

# Mergent Horizon

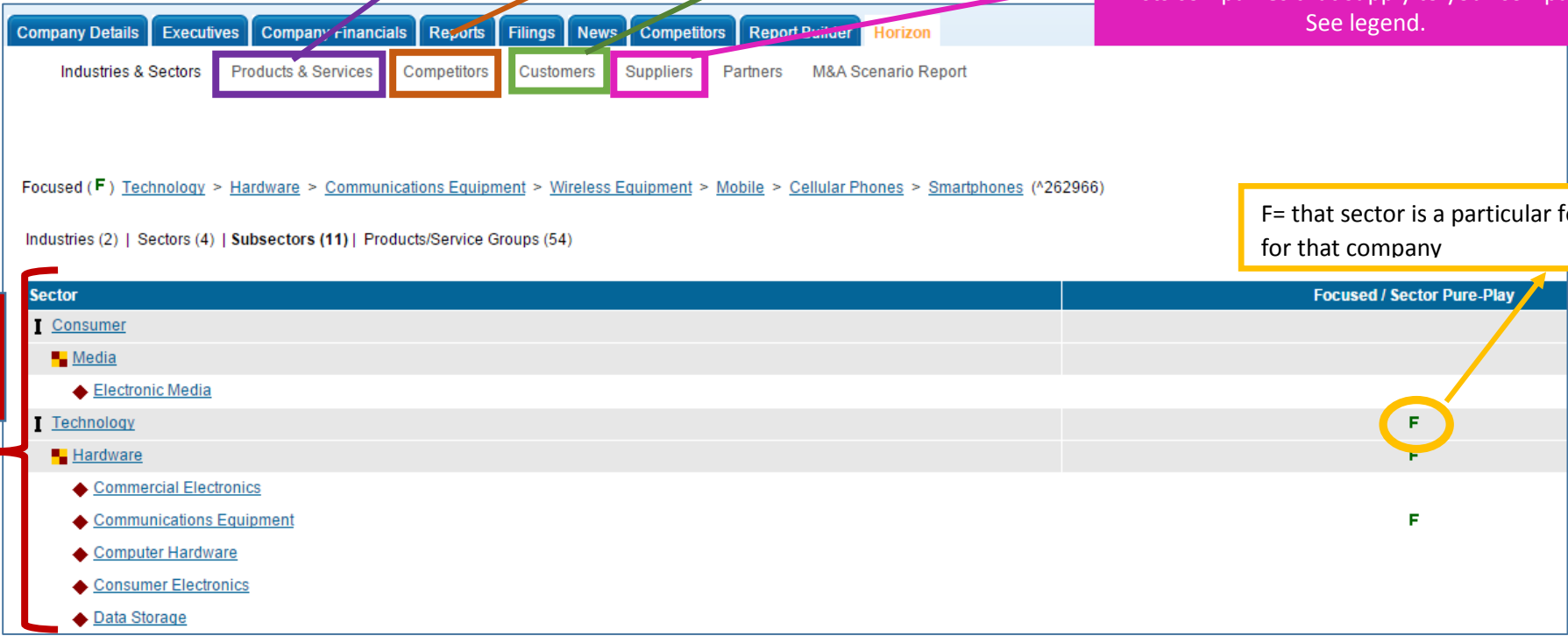
1. Search your company
2. On the company's page select the 'Horizon' tab (see below for further information on how to interpret the information).

Lists all the products/tradenames the company has (e.g. iPad, iPhone etc.)

Lists the company's competitors and the sectors they are involved in

Lists companies that purchase from your company. See legend for additional information.

Lists companies that supply to your company. See legend.





The screenshot shows the Mergent Horizon interface with the 'Horizon' tab selected. Below the navigation tabs, the breadcrumb path is: Focused (F) Technology > Hardware > Communications Equipment > Wireless Equipment > Mobile > Cellular Phones > Smartphones (^262966). Below this, it shows 'Industries (2) | Sectors (4) | Subsectors (11) | Products/Service Groups (54)'. A table lists sectors and subsectors with a 'Focused / Sector Pure-Play' column. A red box on the left highlights the 'Sectors the company is involved in' (Consumer, Media, Technology, Hardware). A yellow box on the right explains that 'F=' indicates a particular focus for that company, pointing to the 'F' in the 'Focused / Sector Pure-Play' column for the 'Technology' sector.

Sector	Focused / Sector Pure-Play
Consumer	
Media	
Electronic Media	
Technology	F
Hardware	
Commercial Electronics	
Communications Equipment	
Computer Hardware	
Consumer Electronics	
Data Storage	

Sectors the company is involved in.

F= that sector is a particular focus for that company

## Legend & Definitions:

 - Defined by the Company  
  - Defined by Others

(i.e. where did Horizon get the information that a particular company was supplier/customer)

**Product overlap:** Signifies the number of competitor products placed at the same level of the Hierarchy. Direct competitors sometimes compete in the same market but have 0 product overlap due to differences in the basic technology or industry class of the competing products