Chapter 6
Customizing

Because you have your own unique style for evaluating the markets, individual companies and industry sectors, we've made it easy for you to customize Standard & Poor's Research Insight. With just a few clicks of the mouse, you can customize Research Insight to place the data items and concepts you use most frequently on your desktop.

This chapter shows you how to

- establish default style settings
- customize the Research Assistant window
- add data items and concepts
- import/export styles

Choosing or Changing Styles

During your initial installation of Research Insight, the styles you may choose from include Money Management, Credit, Corporate Finance, Transfer Pricing and EVAntage (available with a separate subscription). However, you can change your default setting anytime you are working in the software. Each style changes the Research Assistant - Step 1 to show specialized groups of data items commonly used in screening for companies that meet the needs of a particular research style.

The **Money Management** setting defaults to the indicator groups (i.e. Valuation, Returns, Growth, etc.) and indicator items (i.e. Market Value, Beta, YTD Returns, etc.) most commonly used by Money Managers.

The **Credit** setting defaults to the indicator groups (i.e. Fundamentals, Ratings, etc.) and indicator items (i.e. Sales, Senior Debt Rating, etc.) most commonly used by Credit Managers.

The **Corporate Finance** setting defaults to the indicator groups (i.e. Company Specifics, EBITDA, etc.) and indicator items (i.e. Economic Sector Code, EBIT Margin, etc.) most commonly used by Corporate Finance clients.

The **Transfer Pricing** setting defaults to the indicator groups (i.e. Relative Ratios, Transfer Screen, etc.) and indicator items (i.e. Relative Market Value, Mark Up, etc.) most commonly used by Transfer Pricing clients.

Likewise, if you subscribe to Stern Stewart's EVAntage, the **EVAntage** setting defaults to the indicator groups (i.e. EVA, Ranks, Capital Intensity, etc.) and indicator items (NOPAT, EVA Margin, Widening Spread) most commonly used by EVAntage clients.

To change your default setting after you have installed Research Insight, begin by closing the Welcome to Research Insight window. From the **Tools** menu, select **Options**. You will see the Options dialog box.

Click the **Styles** tab, highlight the default styles option you prefer and click **Set Active Style**. This dialog box also allows you to: change a style name, create a copy of a style, create a new style, delete a style, restore default styles, import a style or export a style.

Customizing Indicators and Item Sets

You can further customize your screening options by selecting different indicator groups and data items that display on the Research Assistant - Step 1 window.

From the **Tools** menu, select **Options**. Select the **Styles** tab, and click the Indicator Groups button.

In the Custom Indicator Groups dialog box, the check marked indicator groups and items are displayed in the Research Assistant and are used to define your screening criteria. Highlight an indicator group to see which items appear within the group. If you do not want a specific group or item to display in the Research Assistant, simply deselect the check box next to the appropriate group or item. An item is activated only when a check mark appears. Only 6 items can be activated at one time for each group. Unchecked groups and items can be added to the Research Assistant at any time by clicking the appropriate check box.

To create a new indicator group

1. Click **New** in the indicator group area.
2. Enter a name in the **Indicator Group Name** field of the Create Indicator Group dialog box.
3. Click **OK**.
   The new Indicator Group displays in the Indicator Groups area.

To add indicator items to an indicator group

1. Click **New** in the Indicator Items area.
   The Indicator Item Definition dialog box will display.
2. Enter a valid expression in the **Expression** field and click **Accept Expression**.

Hint: If you do not know the expression, click the (**Look Up**) button to search for a specific data item or function.

3. Set the default sign from the **Default Sign** drop-down list, and modify the default values of your expression by entering appropriate values in the Default Values and Increment fields.

Note: In instances where expressions could be classified as true or false, Boolean Operators (e.g. True, False) are available. To activate this feature, click the **Boolean** check box.

When finished, click **OK**. Your new indicator item and indicator group should be highlighted, and a checkmark should appear in the boxes next to them. Click **OK** to return to the **Styles** tab of the Options dialog box.

The same basic procedures are also used when customizing Item Sets. Item Sets are displayed on the Report Assistant - Step 2 window and are used in developing reports and charts.

Importing/Exporting Styles

Many companies have a consistent set of screening criteria they use to identify investment opportunities (e.g., investing in companies with a specific market capitalization, beta or P/E range, or not investing in ADRs or specific industries). To create your own style template, follow the instructions under "Choosing or Changing Styles." When you reach the **Options** dialog box, click **Create New Style**, then follow the instructions under "Customizing Indicators and Item Sets." Once your style template is created, click **Export** to save the file in a common directory. To import a style template created by someone else, click **Import**.

Modifying Report Settings

From the **Tools** menu, select **Options**. In the **Report** tab, you can modify the settings used when developing table reports.

In the **Field Defaults** area, you can modify the fonts used in your report, the text background color and the formula background color.

In the **Table Defaults** area, you can modify the number of columns that will be automatically displayed when you create a new Table Report. You can also change the default settings of the First Column Title and the First Column Formula.

In the **Error Reporting** area, you can determine whether or not error messages will display when you are developing reports.

In the **Saving Reports** area, you can select whether or not you want to save your screen association with your reports.

Modifying Adjustment Factors

From the **Tools** menu, select **Options**. The **Adjustment Factor** tab is used to automatically adjust per-share data (such as prices, dividends, and earnings per share) and share data (such as common shares outstanding) for stock splits, stock dividends, and other capital changes. Select an adjustment method from the drop-down list. Your choices are **Ex-Date**, **Pay-Date**, or **None**. If you choose **None**, then no adjustment is made to per-share or share data in your Research Insight applications. When an adjustment factor (Ex-Date or Pay-Date) is not available, you can select one of the two following options from the @NA Adjustment Factors area:

Use @NA Displays @NA (not available) for per-share data, share data, and the adjustment factor

Use 1.0 Displays unadjusted per-share and share data

The default is 1.0.

When the **Apply Current Adjustment Factor** option is selected, you can apply the latest available adjustment factor to per-share and share data; for example, if a stock split occurs after the update of your core database, you can download the new adjustment factor from the Internet, and it will be applied to per-share and share data.

When this option is turned off, even if you downloaded a more current adjustment factor from the Internet, it will not be applied to per-share and share data. In addition, if you downloaded prices from after the stock split, Research Insight will bring those prices into line with the pre-stock split prices. Therefore, you will not see prices adjusted for the new stock split until you update your core database.

Modifying Data Code Settings

From the **Tools** menu, select **Options**. The **Data Code Settings** tab is used to modify the Annual and Semiannual Figure Codes and the Insignificant Field which are used to specify the treatment of annual, semiannual and insignificant figure data codes for quarterly data. These data codes are collected in quarterly items when actual quarterly data is not available.

Modifying Current Period Cutoffs

From the **Tools** menu, select **Options**. The **Period Reference** tab is used to define the current period cutoff for annual, quarterly, monthly, weekly, and daily data. Since a company's current period depends on the last reported data of a company, you can define how far back in time data is considered current. If you consider current annual data to be within the last three fiscal years, then enter the number 3 in the Annual field.

Modifying Your Default Base Set

From the **Tools** menu, select **Options**. The **Screening** tab is used to change the Default Base Set or the population (i.e. initial group of companies) against which your screening criteria will be applied. Unless otherwise specified, the default set is **$C** which contains all actively traded public companies on the COMPUSTAT (North America) database.