

# Growing Beyond Borders™

Quick reference guide  
Issue 1

17 March 2023



**EY**

Building a better working world

# What is Growing Beyond Borders™?

GBB helps you develop a data-rich, fact-based view of opportunities and challenges as part of your cross-border growth plans and helps to assess potential risks.

GBB shows data visually using the map of the world and supports exploration of key global issues and data at a high level. This 200 data item version of GBB also serves as an introduction to the more comprehensive 10,000 data item version with additional functionality, that is used by EY professionals in facilitated sessions with their clients.


## GBB will

- ▶ Give you a clear view of business opportunities and challenges compared to competitors.
- ▶ Provide a deeper understanding of critical external factors.
- ▶ Equip your C-suite with an objective and uncluttered view of the world and help scenario-test your strategy.
- ▶ Challenge your aspirations and assumptions of your current footprint.
- ▶ Illuminate risk and compliance issues across the world.

in an entirely new way

Would you like to find out more, or arrange an in-depth session with one of our local experts (Using the 10,000 data item version of GBB)?


Contact us via email - [gbbsupport@ey.com](mailto:gbbsupport@ey.com)


 Click on image to zoom/enlarge



## How to explore data and create heatmaps

---


1. Open the data menu (top left corner) and select one or more data indicators from the category list.
2. The indicators are organized in categories and sub-categories.
3. Click on the magnifying glass to search for an indicator by keyword i.e., population.
4. Selecting more than one indicator will result in a composite heatmap.
5. You can adjust the weighting of indicators, and the range of data items selected ( i.e., population>20m), from the weightage panel by clicking any icon. 
6. You can view the data in a graph or a table by switching views from the top menu of the main map.

 Click on image to zoom/enlarge

## How do I create my own company “footprint”?

---

1. A footprint enables you to create a group of geographies, typically depicting in which geographies a business operates.
2. Open up the data menu (top left corner), and select the “Company tab”.
3. Click on “Add own footprint” and enter the company name, and click on “apply”.
4. Select all geographies that apply and click on “Finish and save this footprint” to continue.
5. You can create up to four separate footprints, which could represent the geographies that your company or a competitor operates in, or just a particular selection of geographies that you are interested in comparing on a regular basis.


 Click on image to zoom/enlarge



## How do I display data indicators across a company footprint?

---


1. Open the "data menu" (top left corner) and select the "Company tab".
2. Select one or more footprints.
3. Navigate to the data tab and select one or more data indicators from the category list.

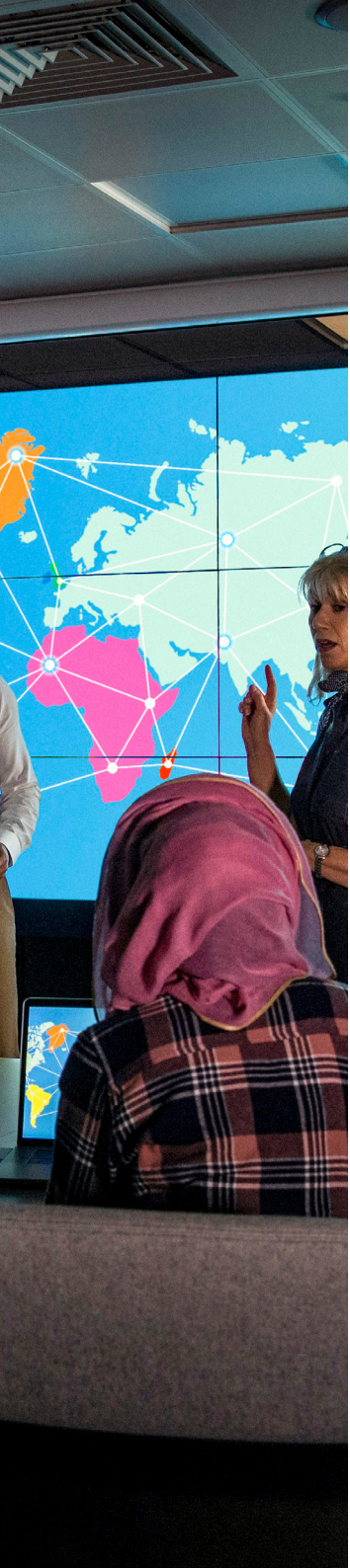
 Click on image to zoom/enlarge

## View inverted footprints (where your company is not located)

---

1. Open the "data menu" (top left corner) and select the "Company tab".
2. Select one or more footprints .
3. Click on the "foot icon" on the main map" to invert the footprint and view where the company does not have a presence.

 Click on image to zoom/enlarge



## How do I Rename or edit or delete a footprint?

---


1. Navigate to the data menu (top left corner) and select the Company tab.
2. Click on the "kebab menu" icon next to the footprint you wish to edit and select "edit" from the drop down.
3. You can then "add/remove geographies" as necessary.
4. To delete a footprint, select "delete" from the drop-down menu.

