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Industry Analysis

October 2011

Constance Adamson, Stauffer Library
adamsonc@queensu.ca

Companies and Industries

- Industries are made up of companies
- Find out who is in the industry
- Learn more about these companies and a picture of the industry will emerge

- We use the same sources for both Industry and Company research – they build on each other

Industry Studies

- [Standard & Poor's NetAdvantage](#)
 - See 'Industry Surveys' under 'Quick Links'
- [Freedonia Focus](#)
 - Industry market research, 18 sectors
- [Gartner Research](#)
 - IT, communications and technology research

Trade Associations

- are organizations of companies and people in the industry
- find them by [web searching](#) or see the directories at Stauffer's Info Desk
- useful for membership lists, statistics, press releases, industry trends
- indicate how the industry is organizing itself

Data & Statistics

Maps, Data & Government Information Centre (MADGIC)

library.queensu.ca/webdoc/

geospatial, statistical and government information

includes Statistics Canada, Census, Industry
Canada, the OECD, European Union, IMF,
World Bank, UN . . .

Never pay for stats – check with the library first!

Maps, Data & Government Information Centre (MADGIC)

Geospatial, statistical and government information

Maps & Geospatial Data

[Collections & Resources](#)

- ...GIS data
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- ...Maps and historical cartography
- ...Atlases and books
- ...[Canadian topographic map inventories](#)

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- ...Citing maps and data
- ...Copyright
- ...ESRI Virtual Campus
- ...GIS tutorials
- ...Viewers

Statistics & Data

[I want Statistics](#)

- ...facts or figures
- ...time series
- ...tables, charts, or graphs
- ...to support an argument
- ...*'ready to use'*

[I want Data](#)

- ...to test hypotheses
- ...to generate custom tables
- ...responses of individuals
- ...for use in SPSS, SAS, or Stata
- ...to do Regression, t-test, ANOVA, etc.

Government Information

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Company Information

- Look for a company's website
- If a public company:
 - Annual reports and 10K reports
 - Transcripts of analyst's conference calls
 - Generally are more articles and news stories than about private companies

Public Company vs. Private Company

Unbelievably fast. Unmistakably BlackBerry.

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Investors

Reports. Releases. FAQ.

Get the information you need to invest in Research In Motion (RIM), including financial releases, stock information and annual reports.



Financial Documents

Access documents in pdf format, including annual reports, AIFs and financial releases.

> [View RIM financial documents](#)

Investor FAQ

Get answers to your questions regarding investing with RIM.

> [Read investor FAQ](#)

Analyst Coverage

Check out a list of firms that publish research reports on RIM.

> [See a list of analysts](#)

Contact Investor Relations

To contact the RIM Investor Relations team, call (519) 888-7465, ext. 75950 or

> email_investor_relations@rim.com

Investor Events

Find out about investor events, discussions, presentations and more.

> [Learn more about upcoming investor events](#)

Stock Information

View current and past-performance quotes and information for RIM stock.

> [Get stock information](#)

Corporate Governance

Find out about the RIM code of ethics, board of directors and more.

> [Access corporate governance documents](#)

Investor Kit

Access quarterly reports and the RIM annual report in PDF format or request a hard copy.

> [Find out how to get an investor kit](#)

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Financial Documents

Access annual reports, annual information forms (AIFs), proxy circulars, financial releases and quarterly financial information.

