

How to make the most out of the White Space database

Trawling through a multitude of thought leadership publications is time consuming. Our White Space platform brings together the leading consulting firms' thought leadership in an easily-searchable database to make the task simpler. In order to superpower your pursuit of the publications you are looking for, we have put together a handy how-to guide to ensure you get the best out of our White Space database.

Free text search

If you are looking for something specific on the database, the free text search could be the place to start. Adding keywords will search both the title and the description of publications and bring back any that match. There are ways to build on this functionality, and certain tips and tricks to make sure that the results shown are what you're looking for.

For example, if you were to search for a phrase such as **change management**, by default the results will show any publication that contains either change OR management. This could mean that you end up with results you were not looking for. So, below is a handy table that outlines different identifiers that can help you supercharge your search and drill down to the publications and topics you are most interested in.



Identifier	Description	Example
None	No identifier means that results will show any publication that contains any word in the free text search.	change management returns publications that contain either change OR management.
+	A leading plus sign indicates that this word must be present in each row that is returned.	+change +management returns publications with BOTH change AND management.
-	A leading minus sign indicates that this word must not be present in any of the rows that are returned.	change management -process returns publications with change OR management but EXCLUDES any publications with process
()	Parentheses group words into subexpressions, so creates rules within the overall expression.	+change +(management principles) must have change AND EITHER management OR principles.
*	An asterisk can be added to the end of a word and any word that contains the start of the word is included.	sustain* returns publications containing words that start with sustain: so sustainable /sustainability would match, but so would sustained.
""	Double quotes indicate a direct quote. This means that the phrase must match exactly as written, with the keywords appearing in the same order. Non-word characters (punctuation, identifiers etc.) are ignored so other identifiers do not work within the quotes.	"change process" returns only publications that have change process written as it is in the text. Process change or change processes would not appear, but change, process would.

For a bit of fun, the search **+sustain* +management -(“operating model”)** returns any publication titles that

- Contain a word starting with “sustain” AND
- include management AND
- do not include “operating model” BUT
- could include operating OR model.

Tags

In addition to the free text search, there is also the functionality to filter publications by sector, line of business, geography, format, publisher, or publication year.

Sectors



Energy & resources

Energy

Includes the exploration and production of energy, including oil, gas, coal, and renewables.

Utilities

Includes the delivery of electricity, gas, water, sanitation, and other related services.

Primary resources

Includes agriculture, chemicals and chemical products, commodities, forestry, fishing, metals, mining, and plastics.



Financial services

Banking

Includes retail banking, commercial banking, and lending.

Insurance

Includes general insurance (e.g., motor, home, pets, health—anything on an annual contract), life insurance, pension products, and retirement planning.

Private equity

Includes both consulting work for private equity firms and consulting work with private equity portfolio businesses.

Capital markets

Includes investment banking, trading of stocks and financial products, corporate finance, and broking.

Investment and wealth management

Includes private banking, high net-worth banking, investment management, trust funds, the management of pension funds, and asset management.



Pharma

Includes research into, and the production of drugs, biological products, medicinal chemicals, and life sciences.



Healthcare

Includes private and publicly-funded healthcare, hospitals, laboratories, and medical equipment.



Manufacturing

Aerospace

Includes space research and technology, the manufacture of aircraft, aircraft parts, rockets and other space equipment, and tanks and ammunition.

Automotive

Includes the manufacture of motor vehicles, industrial vehicles, and vehicle supplies and parts.

Construction

Includes surveying, architectural, and engineering services, heavy construction, house building, and the building of infrastructure.

Consumer packaged goods

Includes the manufacture of clothes, foods, alcohol, tobacco, furniture, home furnishings, cleaning products, small arms, children's toys, and sports equipment.

Consumer electronics

Includes electrical components, household and industrial appliances, commercial and professional equipment.

Defence manufacturing

Industrial products

Includes industrial machinery, steel and metal products, and plastic products.



Public sector and not-for-profit

Public sector

Includes federal/national, state/regional, local government, emergency services, justice, social services, public transport, and conservation.