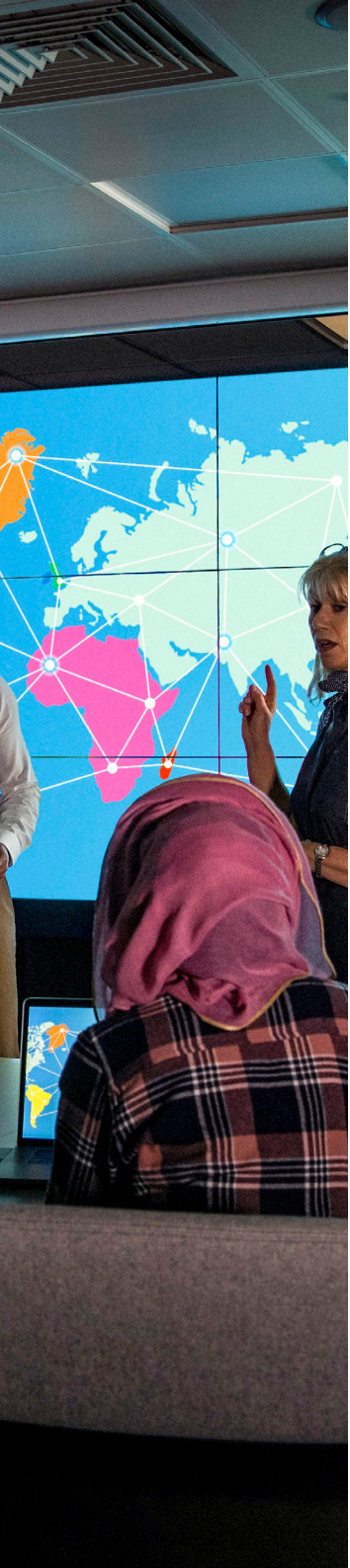
 Click on image to zoom/enlarge

## View specific geography-related data using "geography overview"

---

1. Right clicking on a geography will display specific geography data.
2. Click on the info icon next to the geography name to view eight key indicators.
3. You can also click the bottom option to view a more comprehensive "geography overview" page.

 Click on image to zoom/enlarge




## How do I display or view data in a table format?

1. You can switch from a map view to a table view from the top navigation menu.




2. This will instantly display the geographies you have selected as row labels and the indicators you have selected as column labels.
3. You can modify the geographies by clicking on the 'modify geographies' link.
4. You can activate/deactivate the "show best at/worst at" feature - this is shown on the table by column with a green (best at) or red (worst at) next to the geography name.
5. You can add more indicators to the table from the data menu or delete by clicking on the kebab icon and selecting "delete".

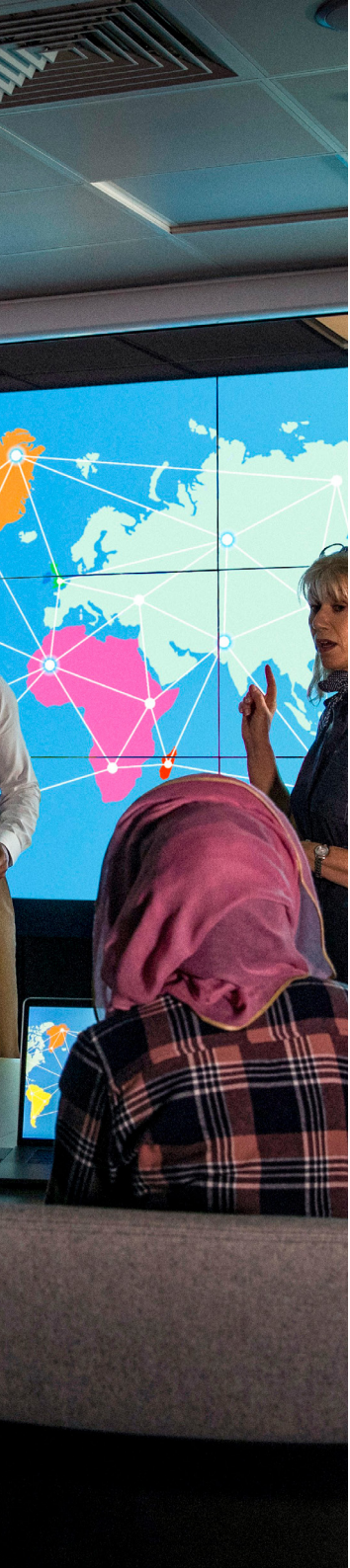
 Click on image to zoom/enlarge

## What is the difference between even spread and proportional spread in the table view?

**Even spread** cascades color across all selected geographies evenly by rank, from good to bad, green to red. **Proportional spread** cascades color relative to the actual data values. This can lead to one geography being green, and all others being shades of red. For example, China and India's population size or geography GDP (size of the economy) versus other geographies.


