

# Industry Inform

## User Manual

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<http://www.industryinform.com>  
[info@industryinform.com](mailto:info@industryinform.com)  
call: (+359) 885 796530

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# Introduction

**IndustryInform** is an innovative service (Data As A Service), that simplifies the way business owners, executives and producers obtain data about their industry and develop their business. It satisfies needs of market development, competitive analysis, review of a given economic sector, market research, finance, related people.

Using semantic technologies, **IndustryInform** finds, filters and organizes the most recent data from the industry and gives important answers to questions about companies, people, business activities, assets, gains, etc.; identifies and shows trends in the development of economic sectors on local, regional and world scale; provides sectoral analyses of different economic areas, forecasts for growth of production or market, volume of production or size of markets.

## **This is possible because of:**

- A database containing more than 50 000 000 information units, from which one can be easily extract detailed statistics, forecasts for sales, market share, production data and the like thanks to powerful algorithms and experts analysis.
- Information from reliable and various sources as the Bulgarian national bank, the National statistical institute, the Commercial register, the WWW, public and private databases, state agencies, international organizations, consultancies and branch organizations.

**IndustryInform** provides access the structured information, from which it is possible to generate reports. Thus, one can easily get a high level overview of a given economic sector and to find the necessary data.

**IndustryInform** offers precise possibilities for search throughout all available data about the industry, while in the same time eliminates the irrelevant results and integrates information from most various sources.

Thus, one spares valuable personal time and time for business, increases efficiency and work productivity and reduces the cost for quality, professional and up to date information.

This document presents the functionality of the web-based version of IndustryInform and how to easily start using it optimally.

# Login

The screen on figure 1 is the initial point of contact with IndustryInform. It offers a space to formulate a query in a text format, as in Google, login, and registration of a company – the two buttons underneath the search box.

The search in IndustryInform is possible only for an identified user via Login.

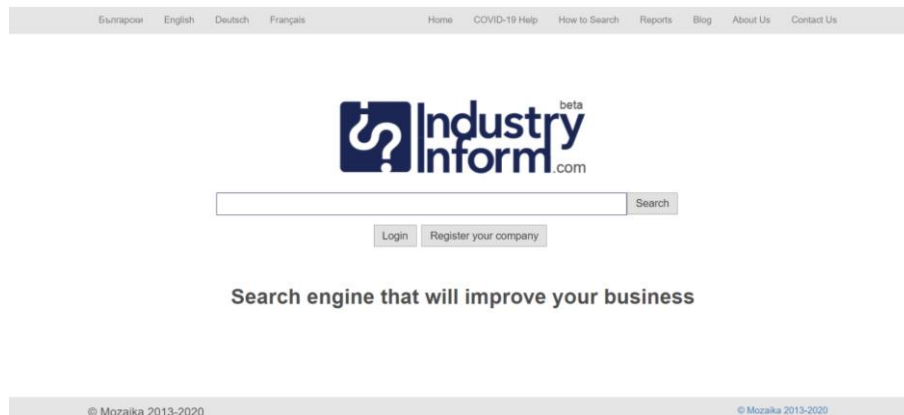


Figure 1

The grey row in the top part of the screen allows change of the language of the user interface, the supported alternatives being Bulgarian, English, German, French (see figures 2, 3, 4, 5) and access the homepage of IndustryInform through Home, online help for using IndustryInform through How to Search, access to IndustryInform's sectoral analyses through Reports, access to IndustryInform's blog through Blog though Blog, and information about the team of IndustryInform through About Us (see figures 6, 7).

