

# Ashridge Business School

Offering Executive Education and Qualification Programmes



OneSource

*" We need a business resource that has great information sources. OneSource continues to be very intuitive, easy-to-use and quick to find what we need. "*

*–Lorraine Oliver,  
Library and Information  
Services Manager*

## **Ashridge Business School Equips Executive Clients with OneSource Business Browser**

Ashridge is a leading business school in Berkhamsted, Hertfordshire offering a comprehensive portfolio of executive education and qualification programmes. The school works with over 6,000 executives across the globe every year, with many of them studying for their Masters in Business Administration (MBA) or one of Ashridge's other Masters programmes. Ashridge participants require access to world-class business resources and so the organization chose OneSource Business Browser to provide its customers with a 'one-stop shop' of the best business information resources available.

Lorraine Oliver, Library & Information Services Manager at Ashridge explains: "We needed a solution that would provide us with a really good cross-cut of corporate and financial data, analyst reports and news. Our programme participants are executives who don't have time to spend hours searching for good data while they are on a programme. They want to retrieve it quickly. OneSource's Business Browser solution provides just what they need."

Programme participants use the information in Business Browser to conduct competitor analysis, overviews of an industry using the Datamonitor reports or a profile on a company (or group of companies). Some of the participants, when dealing with financial subjects, also appreciate the

detailed corporate financial analysis in Business Browser, which eliminates the need for them to search in lots of different databases and web sites or even to have to apply to Companies House for the information.

Business Browser now includes a function that enables users to compare financial results that have been reported in different ways. By viewing 'standardised reports' students can ensure they are comparing 'like for like' and save a lot of time on financial analysis.

Lorraine, who has been using the OneSource business information solution for a number of years said: "Having

something that is easy to use and browse is important to Ashridge. We need a business resource that has great information sources.

*OneSource Information Services is a recognised leader in business information solutions. It delivers unparalleled company, executive, and industry intelligence that help to make business professionals more effective and productive in winning and maintaining business.*

OneSource continues to be very intuitive, easy-to-use and quick to find what we need. If it wasn't, I doubt that anyone would be using it at all which is often the danger with information resources."

"With some information products it's difficult to know where to start as they have busy search screens and unfamiliar interfaces. OneSource is a bit more Google-like, which most business executives will feel comfortable with", she adds.

### **Access From Home or a Cafe**

Participants don't spend all of their time at the business school, so Ashridge has provided them with remote access to the web-based Business Browser solution. This means they are not restricted to using the resource only while they are on-site, but can access the information from home, their work environment or in an Internet cafe.

### **Staff Enquiries**

Ashridge's Learning Resource Centre (LRC) also provides an enquiry service for the organisation's 400 plus staff. The LRC's information professionals use OneSource to conduct the research and provide staff with the information they need to run their classes. This could include anything from industry analysis and trend data to background information on a new client the business school is going to visit.

### **Quality Data for Good Business Decisions**

While a lot of material can be found online, Lorraine is very aware of the need to provide participants with some background on what a good source is. She says: "They can't all be information professionals and neither do they have the time to search for hours to find the nugget of information that they are looking for. We are here to give them all the help they need, and that's why using something like OneSource, that aggregates lots of credible sources, is so important. At least we know they are using credible information. In business, no one would want to be making decisions based on out-of-date or inaccurate information."

She concludes: "OneSource has most of the information we need all in one place. Every week I come across a different information source, but I've yet to find a good single-source of information like OneSource."

*" Our programme participants are executives who don't have time to spend hours searching for good data while they are on a programme. They want to retrieve it quickly. OneSource's Business Browser solution provides just what they need. "*

*–Lorraine Oliver,  
Library and Information  
Services Manager*

OneSource, onesource.com, the OneSource logo and/or other OneSource products and service names referenced herein are either trademarks or service marks or registered trademarks or service marks of OneSource Information Services, Inc. or its subsidiaries in the United States and/or other countries. Other products and services mentioned herein may be trademarks and/or service marks of their respective owners. © 2006 OneSource Information Services, Inc. All Rights Reserved. CPASHRIDGE\_UK\_08.06



**United States**  
300 Baker Avenue,  
Concord, MA 01742  
Tel +1 978 318 4300  
Fax +1 978 318 4690

**United Kingdom**  
11th Floor, New London  
Bridge House  
25 London Bridge Street  
London SE1 9SG  
Tel +44 (0) 207 415 7700  
Fax +44 (0) 207 415 7701

**Australia**  
Level 39,  
Citigroup Ctr.  
2 Park Street,  
Sydney NSW 2000  
Tel +61 2 9004 7868

**India**  
1, Tower A,  
Global Business Park  
M.G Road, Gurgaon  
India 122002  
Tel +91 09910399071

**Hong Kong**  
21st Floor, ICBC Tower,  
Citibank Plaza  
No. 3 Garden Road  
Hong Kong  
Tel +852 8015 3810

**Singapore**  
3 Raffles Place  
#07-01 Bharat Bldg.  
Singapore 048617  
Tel +65 65839538  
Fax +65 63299699

Information. Insight. Advantage.<sup>SM</sup>

Visit: [www.OneSource.com](http://www.OneSource.com)  
Email: [marketing@OneSource.com](mailto:marketing@OneSource.com)  
Phone: +44 (0) 207 415 7700