As a rule, when viewing all geographies in the world, use Even Spread for a more differential display, but when narrowing down to fewer geography choices, switch to Proportional to better see any more pronounced differences between geographies. If in doubt view both and understand the differences between them. **The order of the displayed geographies remains the same in both views, however the color spread will be different.**

 Click on image to zoom/enlarge



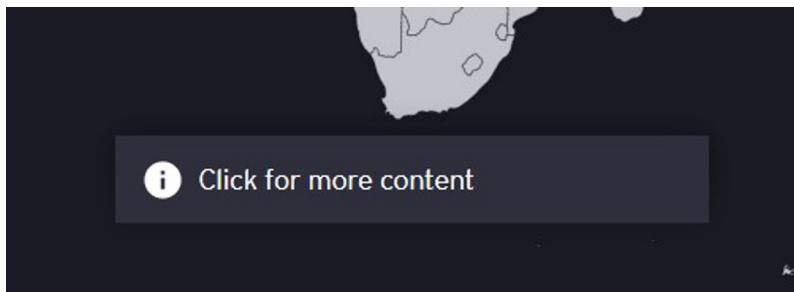
## How do I display data indicators in a chart view?


1. You can switch to a graph view at any time by clicking on "Chart" at the top of the main map in your screen.
2. This will graphically represent the indicators you have selected for the geographies you have selected in a bar chart format by default.
3. You can change chart type by clicking on the right "other possible charts" and select a line graph.
4. You can sort the X or Y axis in ascending/descending order.
5. And you can swap the X or Y axis.

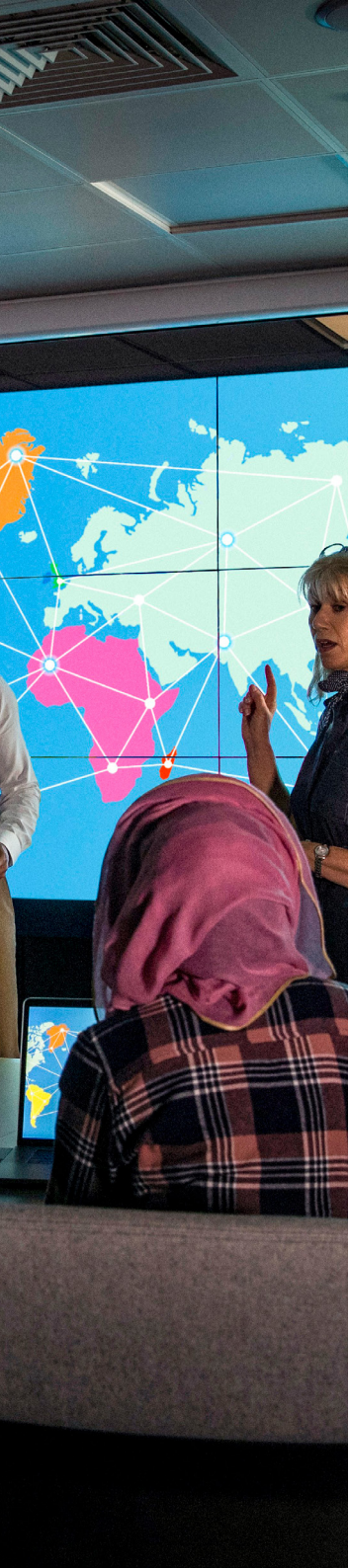
 Click on image to zoom/enlarge

## How can I access "What's new" and "Trending Data" section?

From the main 'empty' map, select 'click for more content' to see more information.




 Click on image to zoom/enlarge





## How do I export my scenes or views?

---

1. For each view you wish to later export, you need to take screenshots by clicking on the camera icon at the top right menu.
2. Once you have created all the required views, click on the pages icon (last icon) to export.
3. Select or deselect any views that you do not wish to export
4. Rename any scenes as necessary, by clicking the "kebab icon" on the right-hand side.
5. If you wish to delete any scenes, click the "kebab icon" in the required tile.
6. Click on "Export" once ready.
7. Select from PDF or PPT on the next screen and click on "Export".

 Click on image to zoom/enlarge

 Click on image to zoom/enlarge

 Click on image to zoom/enlarge



## **EY | Building a better working world**

**EY exists to build a better working world, helping to create long-term value for clients, people and society and build trust in the capital markets.**

**Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.**

**Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.**

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity.

Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via [ey.com/privacy](https://ey.com/privacy). EY member firms do not practice law where prohibited by local laws. For more information about our organization, please visit [ey.com](https://ey.com).

© 2023 EYGM Limited.

All Rights Reserved.

EYG no. 002493-23Gbl

ED None

**[ey.com](https://ey.com)**