



CareerBeam: Research Tools

The CareerBeam Research Tools provide a variety of resources for researching companies, contacts, associations, locations and more. Each resource has been reviewed in detail and selected for the quality and timeliness of information. Although these are the best sources available for depth of information, no resource is 100% accurate. These resources are provided to aid in beginning your search and when preparing for an interview or a networking meeting, it is always best to check news sources and company websites (provided in this section) for the most up-to-date details.

U.S. Company Search

To access the U.S. Company Search, click on Research Tools and select 'U.S. Company Search' from the drop down. Once in the search, you will have a new tab menu that contains your criteria selection options. For the U.S. Advanced Search, these options are Industries, Locations and Keywords. Each of these criteria options has a second sub-menu beneath the top tab. An arrow indicator will show which page in the sub-menu you are currently viewing.

The screenshot displays the CareerBeam U.S. Advanced Search interface. At the top, there is a navigation bar with links for Home, Messages, Help, and Logout. Below this is a secondary navigation bar with tabs for Career Exploration, Career Planning, Getting The Job, Industry Focus, Research Tools, and Account. The main content area is titled 'Company > U.S. Advanced Search' and features a search bar with a 'SEARCH' button and an 'Add to Search' button. The search results are organized into three main criteria: Industries, Locations, and Keywords. The 'Industries' criterion is currently selected, and the 'by Name' sub-tab is active. A list of industry categories is displayed, each with a checkbox and a count of sub-categories. The 'Industries' list includes: Accounting, Management, and Related Services (6); Adult Day Care; Advertising (5); Agriculture, Forestry & Fishing (58); Ambulance Services (3); Ambulatory Care Centers (11); Amusement & Recreation Services (11); Associations (7); Bank Head Offices (14); Bank Holding Companies; Bank Savings Institutions (4); Broadcast Media Organizations (56); Business Services (47); Colleges / Universities; Construction (35); Consultants (762); Credit Unions (2); Hospital Management (Integrated) (7); Hospitals (6); Hotels, Camps & Other Lodging Places (7); Information Industry (324); Insurance (8); ISP/Internet Service Providers; IT/Information Technology Profile (3300); Legal Services; Manufacturing (575); Medical and Dental Laboratories (2); Mining (19); Motion Pictures (7); Non-Profit Organizations (467); Nursing Homes (12); Oil & Gas (9); Performing Arts (6); and Pharmacies (2). A 'Get Results' button is located at the bottom right of the search area.

Select Industry Criteria by Name

The first page you will see in the U.S. Advanced Search is the Industries by Name page. Any industry that is underlined and turns blue when you place your mouse over it has sub-categories. The blue numbers to the right of an industry name indicate the number of sub-categories that are available for selection. To view the sub-categories, click on the industry name.



To select an industry and add it to your search criteria, click the checkbox to the left of the industry name. When you click the checkbox, the industry will automatically add to your selected Criteria on the right side of the page.

You can also search the industry list by typing a term in the search box at the top of the page. Click the 'Search' button to find categories in the industry list that match your search term. Use the 'Select All' and 'Clear All' options to add and remove groups of industries with a single click.

Select Industry Criteria by SIC, NAICS, Products/Services

You have the option of making industry list selections using SIC, NAICS codes and by using an alphabetical products and services list. These pages can be viewed by clicking on them in the industry sub-menu.

Set Size Criteria for Industries

One of the industry sub-menu options is 'by Sizes'. On this page, you can specify size restrictions for companies. In most cases, you will be able to specify employees or revenues as a size option. In many categories, there will be additional sizing metrics available for restricting your results. Additional sizing metrics are industry-specific such as Number of Beds for Hospitals or Circulation for Publications.

Select Location Criteria

You have the option of selecting locations by state, region, metro area, ZIP code radius or county. To see your location options, click the Locations tab. To select a state, click the checkbox to the left of the state to add it to your Criteria. If you click on the state name it will display the larger metro areas in the state for individual selection.

