

Frost & Sullivan – General Overview – Video Transcript

This video will provide you with a quick introduction to the database, Frost & Sullivan. Frost & Sullivan produces industry reports that look at disruptive technologies covered North American and global markets. You will not find a report specific to Canada in Frost & Sullivan but there are occasionally North American reports that will include a breakout for Canada, or a global report that includes a breakout for North America or Canada. In Frost & Sullivan you will find reports on emerging technology areas such as blockchain, artificial intelligence, and robotics. Students have read-only access to Frost & Sullivan which means you are not able to download reports from the database but you can feel free to send me an email at sally.armstrong@unb.ca if you would like a PDF of a report and I can send it to you.

I'm going to switch my screen so I can take you in to the Frost & Sullivan database and show you how it works.

This is the homepage for Frost & Sullivan. It defaults to showing you the Latest Research but you can use this browse feature on the left-hand side to get a high-level overview of the industry coverage available in the database and find more relevant information that way.

You can also use the search function to conduct your own research. I'm going to do a search for electric vehicle. I recommend that if you're searching for something that is longer than two words like electric vehicle or artificial intelligence or cloud computing that you put it in quotations so the database only searches for that exact phrase. I'll quickly show you an example of the amount of results you'll get between the two searches. So here is a search for electric vehicle with no quotations and we have over 27,000 results. If we add quotations, our results are reduced to just over 3,000 and while that's still a high number of results it's a bit more manageable than 27,000.

A quick scan through these top results and I like the look of this Global Electric Vehicle Market Outlook report which was written in May 2020.

In Frost & Sullivan, if there is a table of contents, it will be on the left-hand side. It makes it easy to scroll and see the high-level content of the report and navigate directly to a section that might interest you.

Just a reminder that you are not able to download Frost & Sullivan reports. If you would like a PDF of a report you can email me at sally.armstrong@unb.ca and I can send it to you.

That was a very quick introduction to Frost & Sullivan but please contact us at the library if you have any questions about using this database. We're more than happy to help.