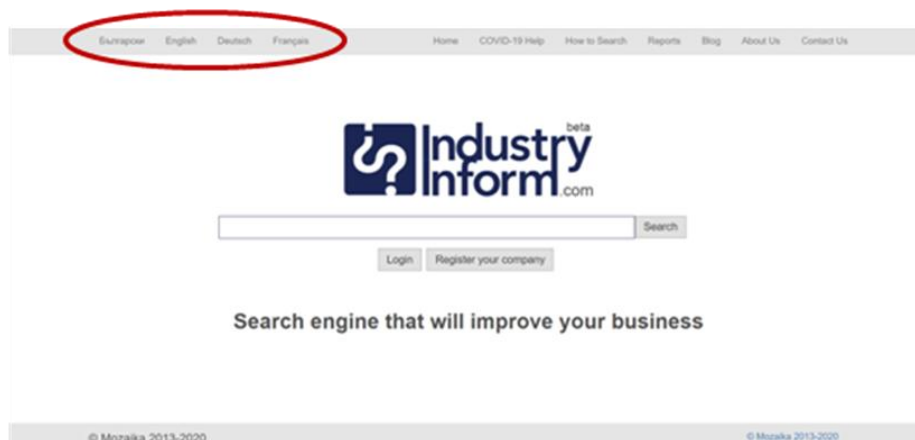


Figure 2



Figure 3



Figure 4

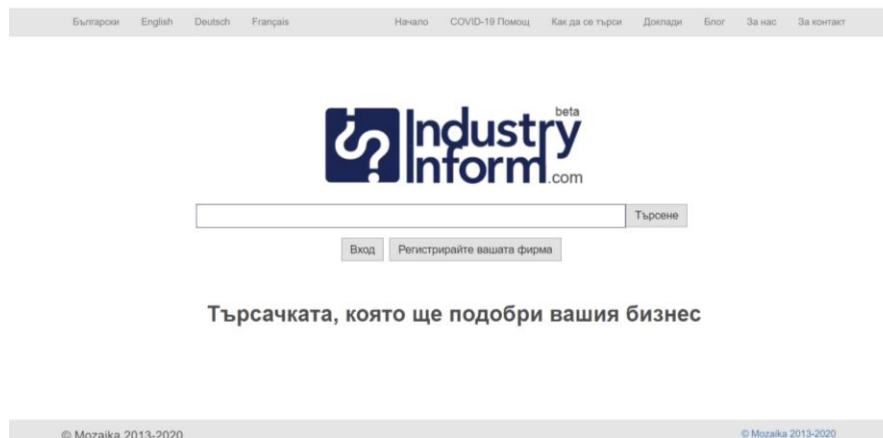


Figure 5

Mozaika, Solunska 52, Sofia 1000, Bulgaria · phone: +359888186317 · mobile: +359885796530 email: mariana.damova@mozajka.co · skype: mariana.damova

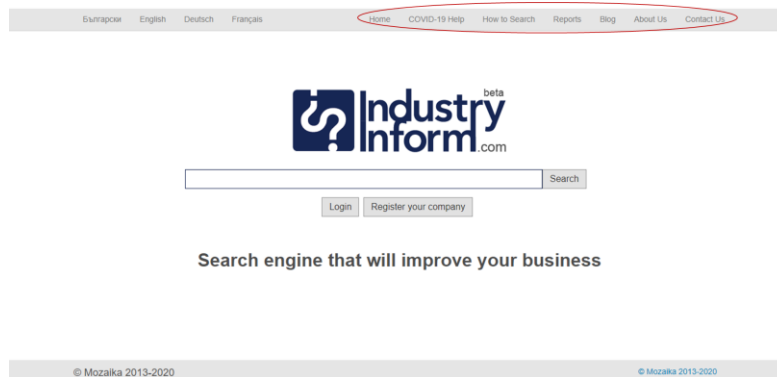


Figure 6

## Login

In order to identify himself, the user has to login in IndustryInform via the button Login (see figure 7). It will lead you the screen Identification (see figure 8).

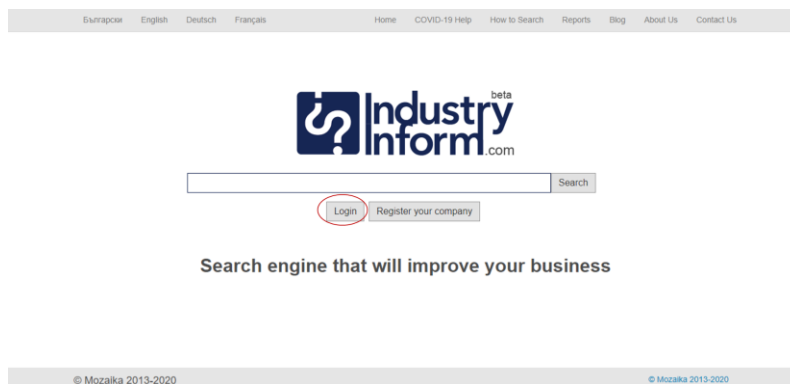
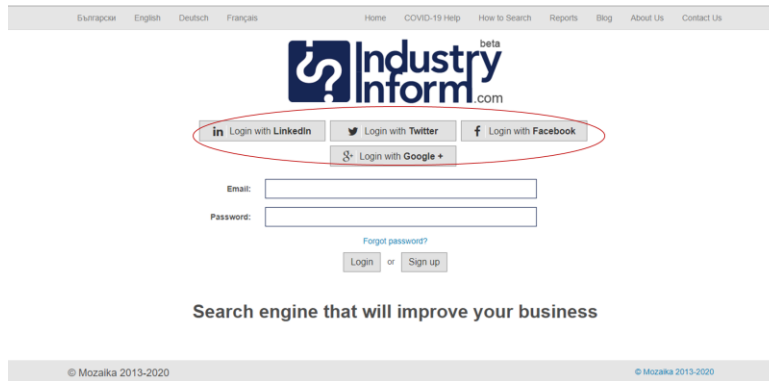
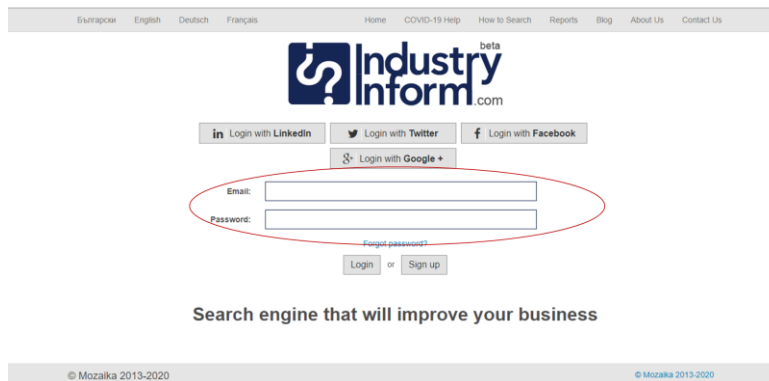