Set Keyword Criteria

Here you can specify keywords to be included in your search criteria. These keywords can be applied to contact names, contact titles, business descriptions, company names and other fields. On this page you also have the option of restricting search results based on the ownership type of a company, the age of the company and the site type of companies to be included in your results. Multiple keywords can be entered by separating with a space or comma or by combining with AND or OR. To search for a specific phrase, enter the phrase in double quotes.

Get Results

Once you have entered all the criteria for your search, click the 'Get Results' button at the bottom. To view company information, click on the company name and review company details and contact information. You can save company and contact information within the system by clicking the 'My Companies' or 'My Contacts' buttons to the right of each entry and the system will save the information to your 'Account' section.

Download Results

To download your results to a separate file, click 'Save Results' then select the 'Download' tab in the menu. Select your preferred 'File Type' using the drop down menu.



Click the 'Continue' button and 'Select Fields' for download. Next, complete the 'Organize Data' section and then 'Review and Download' your file.

Tips:

- Adding multiple keywords combined with an industry and/or location can result in very restricted results.
- Target lists for download must have fewer than 5000 records.
- You can edit your search by clicking the View/Edit Criteria button at the top of the Criteria Cart on all pages.
- From the results pages, you can return to the Criteria pages to add additional criteria and expand your results by clicking the category links such as 'Industry', 'Location' or 'Keyword' on the right side of the screen.
- You can save your search criteria at any time with the Save This Search link just below the Get Results button. All Saved Searches are available in the 'Account' menu.

Worldwide Search

Use the Worldwide Search to find information on specific companies (in the U.S. or in more than 170 countries worldwide) or to obtain a list of companies using specific criteria, on geographic region, industry, or size. This database is also useful for identifying contacts for networking within a company or organization. The database provides a company overview, key people within the organization, the company's competitors, industry information, and key financial data.

The screenshot shows the Careerbeam website interface for the Worldwide Search section. At the top, there is a navigation bar with links for Home, Messages, Help, and Logout. Below this is a secondary navigation bar with dropdown menus for Career Exploration, Career Planning, Getting The Job, Industry Focus, Research Tools, and Account. The main content area is titled 'Company Search > WorldWide'. Underneath, there is a 'Search Criteria' section with a 'Company Search' dropdown menu. The search criteria section contains a text input field with the text '"microsoft"' entered. Below the input field, there is a small text label '(Company Name, Product Name, Stock Ticker, D-U-N-S Number)'. There are three expandable sections: 'Company Location', 'Company Size', and 'Industry'. A blue 'Search' button is located at the bottom right of the search criteria section.

Search for a Specific Company

- Type the name of the company into the Company Search box in quotes (i.e. "Microsoft").
- Click the 'search' button.
- From the Company Search Results page, click on the company name to view the company overview.



- If you would like to add the company or any of the key people to your 'My Companies' or 'My Contacts' lists within CareerBeam, simply click the button to the right.

Additional Search Criteria

- You can obtain a list of companies that meet your specific criteria (e.g. geographical, size, or industry criteria)
- Click on 'company location', 'company size', or 'industry' selection tabs beneath the "Company Search" box
- Review the different criteria sections and click on the tab for the criteria you would like to specify
- Use the 'Company Location' tab to choose a specific world region, country, state, or metropolitan area. To find companies up to a maximum radius of 100 miles, use the 'Area Around Zip Code' section by filling in the boxes with the appropriate information.
- Use the 'Company Size' tab to specifically search for companies by annual sales or total employee numbers.
- Use the 'Industry' tab to select an industry type from the dropdown list.
- When your input is complete, click the 'Search' button at the bottom of the screen
- From the Company Search Results page, click on the company name to view the detailed company information.

Tip

Understand that a search must meet ALL criteria selected. If you are unable to locate a company, your search may be too narrow. Try broadening your search by only selecting a few criteria that are most important to you.

People Search

From the Research Tools menu, select "People Search." With this search type you can access contact information available in the US company database. From the first tab in this search, you can select contacts by title category or by entering keywords for the position title, contact first name or contact last name.