Fiscal Year 2012

Reports

- > [Q2 Fiscal 2012 Financial Information](#) (PDF)
- > [Q1 Fiscal 2012 Financial Information](#) (PDF)

Financial Releases

- > [Q2 Fiscal 2012 Results Announcement](#) (PDF)
- > [Research In Motion Provides Management Update and Details On Cost Optimization Program](#) (PDF)
- > [RIM and NEI Investments Announce Withdrawal of Shareholder Proposal](#) (PDF)
- > [Q1 Fiscal 2012 Results Announcement](#) (PDF)
- > [Research In Motion Provides Updated Q1 Guidance](#) (PDF)

Fiscal Year 2011

Reports

- > [Fiscal 2011](#) (XBRL Files)
- > [2011 Annual Report](#) (PDF)
- > [Proxy Circular - Fiscal 2011](#) (PDF)
- > [Annual Information Form \(AIF\) - Fiscal 2011](#) (PDF)
- > [Q3 Fiscal 2011 Financial Information](#) (PDF)
- > [Q2 Fiscal 2011 Financial Information](#) (PDF)
- > [Q1 Fiscal 2011 Financial Information](#) (PDF)

Financial Releases

- > [Q4 Fiscal 2011 Results Announcement](#) (PDF)
- > [Q3 Fiscal 2011 Results Announcement](#) (PDF)
- > [RIM Executives Adopt Automatic Securities Disposition Plans](#) (PDF)
- > [Q2 Fiscal 2011 Results Announcement](#) (PDF)
- > [RIM Announces Common Share Repurchase](#) (PDF)
- > [RIM Announces TSX Approval for Common Share Repurchase Program](#) (PDF)
- > [Q1 Results and Share Repurchase Program Announcement](#) (PDF)
- > [Motorola and Research In Motion Announce Settlement and License Agreement](#) (PDF)



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Security Filings

Research In Motion (RIM) files documents electronically with the Canadian Securities Administrators SEDAR database and EDGAR. To access the RIM public securities filings, either [visit the SEDAR website](#) and do a public database search under Research In Motion Limited or go to the [U.S. Securities and Exchange Commission website](#) to view RIM's EDGAR filings.

<http://www.apple.com/>

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Chipworks - Inside Technology

About Chipworks



Chipworks is the recognized leader in reverse engineering and patent infringement analysis of semiconductors and electronic systems. The company's ability to analyze the circuitry and physical composition of these systems makes them a key partner in the success of the world's largest semiconductor and microelectronics companies. Intellectual property groups and their legal counsel trust Chipworks for success in patent licensing and litigation – earning hundreds of millions of dollars in patent licenses and saving as much in royalty payments. Research & Development and Product Management rely on Chipworks for success in new product design and launch, saving hundreds of millions of dollars in design, and earning even more through superior product design and faster launches. Headquartered in Canada, Chipworks maintains offices in the USA, Japan, Korea, and Taiwan.

Founded in 1992, the cornerstone of Chipworks is our focused, energetic team of semiconductor and patent savvy engineers. Our team – with roots that trace back to the early days of the microchip – is at home in our highly sophisticated lab facilities, and working with the world's largest in-house electronics library and parts archive. We deliver high value, meticulously researched information that is tailored to meet the needs of our clients.

Executive Team

[Terry Ludlow, Founder, Chair & CEO](#)

[Julia Elvidge, President](#)

[Mike Thumm, Vice President, Finance and Chief Financial Officer](#)

[Gary Tomkins, Vice President, Technology Analysis Group](#)

[Bill Davies, Vice President, Core Capabilities](#)

[Dave Fraser, Vice President, Global Sales](#)

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The Million Dollar Database

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City State (US/Canada)

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- Checked Records (0)

Company Name	SIC	City	State	Country	Location	Sales	Emp.
<input type="checkbox"/> 1: Chipworks Inc	8742	Nepean	ON	Canada	Headquarters	\$17,000,000	105

< Prev | Results 1-1 | Next >

1: Chipworks Inc

D-U-N-S® Number:	24-991-6685	Location Type:	Headquarters
Company Name:	Chipworks Inc	Subsidiary Status:	Non Subsidiary
		Plant/Facility Size:	45,994 Sq Ft
Mail Address:	3685 Richmond Rd Suite 500 Nepean, ON, Canada K2H 5B7 View Map	Owns/Rents:	Rents
County:	Carleton	Foreign Trade:	Export
		Year Established:	1992
Country Phone Code:	1	Ownership:	Private
Phone:	613-829-0414	Bank:	Royal Bank
Fax:	613-829-0515	Accountant:	Deloitte & Touche LLP
		Prescreen Score:	Low Risk