Figure 7

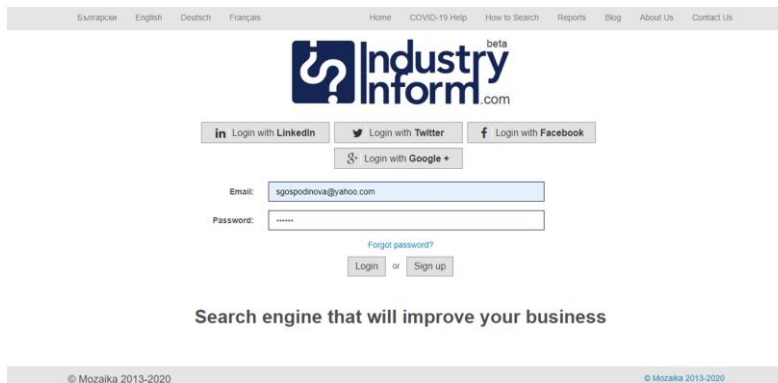
There are 5 options to identify a user: through LinkedIn, Twitter, Facebook, Google+ (see figure 8) or by introducing email address and a chosen password (see figures 9, 10) and pushing the button Login. In the case of first entry, the option Sign Up, the right button, has to be selected, instead of the button Login. The option Sign Up will lead to a screen allowing to enter user email and twice a password into the system and thus create a new user (see figures 35 and 36).



**Figure 8**

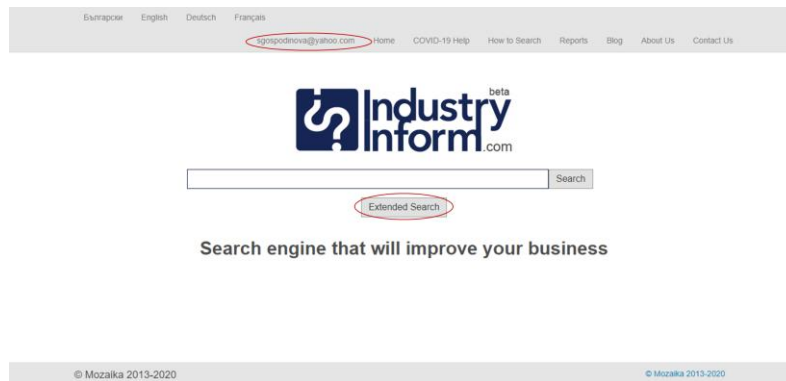


**Figure 9**



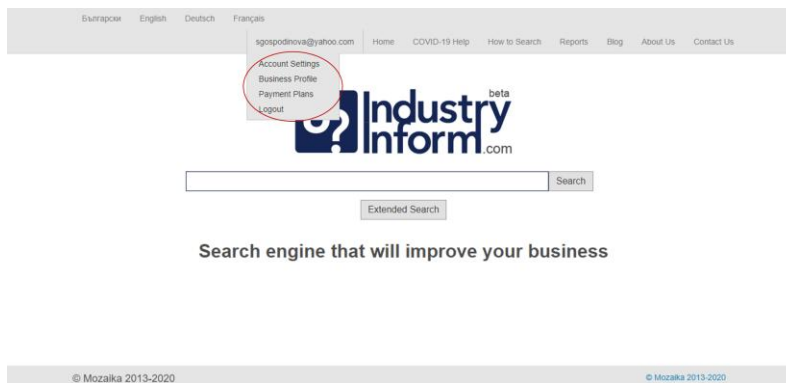
**Figure 10**

After a successful identification, the upper grey band displays the email address which the identification has been carried out with (see figure 11).



