech Explore Database* CD-ROM into your CD-ROM drive.
3. In Windows 3.1, click on **File**, then **Run** from Program Manager. In Windows 95, click on the **Start** button, then **Run**.
4. On the command line type "d:\setup" or "e:\setup" depending on which drive letter your CD-ROM drive is assigned and click **OK**.

Follow the on-screen instructions to setup the software. To use CorpTech's Explore technology, click on **Yes** when prompted to enable Internet linking. This allows you to search the Internet for additional company information.

For details on network installation and other information, refer to the README.TXT file in the root directory of the CD-ROM drive.

If at any time during the installation you have problems please contact CorpTech Technical Support at 1-800-333-8036.

## CorpTech EXPLORE Database

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# OVERVIEW

## What you will find on this CD-ROM

If you have the **operating version** of the *CorpTech EXPLORE Database*:

- CorpTech company profiles database.
- CorpTech employment trends database.
- Demo of the *CorpTech EXPLORE Database<sup>GOLD</sup>*.

If you have the **demo CD-ROM**:

- *CorpTech EXPLORE Database* demo, including the CorpTech company profiles database and employment trends database. Fully operational software is available for 100 records.
- *CorpTech EXPLORE Database<sup>GOLD</sup>* demo, including the CorpTech company profiles database and employment trends database. Fully operational software, including extended data, sorting functionality, mailing label generation and the ability to export records in a delimited format, is available for 100 records.

Both versions include:

- Comma delimited sample data formats for importing into most contact management software packages located in the \ASCII directory on the CD-ROM.
- README.TXT, located on the root of the CD-ROM, has full details on the contents of this CD.

## ***CorpTech EXPLORE Database***

The *CorpTech EXPLORE Database* is an ideal way for you to quickly and easily access the 47,000 companies that make up the U.S. technology marketplace. It's the perfect tool for company research, sales, telemarketing, technology transfer, recruiting, outplacement, finding investment prospects and for all major corporate and public libraries.

The *CorpTech EXPLORE Database* includes four easy-to-use searching methods:

1. The Index Search Method allows you to search on 31 specific indexes in the following 8 categories:
  - Company name
  - Internet homepage/e-mail
  - Products
  - Status
  - Geographical location
  - Company size
  - Ownership
  - Executives
2. The Text Search Method allows you to search the company and product descriptions using Boolean operators.
3. The Browse Search Method allows you to quickly search for records by company name.
4. The Explore features included in the CorpTech EXPLORE Database allow you to:
  - Quickly preview records from the Search screen before adding them to your Query.
  - Quickly link to related records on the local CD-ROM from the Record screen.
  - Quickly link to additional company information on the Internet from the Record screen.

## **CorpTech EXPLORE Database<sup>GOLD</sup>**

This is an enhanced high-tech company research and marketing system to target 180,000 executives at over 47,000 high-tech companies.

In addition to all the features included in the *CorpTech EXPLORE Database*, the *GOLD* edition provides support for direct mail, telemarketing, custom lists and other applications. The *CorpTech EXPLORE Database<sup>GOLD</sup>* provides you the output flexibility you need to get the job done. Create personalized direct mail lists on labels or disk, sorted to your specifications and addressed to key executives. Quickly create detailed company profiles, marketing summaries, and telephone and fax number lists. Output to your printer, to an ASCII file, or download "comma delimited data" to import into common contact management or mail merge software programs.

A new feature of the *CorpTech EXPLORE Database<sup>GOLD</sup>* is the addition of Extended Records which contain historical information for our listed companies. CorpTech has provided these Extended Records at the request of our customers. Extended Records reflect the information CorpTech has collected from a company at each update while a company has been listed in our database; Corporate History (up to 10 years), Executive History (up to 10 years) and Performance Analysis (up to 4 years).

**There are two ways to access the *CorpTech EXPLORE Database<sup>GOLD</sup>* demo:**

- The demo is created as an icon on your desktop when you setup the *CorpTech EXPLORE Database*. Click on this icon to launch the demo.
- Launch the *CorpTech EXPLORE Database*. From the **Database** menu, click on **EXPLORE<sup>GOLD</sup> Demo**.

