Tips for Searching BCC Research

1. Keyword Searches
   a. Limit your searches to 1-2 keywords
   b. Do not put phrases in quotes (e.g. do this: precision farming; do not do this: “precision farming”)
   c. Can not use AND and OR (e.g. no Boolean logic)

2. Combine Keywords and Category Filters
   a. Start with entering keywords in search box and running your search
   b. Returned results will default to searching all categories
   c. To limit reports to specific categories
      i. After running your initial search, uncheck All Categories
      ii. Check all the desired categories
      iii. Your search will automatically rerun in just those filters
      iv. NOTE: changing keywords will always default back to search All Categories; you must repeat unchecking All Categories and then checking the desired categories each time
3. Browsing Reports by Category
   a. Click My Categories at the top of the page
   b. Click on the category of interest

4. Company Profiles
   a. To locate reports that include a competitive Company Profile for a specific company
      i. Type the company name in the search box
      ii. After results are returned, click Company Profiles below the search box
      iii. Company Index – list of all companies profiled in reports
           1. Click My Categories at the top of the page
           2. Click Company Index at the bottom of the list
5. More Search Tips
   a. Locating reports that include COVID-19 Impact
      i. In the search box type: covid 19 impact and recovery
   b. Locating Competitor Outlook reports
      i. In the search box type: competitor outlook
   c. Locating Benchmarking Reports
      i. Heavy on operational-level data sets (units shipped, end unit pricing at retail, etc.);
         available as Excel spreadsheets
      ii. In the search box type: global market data