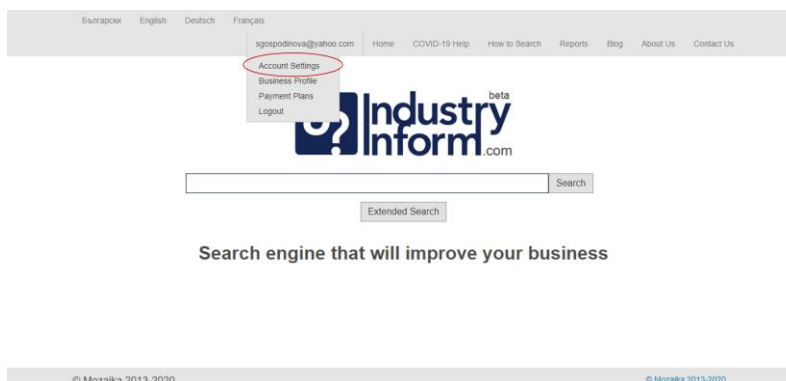
**Figure 11**

Through this new “tab” on the upper grey band one can get to the administration of the user account. (see figure 12).



**Figure 12**

The option Account Settings from the User Account Administration Menu gives the possibility to change the password (see figures 13 and 14). It is recommended, if the initial identification is done via the social networks, to use this option and create a dedicated IndustryInform password.



**Figure 13**



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**Industry Inform.com** beta

Email: sgospodnova@yahoo.com

Password:

Confirm Password:

Update

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**Figure 14**

The option Business Profile gives the possibility of a user to register a company in IndustryInform by providing detailed information about it filling in an online form (see figure 15). The beginning of the form can be seen on figure 16. The rest of it is presented later on in the document (see figures 38-43).

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Account Settings  
Business Profile  
Payment Plans  
Logout

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Search

Extended Search

Search engine that will improve your business

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**Figure 15**

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damova.mariana@gmail.com Home How to Search About Us

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Identification and Contact Information

Name:

Type:

UIC:

Email:

Location:

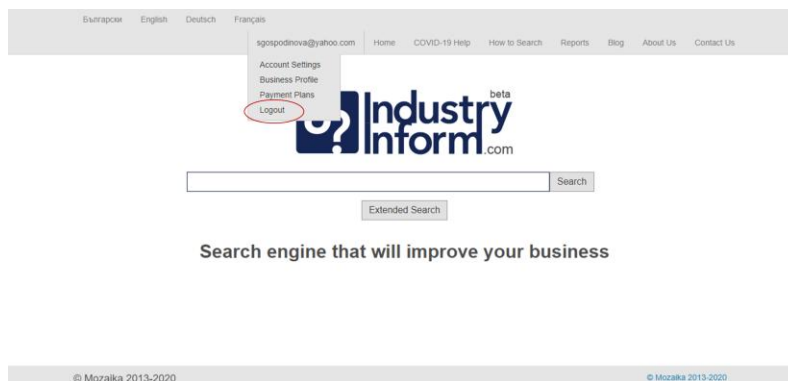
Country:  Select ▼

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**Figure 16**

The option Logout logs out the user from the application IndustryInform (see figure 17).

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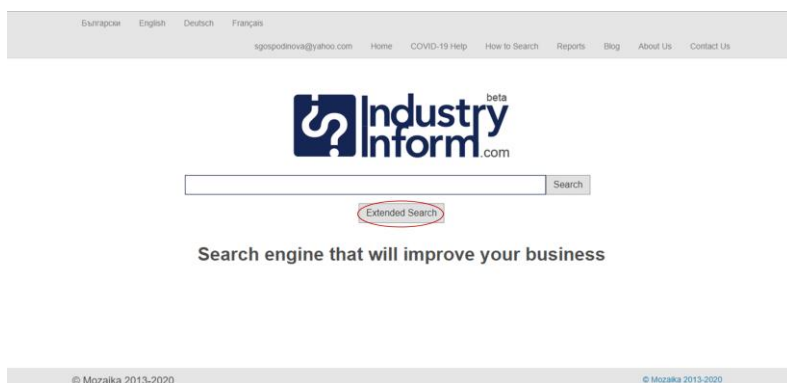