## CorpTech Employment Trends

CorpTech tracks projected employment growth trends among America's 47,000 manufacturers and developers of technology products. These trends are summarized in *Technology Spotlight* reports that can be viewed and printed including:

- National Employment Trends reports.
- Reports for 13 regions in the United States.
- Reports for all 50 states.
- Reports for the 18 CorpTech major industries.
- Reports for 250 major product categories.

## About CorpTech

Formed in 1984, CorpTech is the most comprehensive source of company information on America's 47,000 manufacturers and developers of technology products. Data on each company is updated annually and verified in writing.

In addition to these CD-ROM products, CorpTech offers ASCII diskette versions, printed national and regional directories, mailing lists, custom reports, and on-line services.

**For more information, please call 1-800-333-8036, or visit our home page at <http://www.corptech.com>.**

# USING THE *CorpTech EXPLORE Database*

## Starting the *CorpTech EXPLORE Database*

1. Select the *CorpTech EXPLORE Database* group that was created during installation.
2. Double-click on the **CorpTech** icon to run the program.

## Using the Toolbar

Listed below are the toolbar buttons used to navigate through the *CorpTech EXPLORE Database*. Some buttons are screen-dependent and may or may not be visible at all times.



**New** clears the current Query and starts a new one.



**Open** opens a saved Query.



**Save** saves the current Query to a file.



**Print** prints the Query or record(s).



**Internet** allows you to easily access common functions on *CorpTech/Web*.





**Search** returns you to the Search screen.



**Summary** lists the company names of records in the Query.



**Record** displays a full company record.



**Explore** links you to related company information.



**Previous Record** backs up one record.



**Next Record** moves forward one record.



**First Record** displays the first record in the set.



**Last Record** displays the last record in the set.



**Goto** brings you to the designated record.



**Find** searches for a word or phrase in the company record.



**Customize Record Display** allows you to select the fields in each company record you wish to display/print.



**Select All** checks all records in the Summary screen.



**Deselect All** removes all checks in the Summary screen.



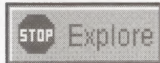
**Keep Selected** creates a subset of records marked with a check.



**Save Selected** saves the records you marked with a check.



**Undo Selection** restores the original Summary screen.



**Stop** clears the Explore history box and exits Explore.



Help

**Help** activates on-line help.



Exit

**Exit** exits the *CorpTech EXPLORE Database*.

## Search Methods

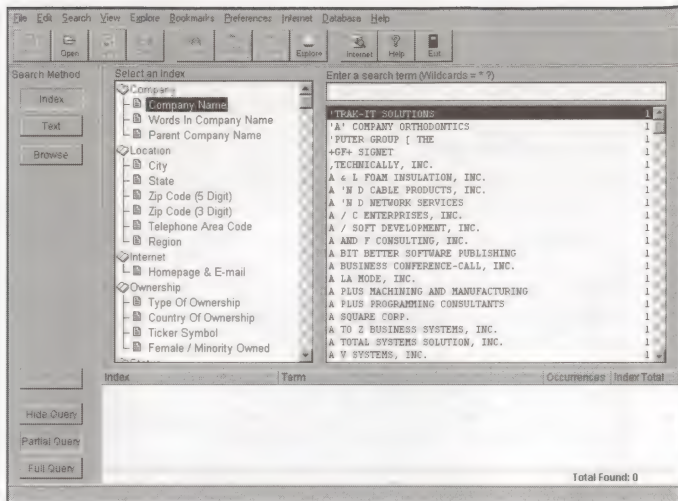
There are three search methods which you can use to find company information in the *CorpTech EXPLORE Database*. The search method buttons are located in the search method panel on the left side of the screen.

### The Index Search Method

The **Index** button allows you to search using 8 different indexes:

- ◆ **Company name:** full name, words in the name, and parent name.
- ◆ **Geographical location:** region, state, city, 3 and 5 digit zip, and area code.
- ◆ **Internet:** homepage and e-mail.
- ◆ **Company size:** annual sales, employees, historical and projected growth, international business.
- ◆ **Products:** primary industry, 18 industry code groups, 250 major code groups, 15,000 technology phrases, SIC codes.
- ◆ **Status:** year formed, source of capital, government contractor, and companies updated/new/unchanged this revision.
- ◆ **Ownership:** type (private, public), country, female/minority, ticker symbol.
- ◆ **Executives:** names and departmental responsibilities.