Employee Count: <i>(All Sites)</i>	115	Sales: <i>(All Sites)</i>	\$17,000,000 CAN (Estimated/Modeled)
Employment: <i>(Individual Site)</i>	Current Year: 105	Sales: <i>(Individual Sites)</i>	\$17,000,000 CAN (Estimated/Modeled)

Executives: Julia Elvidge - President; Board of Directors
SIC Code(s): 87420105 - Management engineering (Primary)
87480000 - Business consulting, nec

Line of Business: Management Consulting Services

NAICS Code(s): 541611 - Administrative Management & General Mgmt Consulting Svcs (Primary)
541618 - Other Management Consulting Services



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chipworks



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92 Results* Search within

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Select 1-20 | Print | Cite | Export | Save as file

1 [Deep dives on devices; Reverse engineering; Firms perform 'teardowns' on electronics](#) Preview

Roesler, Kelly. *National Post* [Don Mills, Ont] 13 Dec 2010: .7.

...involved in reverse engineering. **Chipworks** Inc. was founded by Terry Ludlow, a ...left that company to start **Chipworks** in 1992. **Chipworks** employs about 110 people

Citation/Abstract | Full text

2 ['Deep dives' unearth tech secrets: A Kanata firm has prospered even in the depths of the recession by helping other businesses protect their intellectual property, writes Kelly Roesler.](#) Preview

Roesler, Kelly. *The Ottawa Citizen* [Ottawa, Ont] 07 Dec 2010: .1.

...involved in reverse engineering. **Chipworks** Inc. is another, founded by Terry ... He left to start **Chipworks** in 1992. **Chipworks** employs about 110 people

Citation/Abstract | Full text

3 [An industry built on tearing things apart](#) Preview

McKenna, Barrie. *The Globe and Mail* [Toronto, Ont] 02 Dec 2010: .10.

...work. UBM TechInsights, along with **Chipworks** Inc. and Global Intellectual ...leaders," explained Terry Ludlow, CEO of **Chipworks**. Canada leads the world ...and then moved on to create **Chipworks** in 1992. That head start

Sort results by

Date (most recent first)

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Newspapers (92)

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Subject

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Location

























Person

Tags

Language

Document feature

Publication frequency

-
- 4  [New Super Freighter carries big payload for First Air](#)  Preview
- Hill, Bert. *The Ottawa Citizen* [Ottawa, Ont] 01 July 2009: .1.
...Richards, vice-president of finance at **Chipworks** of Ottawa, won a Creative
-  Citation/Abstract  Full text
-
- 5  [Finalists named in businesswoman awards](#)  Preview
- Anonymous. *The Ottawa Citizen* [Ottawa, Ont] 11 Mar 2009: .3.
...Ltd.; and Julia Elvidge, president, **Chipworks**. Entrepreneur finalists are:
-  Citation/Abstract  Full text
-
- 6  [Who's Who in High Tech the directory. \(Part 1\)](#)  Preview
- Anonymous. *The Ottawa Citizen* [Ottawa, Ont] 27 Mar 2008: .10.
... **Chipworks** **Chipworks** finds out what's inside technology - specifically
...eye on what your competition's up to, **Chipworks** can do the analysis. We have the
-  Citation/Abstract  Full text
-
- 7  [Sidense snags \\$6M in new funding; Sales grow 100% a year for 'fastest, lowest cost' product, CEO says](#)  Preview
- Hill, Bert. *The Ottawa Citizen* [Ottawa, Ont] 06 Mar 2008: .3.
...companies like Synopsys, Mosaid, Cadence and **Chipworks**. Mr. Wania has more
-  Citation/Abstract  Full text
-
- 8  [Elvidge named 'Trailblazer of the Year': \[Final Edition\]](#)  Preview
- The Ottawa Citizen* [Ottawa, Ont] 30 Jan 2008: 4.
...named Julia Elvidge, president of **Chipworks** Inc., as Trailblazer of the Year.
-  Citation/Abstract  Full text
-
- 9  [Rising dollar bites into tech profits: \[Final Edition\]](#)  Preview
- Hill, Bert. *The Ottawa Citizen* [Ottawa, Ont] 26 Sep 2007: 6.
...award. - - - **Chipworks**, an Ottawa reverse engineering semiconductor
-  Citation/Abstract  Full text