**Figure 17**

## Search

The search in IndustryInform can be done in two ways:

- 1) Via keywords or expressions as in Google from the home screen
- 2) Via parameterized queries, the interface for which can be reached through the button Extended Search (see figure 18), that appears after user identification



**Figure 18**

Figure 19 presents the screen for formulating parameterized queries. They are divided into three parts and can be extended with multiple lines, each line describing a given condition. The drop down menu of the left most space gives a choice between 4 groups of criteria. The drop down menu from the middle space provides a choice of criteria according to the selected category on the left. The third, the right most, space can be left empty or to be filled in with text, for instance name of a company or a person, digit, describing the revenue of company, etc. It is allowed to introduce also the symbols >, <, = in front of the digit. If the this field is left empty, IndustryInform will return results, selected according to the value of the middle field, for instance "Revenue". If the field is filled in, the returned results will be selected according the to values of the second and of the third field, for instance "Revenue of 5000000". Figures 20-25 show the process of formulating a parameterized query.

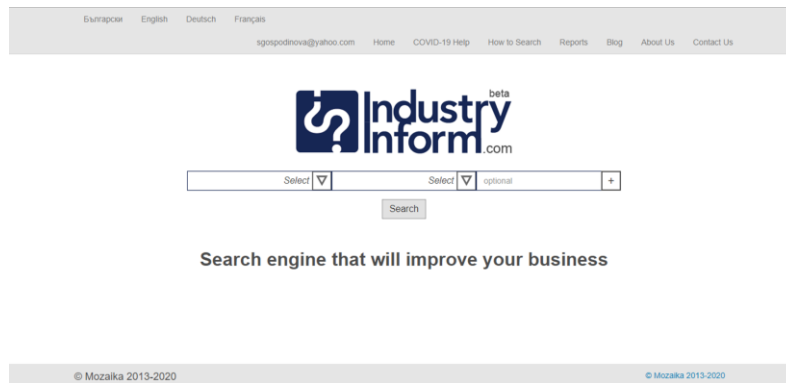


Figure 19

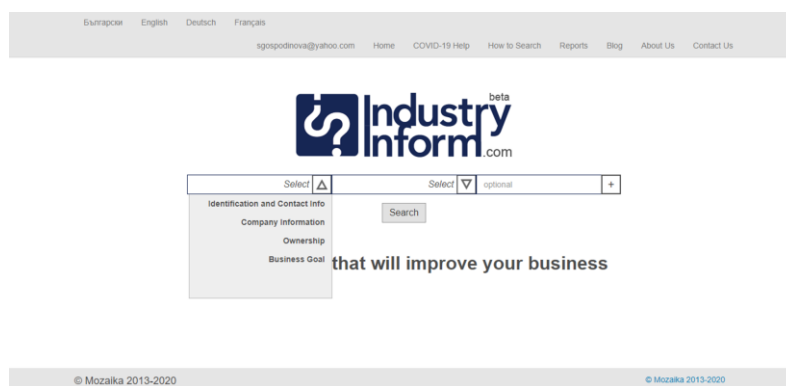


Figure 20

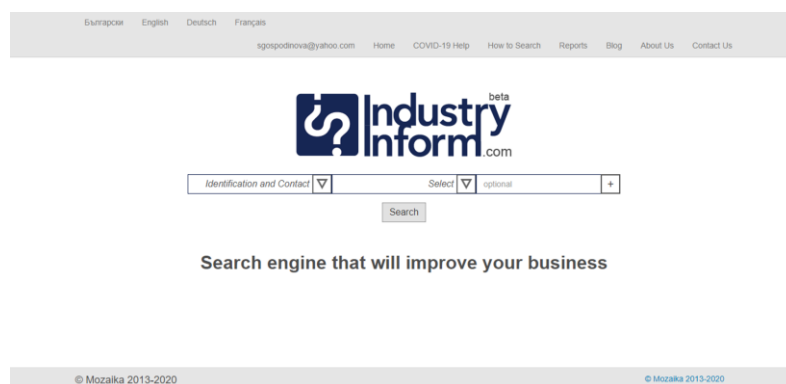


Figure 21

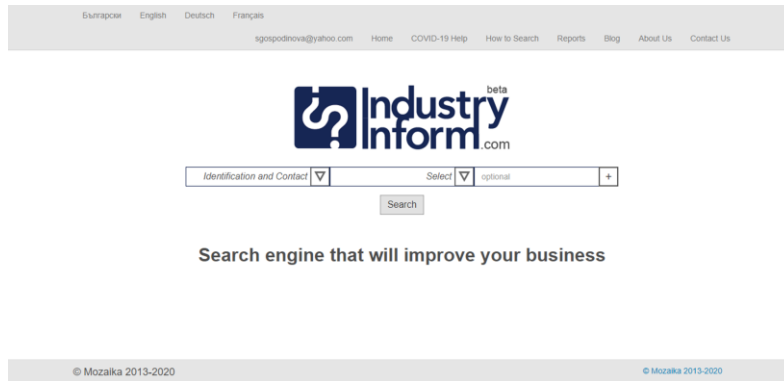


Figure 22

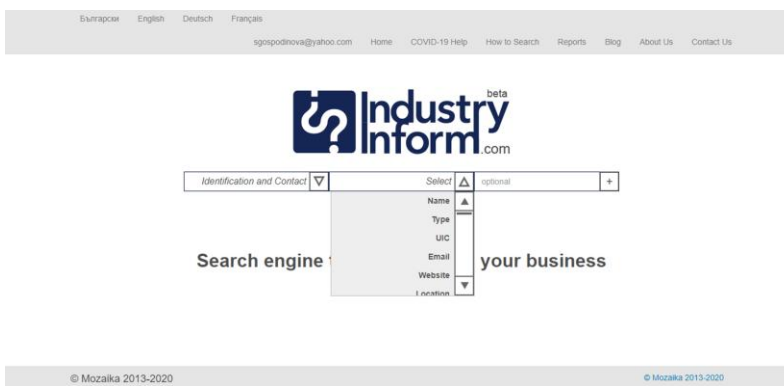


Figure 23

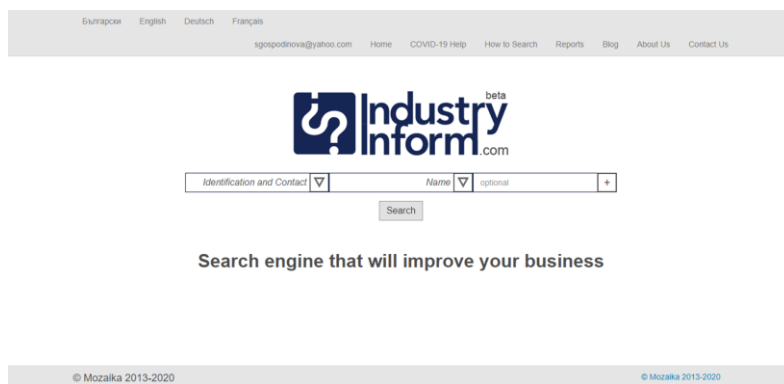
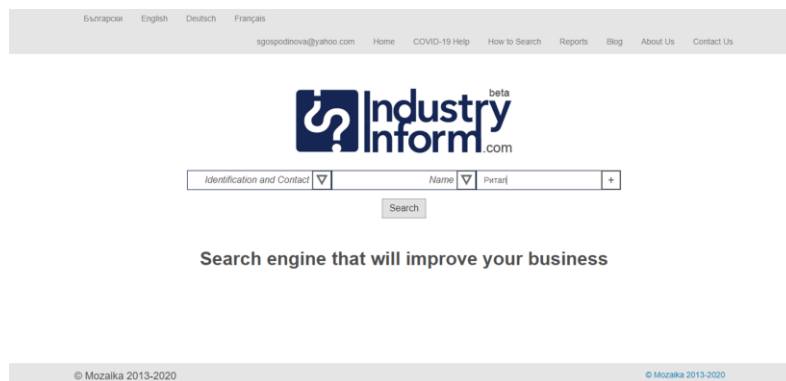


