



# ANALYSIS TOOL ON SERION™ QUICK REFERENCE GUIDE

The Analysis Tool on SERION gives you intuitive and flexible search analysis and reporting possibilities that make you work better, faster and more efficiently. This Quick Reference Guide will lead you through some of the most important functionalities. **To reach the Analysis Tool, go to [compumark.thomson.com](http://compumark.thomson.com), fill in your username and password and choose 'inbox'. Click on the relevant citation to open your report in the Analysis Tool.**



ANALYSIS TOOL:  
ACCOMPLISH MORE WITH LESS EFFORT

## CREATE YOUR REPORT IN 5 STEPS

1. View Results
2. Select relevant hits
3. Go to Export
4. Create / Select a template
5. Build Report

## SET YOUR PREFERENCES

- You can set your preferences to customise your results view.
- A default setting has been assigned for easy viewing of the most important information.

## VIEW OUR ONLINE TUTORIALS

- Our online tutorials give you a brief introduction into some of the most important functionalities of the Analysis Tool.
- To view these recorded demos, go to [compumark.thomson.com](http://compumark.thomson.com) and choose 'Downloads' under 'Useful information'.

## PREPARE YOUR ANALYSIS

### TABLE VIEW OR RECORD VIEW

Choose your view to analyse important information across multiple records on the same screen or by record. Click the Table or Record button to change between views. Select records using the check boxes.



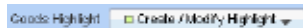
### OWNER HIGHLIGHT

Highlight relevant owner names. Use the Create/Modify Highlight button to create or modify a template. Enter owner names into the three colour bars. The owners will be highlighted in your results.



### GOODS HIGHLIGHT

Highlight relevant goods and services. Use the Create/Modify Highlight button to enter or modify the goods and services of choice. The goods and services will be highlighted in green in your results.



### SORT

View results in the order you prefer. Click on the column header to change the order. To return to default sorting, click on the Default Sort button. In record view, click the Filter and Sort button to view column headers.



### FILTER

Search for specific results and view only those. Click on the Filter button and enter the term you want to filter or select the desired filter criteria. To clear all filters, click on the Clear Filter button. In record view, click the Filter and Sort button to view column headers.



## MAKE YOUR ANALYSIS

### FLAGS

Add up to 5 colour flags per record to communicate feedback during review. Click on the colour flag of choice to add or remove a flag.



### COMMENTS

Add your personal comment per record to communicate feedback during review. In table view, click the speech bubble icon to add a comment. Scroll over the speech bubble icon to view the comment. In record view, click its down-arrow to add a comment.



### SELECT GOODS FOR EXPORT

Highlight individual goods and services for inclusion in your report. Mark the words or phrase you would like to call out. Click on the yellow marker to highlight them. To erase a highlight, mark the highlighted words or phrase and click on the grey marker.



### TRADEMARK AND OWNER WEB CHECK

Find out whether your trademark is being used on the web or consult its owners website in one single click. By saving, this information can be included in the exported report.



## BUILD YOUR REPORT

### BUILD/EXPORT/PRINT A CUSTOMISED REPORT

1. Select the hits you want to include in your report.
2. Click on the Export button and rank your results as needed.
3. Select a template and click on the Build Report button for export.



### CREATE YOUR OWN REPORT TEMPLATE

1. Select Create a new table / record template from the drop-down box next to Template. The settings panel will appear on your screen.
2. Select the export format and the orientation. Create your own template by adding the selected fields to the columns or moving columns to where you want them. You can add more than one field into a column.
3. Click on Save template as and insert your report name.



### Support & training

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