Business Databases

- company news, products, numbers
- Trade magazine articles and academic research
- Newspaper articles
- Reports and research

Search 'Key' Words

- List some words & phrases that describe the technology or product or industry
- Think of synonyms, variant spellings, more general or more specific phrases, tech or consumer terms
- Use these 'key' words and phrases to search in the databases
- Search company names

Databases at Queen's

- [ABI/Inform Trade & Industry](#) - Industry and company news and trade publications
- [Business Source Complete](#) - Company, market, industry news and articles
- [CBCA](#) and [Canadian Newsstand](#) - Canadian business news
- [Factiva](#) - international business and industry news, see [Companies/Markets](#) at top
- [ThomsonOne Research](#) – company overviews and equity/analyst reports

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▶ All Companies

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Industry Snapshots

Industry Snapshots help you quickly understand the most relevant data about an industry and includes a comprehensive one-page summary. Click on the Industry name below to find targeted news, reports, charts, analysis and financial data.

- Aerospace Products/Parts
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- Agriculture
- Agriculture/Forestry
- Air Transport
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- Banking
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- Biotechnology
- Broadcasting
- Building Construction
- Business/Consumer Services
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- Diversified Holding Companies
- Durable Household Products
- Electricity/Gas Utilities
- Electronics
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- Environment/Waste Management
- Food Products
- Food/Beverages/Tobacco
- Freight/Cargo Transport
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- Machinery/Industrial Goods
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- Media
- Medical Equipment/Supplies
- Metals/Mining
- Motor Vehicles

Industry Classification

Dow Jones Industry: Biotechnology

The application of recombinant DNA, cell fusion and new bioprocessing techniques in the manufacture of industrial products. Genetic engineering (gene modification) used primarily for pharmaceutical and agricultural applications (GM crops).

SIC	N/A
NAICS	541711 Research and Development in Biotechnology
NACE	N/A

Source: Factiva

Industry Averages and Ratios

1yr Sales Growth	4.70%
Net Profit Margin	19.61%
P/E ratio	20.62
Current Ratio	3.75
Debt to Equity Ratio	0.55
Total Assets	12,718.52m
Total Liabilities	5,685.43m
Return on Equity	11.65%
Return on Assets	6.04%
Inventory Turnover	2.49
Asset Turnover	0.52

Normalized to USD for Last Fiscal Year

Source: Factiva, Reuters

Note: Based on publicly traded company data.

Trade Association Web Sites

International Forum for Genetic Engineering:
<http://www.anth.org/ifgene/>

AusBiotech Ltd: <http://www.ausbiotech.org>

Biotechnology Industry Organization: <http://www.bio.org/>

European Chemical Industry Council: <http://www.cefic.org>

Top Participants by Sales

Total Number of Companies: 564	USD m
Merck & Company Incorporated	45,987.00
Amgen, Inc.	15,053.00
Gilead Sciences, Inc.	7,949.42
Biogen Idec Inc.	4,716.42
UCB SA	4,627.95
CSL Limited	4,200.35
Life Technologies Corp.	3,588.09
Actelion Ltd	2,192.63
Bio-Rad Laboratories, Inc.	1,927.12
Novozymes A/S	1,855.69

Peer Comparison

Source: Generate, Inc., Reuters

Note: Based on publicly traded company data.