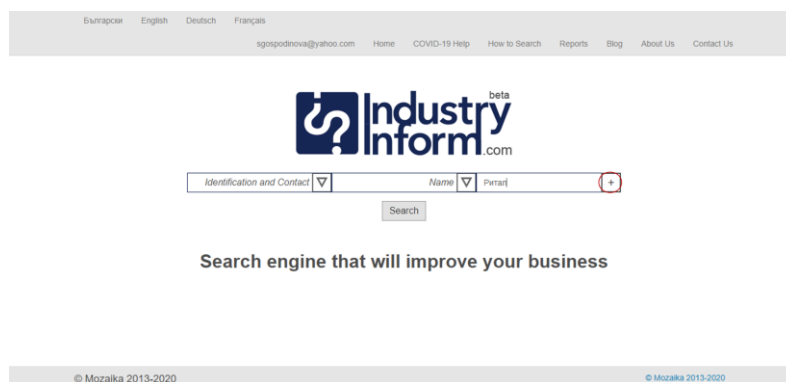
Figure 24



**Figure 25**

The Extended search allows to select several search criteria by adding lines of three elements each by pushing the “+” at most right on the line for criteria specification (see figure 26). This generates a line with three elements, that enable the definition of a second set of search criteria that complement the first one (see figure 27). IndustryInform allows unlimited number of adding or removing of search criteria (see figures 28-29). The removal of a line is done by clicking on the “-” in the right most part of the criteria line (see figures 30 and 31).

Combining the criteria for search gives the opportunity to formulate more complicated queries, such as “Companies, producing electronic machinery with revenue of 20000000 that were founded in 1992” or “Owners of companies in the energy sector and their shares”.



**Figure 26**

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**Industry Inform** beta.com

Identification and Contact	Name	Person	+
Select	Select	optional	- +

Identification and Contact Info

Company Information

Ownership

Business Goal

Search

that will improve your business

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Figure 27

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**Industry Inform** beta.com

Identification and Contact	Name	Person	+
Company Information	Select	optional	- +

Search engine

your business

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Figure 28

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**Industry Inform** beta.com

Identification and Contact	Name	Person	+
Company Information	Revenue	optional	- +
Ownership	CEO name	optional	- +

Search

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Figure 29

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**Industry Inform** beta.com

Identification and Contact	Name	Person	+
Company Information	Revenue	optional	- +
Ownership	CEO name	optional	- +

Search

Search engine that will improve your business

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Figure 30

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**Industry Inform** beta.com

Identification and Contact	Name	Person	+
Ownership	CEO name	optional	- +

Search

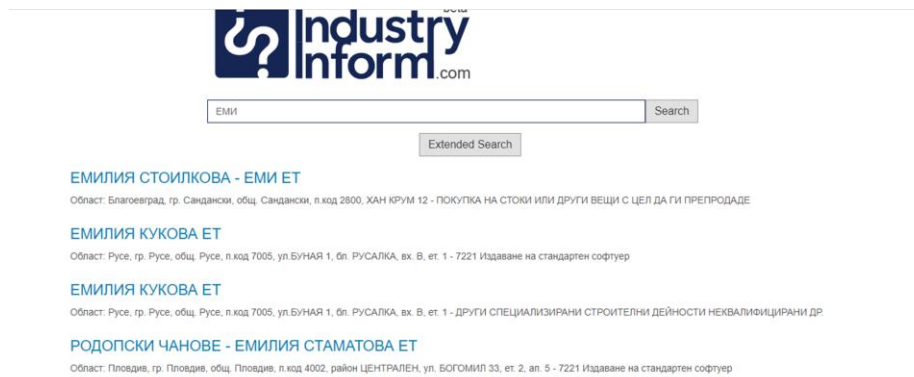
Search engine that will improve your business

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Figure 31

## Results

The query results are being shown at two steps. Figure 32 shows the showing of the results at the first step after sending the query. Here the names of the companies are links to the entire available information for them. The snippet underneath the name of the company presents the address and the specialization of the company.



**Figure 32**

Figure 33 shows the presentation of the available information about a company after clicking on the link of a company name in the screen of the first step query results.

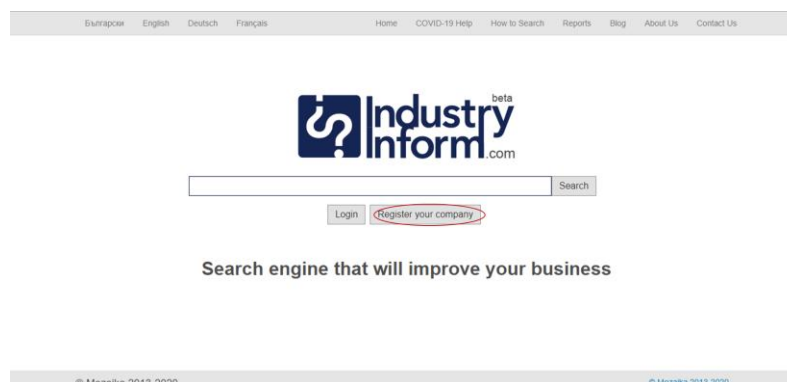
**ЕМИЛИЯ СТОИЛКОВА - ЕМИ ЕТ**

UIC	101506539
Name	ЕМИЛИЯ СТОИЛКОВА - ЕМИ ЕТ
Country	България
Location	Сандански
Address	Област: Благоевград, гр. Сандански, общ. Сандански, п.код 2800, ХАН КРУМ 12
Email	
Phone Number	
FAX Number	
Number of Employees	1
Main economic activity	7221 Издаване на стандартен софтуер
Products and Services	
Partners	
Clients	
Completed Projects	
Status	
VAT status	Нерегистриран
VAT address	
NII address	
Social Insured Employees	
Health Insured Employees	