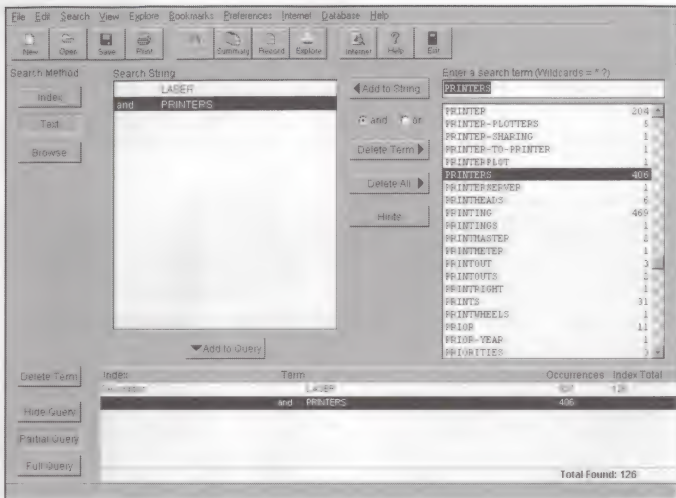
To add terms to the Query, use your mouse and double-click on term(s) in the term list box, or scroll to the term and press **[ENTER]**.



### *The Index Search Method*

#### **Total Found**

The combined total of all the selected search methods is located in the lower right corner of the screen, in the box labeled **Total Found**.



### *The Text Search Method*

#### **The Text Search Method**

The **Text** button allows you to search on words in the product or company descriptions. Boolean operators are used to create search strings which can then be added to the Query. To create a search string:

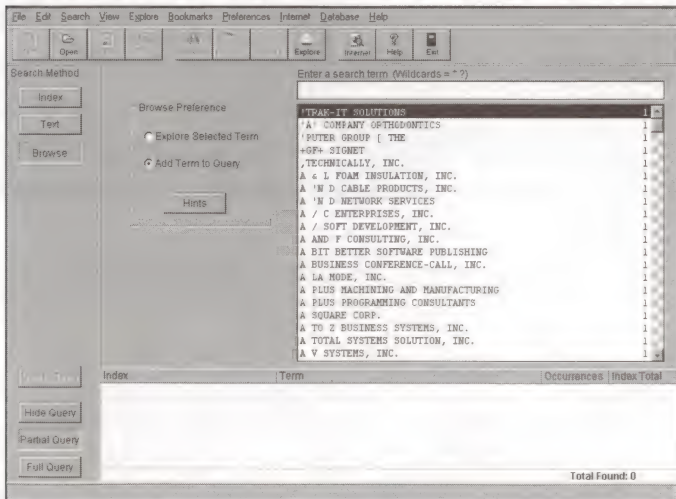
1. Highlight a term in the term list box.
2. Click the **Add to String** button.
3. Use the **AND** and **OR** radio buttons to change your operator within the search.
4. Add the string to the Query by clicking the **Add to Query** button.

## The Browse Search Method

The **Browse** button allows you to quickly search by company name. Radio buttons allow you to choose your default browse preference.

**Explore Selected Term** allows you to immediately display the selected record.

**Add Term to Query** allows you to construct a Query using company names.



### *The Browse Search Method*

## Printing

The *CorpTech EXPLORE Database* uses your Windows default printer settings. From the **File** menu, choose **Print**. You may print your Query, Summary, Record(s) or Mailing Labels.

You may select the fields of a company record to display or print. To modify your field selections, click **Preferences** from the menu, then click the **Records** tab. Check the fields you wish to include and click **OK**.

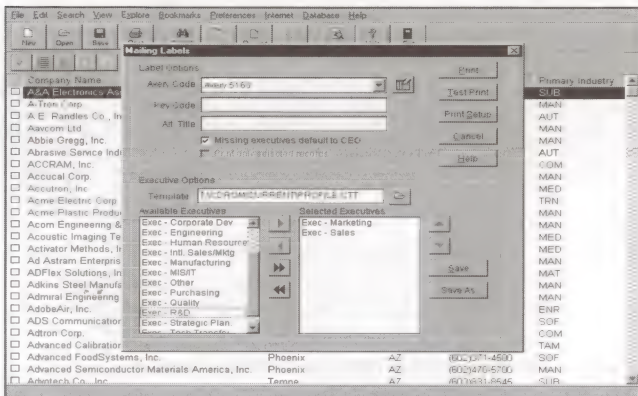
### GOLD

## Mailing Labels

If you have the *CorpTech EXPLORE Database*<sup>GOLD</sup> version, you can select from eighteen listed executives and output mailing labels to your printer. Standard Avery label types are pre-loaded, or you can customize the size of your label to fit your own corporate stationery.