The screenshot displays the CareerBeam website's 'People Search' interface. At the top, there is a navigation bar with links for Home, Messages, Help, and Logout. Below this is a secondary navigation bar with tabs for Career Exploration, Career Planning, Getting The Job, Industry Focus, Research Tools, and Account. The main content area is titled 'People > U.S. Advanced Search' and features a 'New Search' button. The interface is divided into several sections: 'Contacts' (with a list of job titles like President/CEO/General Manager, Chairman, etc.), 'Industries', 'Locations', and 'Keywords'. Each section has a 'None selected.' status. There are also input fields for 'Title Keyword', 'Contact First Name', and 'Contact Last Name', each with a 'Find Similar' or 'Find Alternate Spellings' link. A 'Get Results' button is located at the bottom right of the search area.



About Functional Title Categories

All titles for contacts in the database are classified into functional title categories. For example, selecting “Marketing Executive” with the checkbox to the left will include any contacts in your results that have titles such as “Marketing Director”, “Vice President of Marketing”, “Marketing Manager” and “VP of Corporate Communications”.

Adding Industry, Location and Additional Keywords

When using the keyword options available on the Contacts tab, you can enter keywords combined with AND or OR as well as phrases enclosed in double quotes. For each keyword search box, there is a link provided to the related thesaurus.

You have the option of combining your Contacts Criteria with specific Industry, Location or additional Keyword criteria using the tabs across the top of the screen. Clicking the blue “Get Results” button will take you to the list of contacts that match your criteria. For each contact in your results set, the company information for their organization as well as additional contacts at the organization will be provided.

Saving Your Results

Similar to the US Company Search, your results can be saved to My Contacts and My Companies by clicking on the add buttons next to each entry. Additionally, you have the option of downloading the results to a file format of your choice using the “Save Results” option.

Alumni Search

On the ‘Research Tools’ menu select ‘Alumni Search’. Use the Alumni Search for identifying contacts for networking within a company or organization. The database provides the contact’s name, company information, latest position held, and an address and phone number for networking.

Search for Contacts from Your University

In the ‘College/University Name’ field input the name of your school. Use quotation marks on your input (“Georgia Institute of Technology”). If your school is commonly known by other names, try other variations as well (“Georgia Tech”). The database searches biographies, so schools names may appear in many formats.

The screenshot shows the Careerbeam website's search interface. At the top, there is a navigation bar with the Careerbeam logo and the tagline "get on it!". Below the navigation bar, there are several tabs: "Career Exploration", "Career Planning", "Getting The Job", "Industry Focus", "Research Tools", and "Account". The "Research Tools" tab is selected, and the "Alumni" sub-tab is active. The main content area is titled "People Search > Alumni". Below this, there is a "Search Criteria" section with a search box for "College / University Name" containing the text "College / University". There are also expandable sections for "Job Function", "Company Name", "Company Location", "Company Size", and "Industry". A blue "Search" button is located at the bottom right of the search criteria section.



Search for a Specific Person/Contact

If you are searching for someone specific to get in contact with, you can enter their name in the Search box (i.e. John Doe). On the people search results page, you can click on the person's name to view their contact information, or click on their organization to see an overview of the company where they work.

Keyword Search

Use a Keyword to find networking contacts that share your interests. Besides typing your university name into the search box to find alumni, you can also input the name of a professional association or other organization (e.g. "American Marketing Association") in quotes to find association members. Any biography containing the name of that organization will be in your search results.

You can also:

- Select a specific job function to locate a contact by their job title or position.
- Find contacts based on company location by selecting a specific world region, country, US state or Canadian province, or a US metropolitan area.
- Search for contacts based on a specific industry by choosing an industry from the drop down menu.
- From the people search results page, click on the person's name to view their contact information. You may also click on their organization to see an overview of the company for which they work.

Top Rated Cities Reports

The Top Rated Cities reports are provided by Grey House Publishing. These reports are 20-30 page detailed statistics on nearly 300 large and medium-sized U.S. cities. Each report contains a detailed description of the city, ranking statistics, demographics, financials, employment and tax statistics and information on businesses located in the city. To select a report, click on a state in the drop down list on the left side of the screen. Cities with available reports will appear in the drop down on the right side of the screen. Click a city name to select it then click the blue "Get Report" button at the bottom right of the screen. Depending on your browser, a PDF report will either download immediately to your desktop or will pop up for display in a new browser window. You can save the PDF to your computer at any time.