**Figure 33**

## Company registration

IndustryInform enables companies to introduce themselves into the system. Figure 34 shows the button that leads to the page for introduction of this information. This button is on the home page of IndustryInform before login.



**Figure 34**



Figures 37, 38, 39, 40, 41 show the form that can be filled in by the company with current information and thus have the company become part of IndustryInform. After entering the information about the company, it has to be validated. The validation button is on the bottom of the last screen of the information introducing form.

Figure 42 shows the way of displaying invalid information – these are the red icons at the right most part of each line.

Figure 43 shows how does a filled in page from the form look like.


To search in IndustryInform the user has to be identified by logging in. To be able to do this the user has to sign up. Figures 35 and 36 show how this takes place. The user enters a valid email and selected password that he has to confirm in mode Sign Up. When the sign up is successful, the screen of figure 36 congratulates the user for the successful signing up.

**Figure 35**

**Figure 36**

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[sggospodinova@yahoo.com](#) [Home](#) [COVID-19 Help](#) [How to Search](#) [Reports](#) [Blog](#) [About Us](#) [Contact Us](#)



### Identification and Contact Information


Name:

Type:

UIC:

Email:

Location:

Country:  Select 


Headquarters:  City, Country

Address:

Postal Code:

Phone Number:

FAX Number:



Add logo / Photo

Next


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**Figure 37**

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Français

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Home
COVID-19 Help
How to Search
Reports
Blog
About Us
Contact Us



### Company Information

Number of Employees:

Capital:
Select ▼

Revenue:
Select ▼

Profit:
Select ▼

Assets:
Select ▼

Debt:
Select ▼

Main economic activity:
code, optional

History:

Products and Services:

Partners:

Clients:

Completed Projects:

Clients:
☐ end-users
☐ producers
☐ wholesalers
☐ retailers

Other:

●
●
●
●

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**Figure 38**

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Français

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How to Search
Reports
Blog
About Us
Contact Us



Ownership and Management

Owner's Name:
+

Owner's ID:

Owner's Share:

CEO Name:
+

CEO ID:

Previous
Next

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Figure 39

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Reports
Blog
About Us
Contact Us



Ownership and Management

Owner's Name:
+

Owner's ID:

Owner's Share:

Owner's Name:
+
-

Owner's ID:

Owner's Share:

CEO Name:  +

CEO ID:

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Figure 40

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**Industry Inform .com**

**Business Goals**

Producers ☐ Importer and Wholesaler ☐

Partner for developing of a new product ☐ Business partner Joint venture ☐

Commercial representative ☐ Investor for the extension of an existing production or for the development of a new production ☐

Contractee and Exporter ☐ Other

Previous **Verify and Submit**

Figure 41

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**Industry Inform .com**

**Business Goals**

Producers ☒ Importer and Wholesaler ☒

Partner for developing of a new product ☒ Business partner Joint venture ☒

Commercial representative ☒ Investor for the extension of an existing production or for the development of a new production ☒

Contractee and Exporter ☒ Other

Previous **Verify and Submit**

Figure 42

Identification and Contact Information	
Name:	PIYTAJI
Type:	EOCQ
UID:	175353677
Email:	info@rital.bg
Location:	Coqes
Country:	Bulgaria ▼
Headquarters:	Coqes
Address:	1000000000 25
Postal Code:	1234
Phone Number:	029876543
FAX Number:	029876543

**Figure 43**

Figure 44 shows the home page of IndustryInform. This concludes the presentation of the usage of the service.

Industry Inform .com	
<input type="text"/> <input type="button" value="Search"/>	
<input type="button" value="Login"/> <input type="button" value="Register your company"/>	
<p>Search engine that will improve your business</p>	
<p>© Mozaika 2013-2020</p>	

**Figure 44**

## API

IndustryInform is available via API. To obtain more information about the terms and technicalities of this you should write to or call the contact, listed below.

## Contact

Mariana Damova, PhD

[info@industryinform.com](mailto:info@industryinform.com)

<http://www.industryinform.com>

00359885796530