1. From the **File** menu, choose **Print**, then **Mailing Labels**.
2. Under **Label Options**, choose an Avery format that corresponds with the labels you are using.  
or
3. Click on the **Label Setup** button beside the Avery Code dropdown box to customize the size of your label. You may then save your custom label parameters for future use by clicking the **Save** button.
4. Under **Label Options**, choose to include a key code for your mailing.
5. Under **Executive Options**, choose executives to mail to by making selections from the **Available Executives** box, and inserting them into the **Selected Executives** box using the arrow buttons.
6. Ensure your label parameters have been set up properly by clicking on the **Test Print** button.

7. Click on the **Print** button to begin printing your mailing labels.



### Printing Mailing Labels

## Exporting

The *CorpTech EXPLORE Database* allows you to download your selected companies to an ASCII file or, if you have the *CorpTech EXPLORE Database GOLD*, you can also download mailing labels, telemarketing lists, summaries, custom records and full records as delimited files.

Due to the fact that the **Extended Record** fields (Corporate History, Executive History and Performance Analysis) are text only fields, they **cannot be exported to delimited format**.



## Downloading ASCII Text

You may export summaries or records to an industry-standard ASCII text file which can be used in any application which can work with text, such as a word processor.

1. From the **File** menu, choose **Export**, then **ASCII**.
2. Under **Export Options**, choose the path and filename for the ASCII file.
3. Under **Export Options**, choose the template for Summary or Record(s).
4. Under **Export Range**, choose to download the current record, checked records, or a range of records.
5. Click on the **Export** button to begin downloading your data.

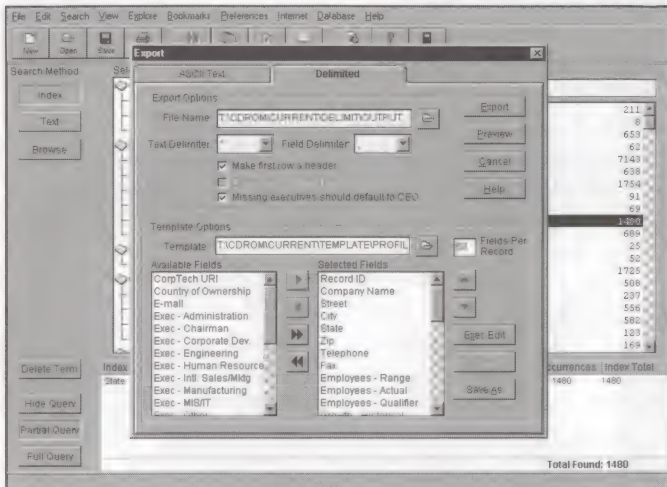
### GOLD

## Downloading Delimited

If you have the *CorpTech EXPLORE Database<sup>GOLD</sup>* you can download your selected records to a delimited file, which can then be imported into most common contact management or mail merge software programs.

1. From the **File** menu, choose **Export**, then **Delimited**.
2. Under **Export Options**, choose the path and filename for the delimited file.
3. Under **Export Options**, choose the text and field delimiters.
4. Under **Template Options**, choose from one of the five standard CorpTech templates, or create your own template by making selections from the **Available Fields** box and moving them into the **Selected Fields** box.
5. Click on the **Save/Save As** button to save your template for future use.

6. Click on the **Export** button to begin downloading your data.



### *Downloading Delimited Text*

## The Summary Screen

The Summary screen shows you a one-line listing of the records you selected in your Query. To access the Summary screen click on the **Summary** button.