News

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1. Jury orders drug companies to pay \$162 million punitive damages in Las Vegas...

Associated Press Newswires, 06:04 PM, 10 October 2011, 732 words, (English)

LAS VEGAS (AP) - A Nevada jury on Monday ordered three pharmaceutical companies to pay \$162.5 million in punitive damages in a lawsuit that accused them of negligently distributing large vials of an anesthetic to Las Vegas clinics at the ...

2. Pharma, Biotech "Speed Date" At London Networking Conference

Dow Jones International News, 12:19 PM, 10 October 2011, 634 words, (English)

LONDON (Dow Jones)—Biotechnology and Big Pharma companies are "speed dating" here this week at the annual BioPartnering conference, but competition is fierce, with prospective suitors extremely selective as the global economic landscape ...

3. UPDATE: Biotron Soars On Positive Results For Hepatitis C Drug

Dow Jones International News, 12:48 AM, 10 October 2011, 623 words, (English)

-- Biotron announces positive results in hepatitis C drug trial -- Preliminary analysis of data shows good antiviral activity against hepatitis C


4. Stem-Cell Clinical Trials Move Debate Beyond Labs

The Wall Street Journal, 10 October 2011, 978 words, (English)

Next year, Pfizer Inc. and a clutch of British scientists hope to join a small but growing group of researchers conducting


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[Factiva](#)

- **ThomsonOne Research** – company overviews and equity/analyst reports

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- [ThomsonOne Research](#) – company overviews and equity/analyst reports

Databases at Queen's (cont'd)

- [Gartner Research](#) – IT, communications and technology market research, see their technology "hype cycles"
- [Freedonia Focus](#) – Industry market research reports
- [Standard & Poor's NetAdvantage](#) - See 'Industry Surveys' under the "Quick Links", also public and private company profiles
- [D&B Million Dollar Directory](#) – profiles Canadian private companies

Where are they?

- Online, from the '[Market and Industry Analysis](#)' section of the **Technology Commercialization Tool** (Eng/Sci Library Course Guides)
- Library website library.queensu.ca
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or the '**Databases**' tab

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Library News

- [ProQuest Multidatabase Subject Searching](#)
(posted on 2011-09-29)
- [Worth Checking Out: RefWorks 2.0](#)
(posted on 2011-07-27)
- [International Bibliography of Art](#) *(posted on 2011-06-13)*

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Arts & Humanities	Business	Latin American Studies
Engineering & Science	Canadian Studies	Middle East and Islamic Studies
Health Sciences	Communications and Mass Media	Multidisciplinary
Education	Cultural Studies	Political Studies
Law	Economics	Psychology
Other	Gender Studies	Public Administration
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	Global Development Studies	Sociology
	Government Information	Theology
	History	Urban and Regional Planning

Business

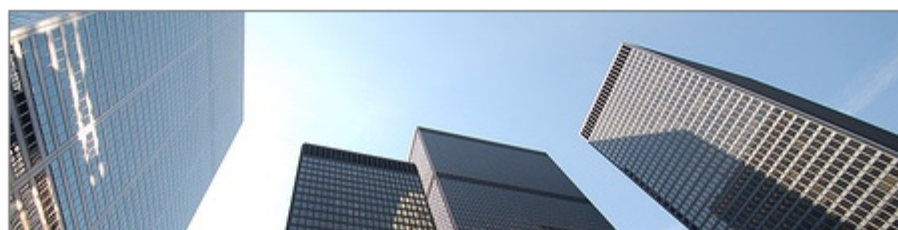


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CHEE 310: Fundamentals of Engineering Innovation and Entrepreneurship

COMM 405: Management of New Enterprise

QMBA: Career Resources

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Research Process

- Iterative process – a spiral staircase
- Bits of information start to add up to a coherent whole - it does all come together!

Contact

Constance Adamson

Stauffer Library

adamsonc@queensu.ca

Presentation available:

Course website

Business Subject Guide

library.queensu.ca

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