Nations of the World Reports

The Nations of the World reports are very similar to the Top Rated Cities reports. These reports are 15-20 page PDF reports on each country in the world. Information provided includes political structure, economy, language, geography, climate and a directory of chambers of commerce, government offices and tourism bureaus. Downloading a PDF report can be done easily by selecting a country from the alphabetical drop down list and clicking the blue "Get Report" button. Similar to Top Rated Cities, a PDF report will download to your desktop or display in your browser, depending on your environment.



Salary Wizard

Selecting Salary Wizard from the Main Menu will open a new browser window that displays the Salary.com wizard tool. With this tool you can select a job category and a particular location to look up reported salary statistics. This tool allows you to be very specific in researching a position and the current range of pay for the position in a particular geographic area.

Business Information Resources

The Business Information Resources tool is a database of associations, magazines, newsletters, trade shows, business directories and web sites all organized by industry. As an example, to search for associations, select the industry of interest from the drop down menu. You have the option of combining keywords or size criteria with some categories. In associations, you can search for groups with a particular number of members. Once you have entered your search criteria, click the blue “Search” button in that box.

On the results page you will see associations that match your selected criteria. The list will contain the association name and the number of members. You can click on an association name to get more details including the address, phone, web site, description and contacts at the association. Association websites will often list upcoming events that may assist in your networking efforts.

On the right side of the screen, additional resources related to your industry selection will be available in a series of links. Magazines and journals in the same industry as your associations can be viewed by clicking on the blue “Magazines/Journals” link in the Related Resources box on the right side of the screen. Similarly you can click the other resource links for additional information. To return to the search page for Business Information Resources, click the gray “Back” button in the top right of the screen.

Industry Reports

The Industry Reports use some of the web’s strongest industry research tools to seek out information on over 700 industry segments. Each *Industry Profile* contains a wealth of information on all types of industries that will help you both pinpoint the industries you’re interested in and help you prepare for your job search.





Using the Reports:

- On the Research Tools menu, click the 'Industry Reports' tab. A new window will open with the detailed Industry Reports interface.
- Start your search by entering a key word, like "advertising" or "CPA".
- Or click the appropriate tab to enter a SIC or NAICS code for the industry you wish to research.
- Or click 'Browse all Industry Profiles' to bring up a list of broad industry categories where you can drill down to define the appropriate industry sector. Once you have identified an industry to research, click its name to view the *Industry Profile*. You will also see a list of related industries that may be relevant to your research.

Each Profile includes the following information: Industry Overview; Recent Developments; Business Challenges; Trends and Opportunities; Executive Insight; Call Prep Questions; Financial Information; Industry Forecast and Rating; and Web Links & Acronyms.

At the top of the page, the 'International' tab allows you to research industry sectors internationally and the 'States & Provinces' tab enables you to search individual State (or Canadian province) profiles to obtain general employment, labor, census, and financial statistics. The 'Industry Prospector' tab allows you to view different financial, human resource and growth metrics on industries to gain insights and make comparisons.

Tips:

- When viewing a specific industry profile, use the *Call Prep Questions* section to put together intelligent questions to ask potential employers or for informational interviews.
- To broaden your scope of research with related industries, refer to *Related Profiles* on the left hand side of each industry profile.
- To exit the Industry database and get back to the CareerBeam system to access other tools, simply close the Industry Reports browser page.

Research on Demand

This is a service that enables you to request companies to be researched for you if they cannot be found in any of the other CareerBeam Research Tools. The service leverages CareerBeam research staff to research and create company intelligence records. If you are unable to find a company in the existing databases, simply complete the request form and our research team will scour a variety of sources to find information on the company that you request. Within 10 business days, you will receive any information that is available on the company (e.g. address, general business description, key contacts, etc.) by email.

The E-Library

This is a large collection of on-line resources that are easily accessible via links from the Riley Guide. Each link provides specific online career resources arranged in an easy to use A-Z Index. The resources are very diverse with information spanning specific careers to international employment to how to find the best employers in certain locations.