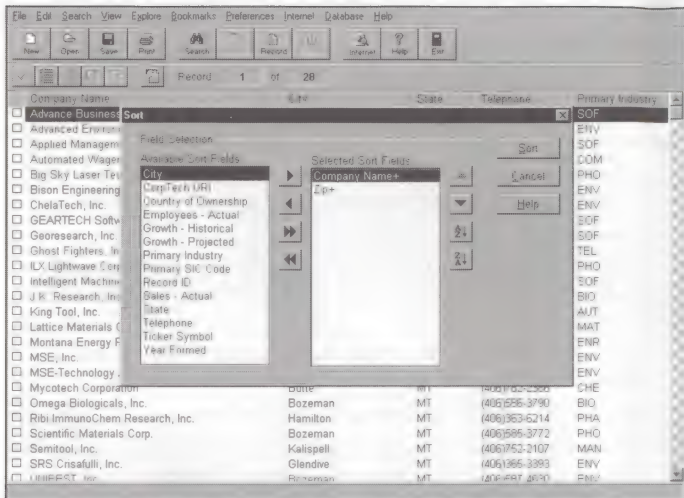
**GOLD**

### Sorting

If you have the *CorpTech EXPLORE Database<sup>GOLD</sup>* version, you can select from seventeen different sort criteria to organize your selected companies.

1. From the **Search** menu, choose **Sort**.
2. From the **Field Selection** box, click on a field you wish to sort by, then click on the **right arrow** button to move that field into the **Selected Sort Fields** box.
3. To move the sorting order of your data use the **arrow up** and **arrow down** buttons located to the right of the Selected Sort Fields box.
4. A **“+”** next to the field name indicates the sort will be in ascending order. A **“-”** next to the field name indicates the sort will be in descending order. To change this order, use the **Sort Ascending** and **Sort Descending** buttons located to the right of the **Selected Sort Fields** box.
5. Click on the **Sort** button to apply the sort to the selected query.

Sorted sets are unable to be saved sorted. All sorted sets are automatically unsorted before they are saved.



## Sorting

### Creating a Subset from the Summary Screen

In the Summary screen you can create a subset of records by clicking in the box to the left of each record you wish to retain. A check will appear in the box signifying the record's selection.

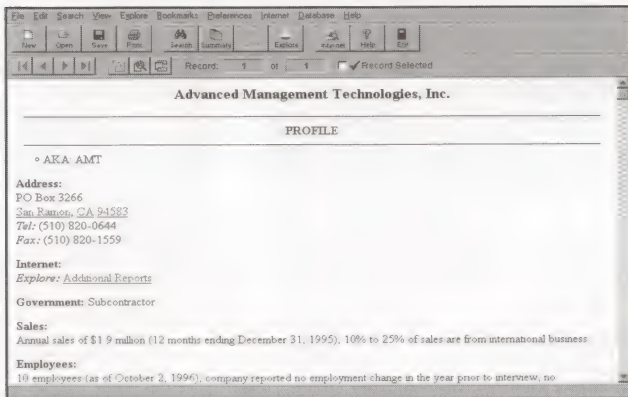
- Click on the **Save Selected** button to save your checked records to a file.

The maximum number of selected records that can be saved in a subset is 700

- Click on the **Keep Selected** button to update the Summary screen with only the records you selected.
- Click on the **Undo Selection** button to restore your original Summary screen.

## The Record Screen

The Record screen displays the full company profiles for records in your Query. To access the Record screen, click on the **Record** button.



### *The Record Screen*

You may select which fields of a company record to display or print. To modify your field selections, click the **Customize Record Display** button on the lower toolbar, check the fields you wish to include and click **OK**.

## Extended Data

Extended Data is a new feature to the CorpTech *EXPLORE Database*<sup>GOLD</sup> which provides historical information on our listed companies; Corporate History (up to 10 years), Executive History (up to 10 years) and Performance Analysis (up to 4 years).

With Corporate History changes you can view:

- Company name changes
- Ownership changes
- Address changes
- Phone and/or fax number changes
- Universal Resource Locator (URL) changes
- Product changes

With Executive History changes you can view:

- Executive name changes
- Title changes
- Responsibility changes

With Performance Analysis changes you can view:

- Up to four years analysis of a company's sales figures
- Up to a four year analysis of employment history
- Sales per employee ratios
- A company's national, regional, and industry ranking

## Using Explore in the Record Screen

In the Record screen, **Explore** allows you to link quickly to:

- Related records on the local CD.
- Additional company information on the Internet.

