Capital IQ Get Started Guide
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Introduction

What is Capital IQ?
Capital IQ is a web and Excel-based finance and economics related research application delivered by Standard and Poor's. It archives historical data on firms, markets, certain transactions/trades, and leaders within firms around the world. It gives customers the information needed to investigate the essentials of organizations, assemble budgetary models, screen for worthwhile investment and/or transaction opportunities, and implement the needed research around these activities. This guide deals with the most often used tools in this software and is written for beginners. Capital IQ can be split into multiple sections as indicated by the Top Menu choices. The basic sections include My Capital IQ, Companies, Markets, Screening, Charting, Coverage. The additional sections are Projects, Alpha Factors, Real-Time, Structured Models and any additional custom add-ins. In this guide we describe the basic sections.

My Capital IQ

Directions: When you open Capital IQ from via the web login, the software signs you in and takes you to "My Capital IQ" page.

Each of the Capital IQ pages have the same format as described below.

1. Top Menu Bar: access to other components of Capital IQ, for example, "Companies", "Markets", "Screening", "Charting", "Coverage," and many more tabs.
2. Left Menu: rundown of the selected features from Top Menu Bar with sub-details.
3. Body: details the selected item with more information.

Key Functions

Companies

To search for a company, one can select either of the two ways:

1. Slide over the “Companies tab” in the Top Menu and select the “Search Profiles Companies”
2. Directly type the name of the company in the search box on the top of the My Capital IQ page.

Users are given a variety of options from which they can pick their desired industry organization to create their tear sheet.

The tear sheet page gives an organization's essential business information, industry classification, current and pending investors, office address, stock data, financial information, and present investors. The following is a screenshot of Amazon Inc's tear sheet:
Financials/Valuation

This function is located on the left-hand side menu which provides a detailed list of financial information used to analyze and value a company. Below is the screenshot of Financials for Amazon.com including key statistics such as Income Statement, Balance Sheet, and much more.

Users can also download this information in an Excel sheet for further analysis. The download option can be found on the top outlined in blue in the diagram below.
Peer Analysis

This function is located on the left-hand side menu below the Peer Analysis tab. This function provides you with a detailed list of financial information for the company and comparable firms. The screenshot below shows peer analysis for Amazon.com.

Since the comparable firms are selected by Capital IQ, users can add a new company for their own analysis through the 'Edit' bar.
Estimates function is also located on left hand side menu below the financials/valuation tab. This function provides you with the forecast information for the company’s stock price, important ratios and other vital stats. The screenshot below is an example “Estimates” page for Amazon Inc.
Industry Analysis

Users can 1) search for industry or/and geography 2) use current company's industry to find out the industry they are looking for.

Internet and Direct Marketing Retail Industry Profile

Amazon.com, Inc. (NasdaqGS:AMZN) Public Company Profile

Website: www.amazon.com
Ticker: AMZN (NasdaqGS)
Current Professional Profile: 23
Year Founded: 1994

Business Description

Amazon.com, Inc. engages in the retail sale of consumer products and subscriptions in North America and internationally. It operates through the North America, International, and Amazon Web Services (AWS) segments. The company sells merchandise and content purchased for resale from vendors, as well as those offered by third-party sellers through retail Websites. Websites, such as amazon.com, amazon.co.uk, amazon.com.cn, amazon.com.br, amazon.cn, amazon.co.uk, amazon.de, amazon.fr, amazon.it, and amazon.com.au; also a website service that allows independent authors and publishers to make their books available in the Kindle Store. In addition, the company offers Amazon Prime, an annual membership program, which provides free shipping of various items, access to unlimited streaming of movies and TV episodes, and other services. It serves consumers, sellers, developers, enterprises, and content creators. The company was founded in 1994 and is headquartered in Seattle, Washington.

Primary Industry Classification

Subsequently, users may use Key Stats & Ratios to see main financial information of the industry.

Internet and Direct Marketing Retail Key Stats & Ratios

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<tbody>
<tr>
<td>TEV/Total Revenue</td>
<td></td>
<td></td>
<td>2.4x</td>
<td>113</td>
<td>2.2x</td>
<td>137</td>
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<td>148</td>
<td>2.6x</td>
<td>151</td>
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<td>TEV/EBITDA</td>
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<td>26.7x</td>
<td>81</td>
<td>23.9x</td>
<td>96</td>
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<td>27.5x</td>
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<td>67</td>
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<td>77</td>
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<tr>
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<td>15.8x</td>
<td>108</td>
<td>16.7x</td>
<td>113</td>
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</table>

Profitability

Return on Assets %  
Return on Capital % 
Return on Equity %

Margin Analysis

Gross Margin %  
SG&A Margin % 
EBITDA Margin % 
EBIT Margin % 
EBIT Margin % 
Earnings from Cont. Ops Margin % 
Net Income Margin % 
Net Income Avail. for Common Margin % 
Normalized Net Income Margin % 
Levered Free Cash Flow Margin % 
Unlevered Free Cash Flow Margin %

Asset Turnover

Total Asset Turnover  
Fixed Asset Turnover  
Accounts Receivable Turnover 
Inventory Turnover
The Market Analysis page gives us the overall picture of the entire industry, divided into ten major sectors. This tab allows users to do the market analysis based on industry, geography, credit worthiness etc. Also, one can get hands on vital Interest Rates which are useful to evaluate the company’s performance.
Screening

This tool enables us to discover organizations, individuals, key advancements, and exchanges that satisfy certain criteria. To get access this tool, go to the Top Menu and click on Screening.

**Company Screening** – Detailed screening interface that enables you to screen organizations on innumerable criteria and characteristics.

**Key Developments** – Screen for organizations by corporate activities e.g. SEC filings, insolvencies, transactions.

**Idea Generation Screens** - Discover the potential M&A openings, undervalued organizations, firms subject to special situations, potential arbitrage opportunities, and much more.

**Transaction Screening** – Screen organizations by M&A activity, Capital changes, Equity Buybacks, new issues, and other transactions. **Basic Screener** – Quickly screen organizations on a few characteristics with ease.
The Report Builder allows you to generate company reports as Word documents (including Excel and other formats as well). You can access “Report Builder” from a company's profile by clicking on Report Builder link. You can also access the Report Builder page by hovering over the My Capital IQ tab and clicking on Report Builder link.

If you choose, you can use one of Cap IQ’s pre-defined Templates to build the report. These templates are (1) Quick Report: This report is a one page summary of a company; (2) tear sheet Report: This report includes a snapshot of the Company Profile including customized fields from the tear sheet; (3) CIQ Report: This report is a landscape view of general summary data on a company; (4) Summary Report: This report includes a general overview of each company; (5) Detailed Report: This report includes a more detailed overview of each company. You can also customize the templates by editing them and storing the changes into a new Template.

Click the Companies “Add/Edit” link to the right to include companies in the reports. This will show some pop-ups, which will allow you to add companies by ticker or company name, from Cap IQ lists or from market indices. The Report Categories and Fields section allows you to choose what information will be included in your report. Once you are ready to export your report, click “Generate Report” button.
HELP

Detailed help on various tools in Capital IQ is available within the software. For this please click on the ‘Help’ which is the link available at the top right corner of the home page.