Education

Includes public and private schools, universities, and libraries.

Defence

Includes national security and consulting around defence issues.

Not-for-profit

Includes non-commercial research organisations, religious, political and professional membership organisations, trusts, labour unions, and business associations.



Retail

Includes the selling of clothes, food, consumer goods, and automobiles.



Services

Logistics

Includes warehousing, storage, packing and crating, and distribution including cargo, freight, and haulage.

Business services

Includes services relating to law, accountancy, IT maintenance, security systems, advertising, employment agencies, and vehicle leasing.

Leisure

Includes museums, art galleries, theatre, golf courses, hotels, hospitality, travel agencies, restaurants, and bars.

Real estate

Includes estate agencies and operators of residential and commercial buildings.

Transportation

Includes private and people-related transportation, including airlines, airport management, train operators, rail infrastructure management, water transportation, courier services, and private bus services.



Technology, media & telecoms

Telecoms

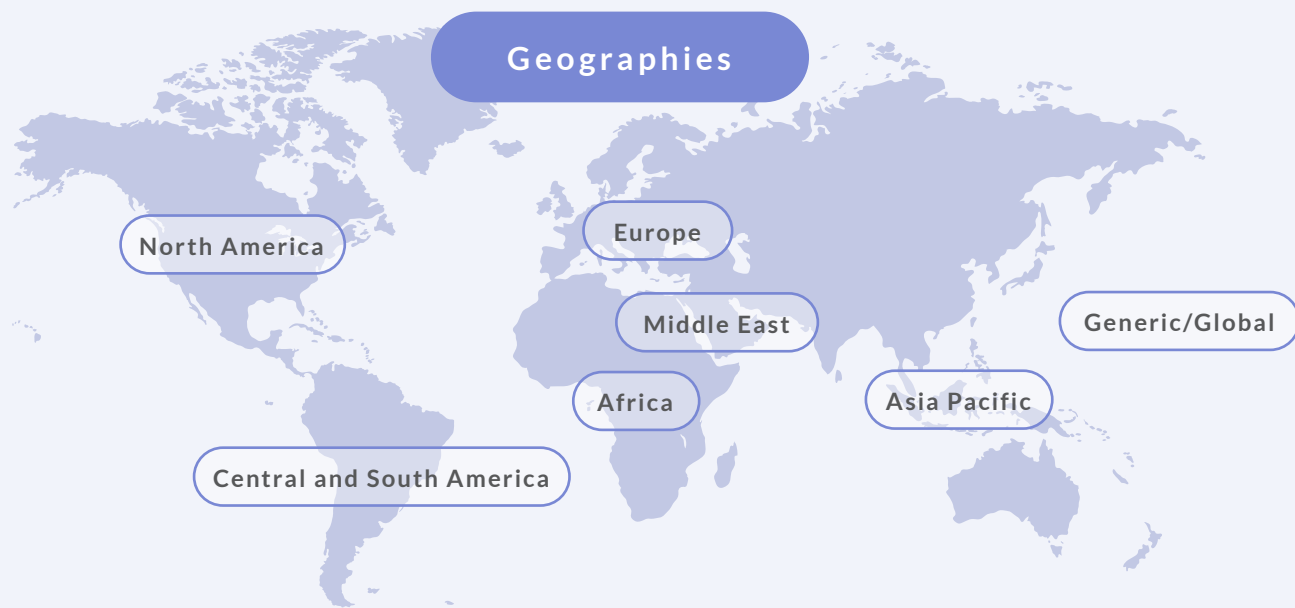
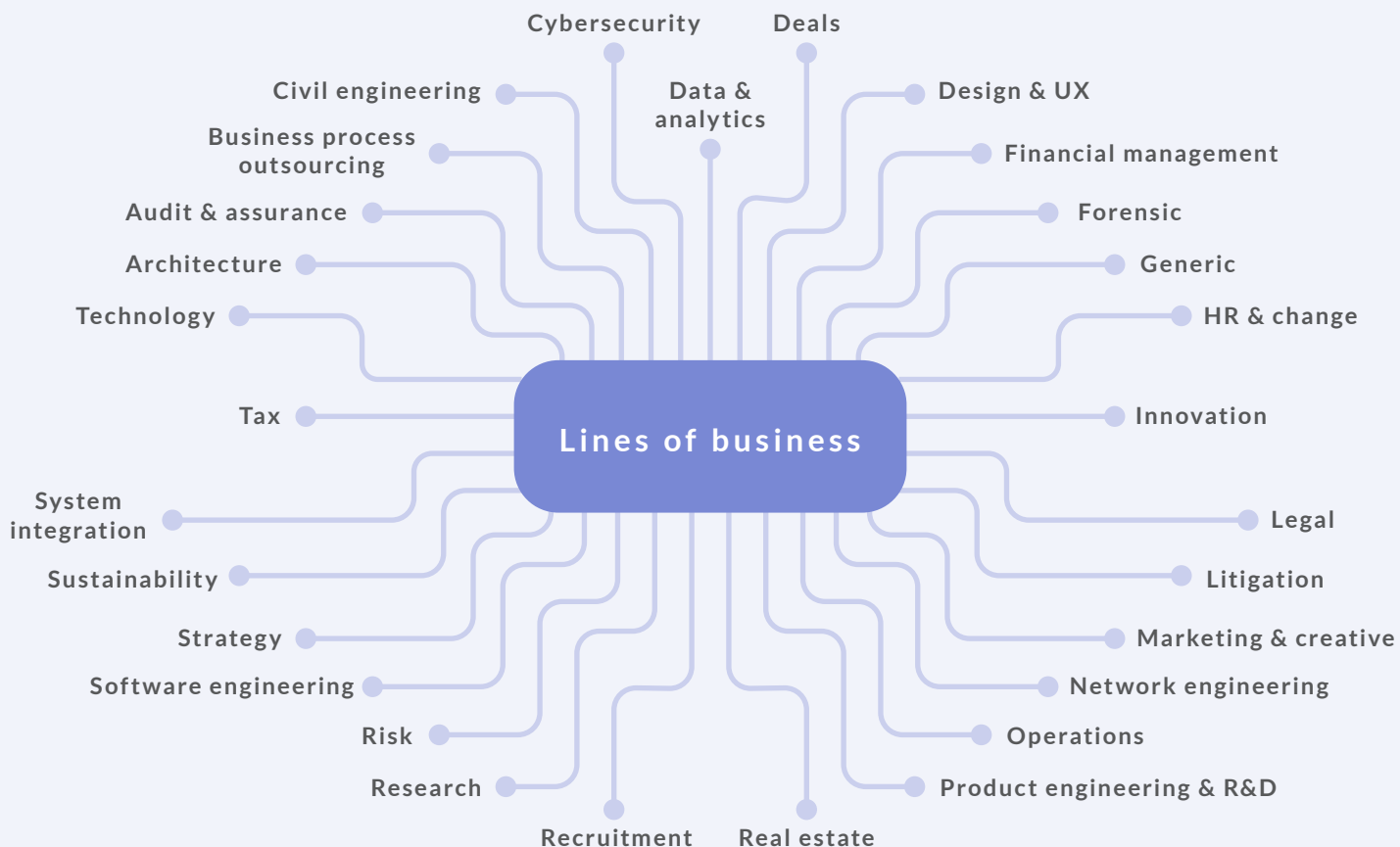
Includes telephone, mobile, digital, and other communication services.

High-tech

Includes IT-related devices, computer and computer-related devices, audio and video equipment, broadcasting and communication equipment.

Media

Includes radio, television, and digital broadcasting stations and services as well as printing and publishing of newspapers, periodicals, and books.



Year

- 2018
- 2019
- 2020
- 2021
- 2022

Format

- | | | |
|------------|----------------------|-------------------------|
| Article | Multiple formats | Report |
| Audio file | Newsletter/ briefing | Third Party Publication |
| Blog | Podcast | Video |
| Book | Presentation | Webinar |
| Magazine | | |