### Exploring Links on the Local CD

When you place your mouse pointer over a link from within a record (links are underlined in green) the pointer turns into a ship, signifying that Explore is active.

When you click on an **Explore** link, you are prompted with the **Modify Selected Link** dialog box and you can modify the term you selected:

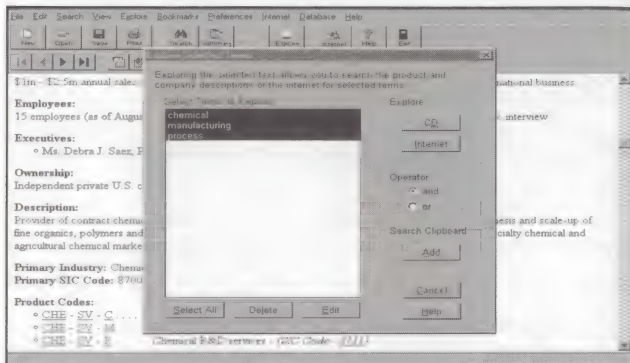
1. Select a term from the list.
2. Click the **Replace** button.
3. Click the **Explore Link** button.

### Exploring Selected Text

Exploring selected text on the **local CD** allows you to search through the company and product descriptions of all listed companies for matching information. If your Internet connection is active, you can search for your selected text over the **Internet** using the Infoseek search engine:

1. Highlight a word or words in a company record.
2. Click on the **Explore** button.
3. The Explore Selected Terms dialog box appears. You may **Select All**, **Edit**, or **Delete** terms using the Explore panel.
4. Select the Boolean operator you wish to use by clicking on **AND** or **OR**.

5. Click on the **CD** button to Explore the local CD-ROM, or click on the **Internet** button to launch an Infoseek search over the Internet.



### *Exploring Selected Text*

### **Linking to Additional Reports**

If your Internet connection is active, and you are in a company record, you can launch your Internet browser and search for additional information about the company.

**Click on Additional Reports** to obtain further information about a company such as recent press releases, stock prices and more.

**Click on a Home Page** or **E-mail address** to view the company's Internet home page, or to send them electronic mail.



## **CorpTech/Web Overview**

CorpTech's web site ([www.corptech.com](http://www.corptech.com)) is an integrated major extension to the *CorpTech EXPLORE Database* and provides extensive Internet-based company research.

A new feature of the site is the addition of Extended Profiles, which contain historical information for our listed companies: Corporate History (up to 10 years), Executive History (up to 10 years) and Performance Analysis (up to 4 years).

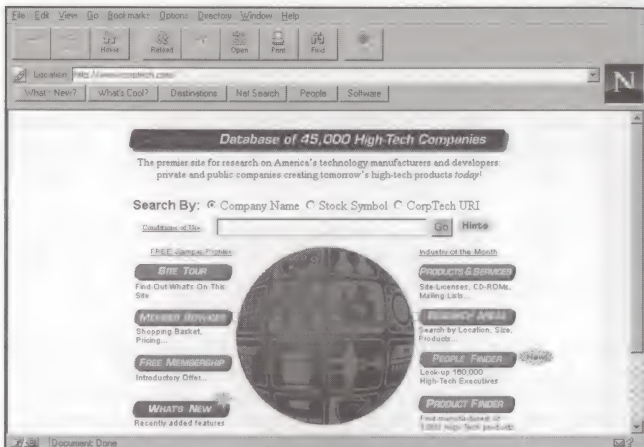
As an *EXPLORE Database* user you can click on **Additional Reports** in a company record on the CD-ROM. Your Internet browser will be launched, and jump directly to the **Resource Page** on *CorpTech/Web for the same company*.

The **Resource Page** for each company contains links to CorpTech reports not found on the CD (Rankings, Competitors and Family), plus multiple links to data on other sites relating to *that* company. These include press releases, wire stories and several news feeds; plus, for public companies, current quarterly financials, stock prices, and SEC filings.

To add to the value of your CD-ROM, *CorpTech/Web* also features Internet Resources (a database of great web sites that you can select by industry focus and application), Top 20 Lists (of high performing companies), extensive Demographic Analyses, and Employment Trend Reports (updated monthly).

In addition to this extended research capability, subscribers to the full national *EXPLORE Database* can, once registered, view Profiles free of charge, and subscribers to the national *GOLD* edition can also download data

without charge. Users can purchase Account \$ to buy data not bundled in with their CD-ROM price.



**CorpTech Homepage – <http://www.corptech.com>**

### **How to Register to use CorpTech/Web**

If you have Internet access you can register to use *CorpTech/Web* in the following manner:

1. **Retain your packing slip that came with your CorpTech EXPLORE Database**, which contains your unique registration number.
2. Log onto the Internet.

3. Using the *CorpTech EXPLORE Database*, view any company record and click on the **Additional Reports** link under **Internet**. Your Internet browser will be launched, and you will be brought to the Resources Page on *CorpTech/Web* for the same company.
4. From this Resources Page, click on **MEMBER SERVICES** (from the panel on the left).
5. Under **Registration**, click on Activate an Authorized Membership.
6. Enter your registration number and e-mail address, specify the ID and password you wish to use, and agree to CorpTech's Conditions of Use.

CorpTech will e-mail you a confirmation of the details we have on file. To change any item click on **MEMBER SERVICES**, then under **Your Membership**, click on Update Member Information.

To learn more about what's available on *CorpTech/Web*, click on the **SITE TOUR** button from any page.

#### What You Have Access To

**CorpTech Explore Database** <sup>GOLD</sup> **Full national version:** Unlimited FREE access to all CorpTech data on the site.

(Note that your *EXPLORE Database* will be faster to use for file creation).\*

- Company records now contain historical information for our listed companies. CorpTech has provided these **Extended Records** at the request of our customers.
- Extended Records reflect the information CorpTech has collected from a company at each update while a company has been listed in our database; Corporate History (up to 10 years), Executive History (up to 10 years), and Performance Analysis (up to 4 years).



**CorpTech Explore Database Full national version:** Unlimited FREE access to view all CorpTech data on the site and download in ASCII print file format. Comma delimited data can be purchased for downloading with CorpTech "Account \$". To purchase Account \$, please call your Account Executive at (800) 333-8036.\*

**Demo Customers, Explore, and Explore<sup>GOLD</sup> Custom, Regional, and Industry versions:** Unlimited FREE access to view company capsules, employment trend reports and Internet links. Company profiles, ASCII print files, and comma delimited data can be purchased with CorpTech "Account \$". To purchase Account \$, please call your Account Executive at (800) 333-8036.\*

- \* You must use the **Additional Reports** link from the Records screen in your *EXPLORE Database* to gain unlimited access to [each CorpTech/Web session](#). If you don't have the *EXPLORE Database* available (if you are working from home, or are on the road), you can save your *CorpTech/Web* research in your "Shopping Basket", and access the profiles at a later date when your *EXPLORE Database* is available.

## Using the CorpTech Employment Trends Database

CorpTech tracks projected future employment growth trends among America's 47,000 manufacturers and developers of technology products. These trends are summarized in **Technology Spotlight** reports that can be viewed and printed. In addition, you can link directly from the Technology Spotlight reports on the *CorpTech EXPLORE Database* to the latest employment trend information on *CorpTech/Web*.

Reports which have more specific sub-reports to select from are flagged by a **closed book** symbol.  Reports which are not further broken down into sub-reports are indicated by a **document** symbol. 

To view Employment Trends Reports:

1. From the **Database** menu, select **CorpTech Employment Trends**. The main index will be displayed, allowing you to view and print reports.
2. Click on the Employment Trend report of your choice.
3. If your selected report has a sub-report you may view the sub-report by double-clicking on the closed book. You may view the general report by clicking once on the report and clicking the **Record** button.

If you wish to view the latest Employment Trend information on *CorpTech/Web*, click on the link at the bottom of the report (distinguished by colored text and underlined).

4. Click on the **Search** button to return to the report index.

If you have any questions regarding the usage of the *CorpTech EXPLORE Database*, please call a CorpTech account executive at 1-800-333-8036.





# America's Most Comprehensive Source of Technology Company Information

## *PC Databases*

CorpTech databases on CD-ROM in Windows format

## *Internet - [www.corptech.com](http://www.corptech.com)*

CorpTech database and more; site licensing

## *Directories and Guides*

National and regional directories

## *Mailing Lists*

On diskette, CD-ROM, magnetic tape or in print

## *Custom Reports*

Customized information from the CorpTech database



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