

ICARUS

Instant company analysis and reports for the US and Canada

Profiles of the top 1.4 million US and
200,000 Canadian public and private companies



Decide with Confidence



BUREAU VAN DIJK
ELECTRONIC PUBLISHING

ICARUS: instant company analysis and reports for the US and Canada

ICARUS is a database of the top 1.4 million companies in the US and 200,000 companies in Canada. It is available via the internet and offers two access modes making it ideal for both expert and end-users, basic and complex searches.

The information, which covers predominantly private companies, is provided by D&B. The data on a company's activities and executives is shown in detail. Up to 60 search criteria can be combined so you can identify both specific and groups of companies, or individuals, quickly and easily. The software, which is developed by Bureau van Dijk Electronic Publishing (BvDEP), is very flexible so you can use ICARUS for a variety of research projects – it's especially useful within a business development environment.

Using ICARUS you can:

- **Create customised lists for sales and marketing campaigns to match your combination of search criteria**
- **Research and analyse industries or regions for their potential**
- **Understand the geographic penetration and distribution of an industry or group**
- **Re-assess your sales territories**

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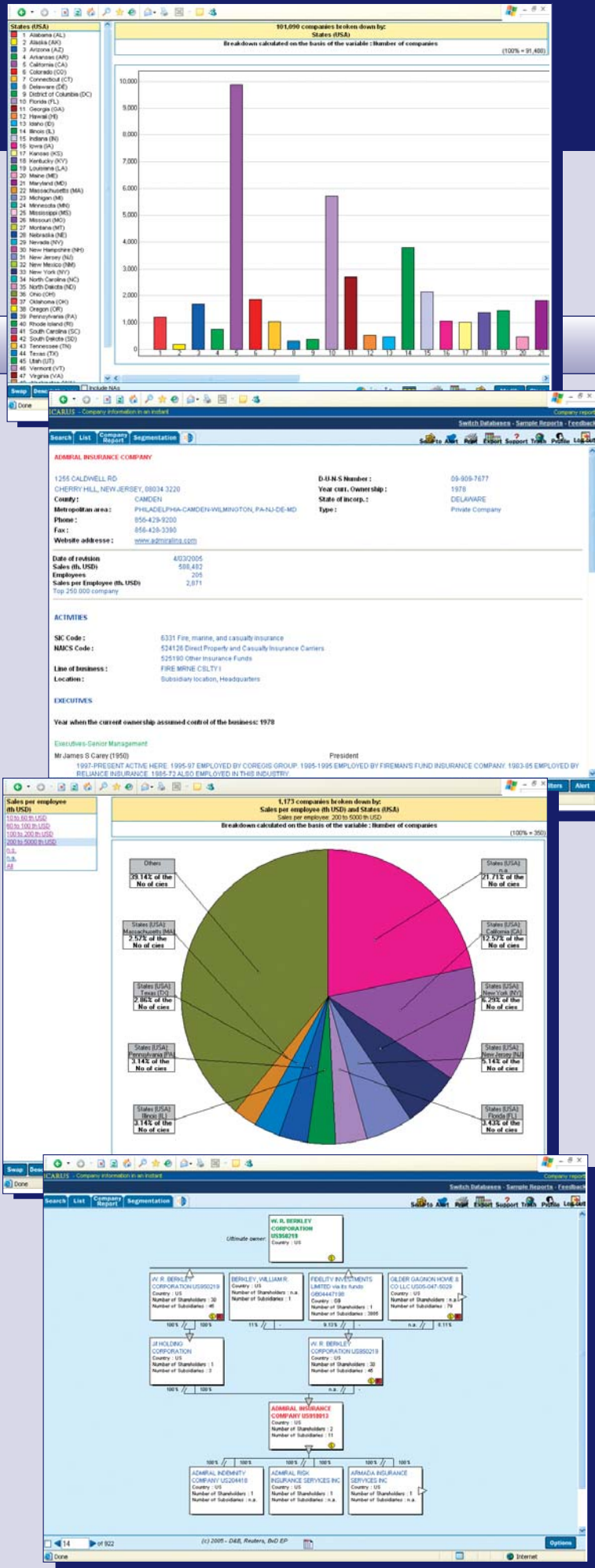
The reports and the information they contain

An ICARUS report typically contains contact information, details of sales and numbers of employees, activities, management and executives, ownership data and news, as detailed below (when available/relevant):

Company name, DUNS number, address, phone and fax numbers, URL, company type indicator (public/private), ticker symbol, state of incorporation, sales figure, number of employees, sales per employee, US SIC code, NAICS code, line of business, location description (including county and metropolitan area), year current ownership was assumed, executives (senior management and vice-president level plus senior and non-specific level executives in administration, systems/data processing, engineering/R&D, personnel/HR, sales/marketing), BvDEP ownership data including the BvDEP independence indicator, US and non US shareholders with percentage of direct and indirect ownership, plus US and non US subsidiaries with percentage of ownership and links to their reports when available.

ICARUS also includes links to the D&B Infolink service where you can purchase supplementary reports such as D&B's Business Information Report or Credit Scoring Report.

A news service brings together stories from major suppliers. News items are archived for up to a year and updated every 30 minutes.



Working with the information

Manipulate and present

The integral software helps you to manipulate the data and present it in graphs and tables; you can view the ownership structures in a tree diagram, and present many of your results graphically.

Download

The information, including the graphics, can be downloaded to all popular formats, or automatically emailed to your colleagues.

Choose your access

Swap between the easy and expert search formats as you wish. Novice and experienced users can use ICARUS with little or no training and get fast results for both basic and complex queries.

Free trial

ICARUS is available on free trial so you can see how it works in your environment before you buy; contact your local BvDEP office for details.

Unlimited or pay-per-view

Access ICARUS on an unlimited basis or set up a BvDEP credit account on a pay-per-view basis if your use is ad hoc.

Stay informed

ICARUS includes a sophisticated alert service that you can tailor to make sure that you are always made aware of changes to companies that you wish to follow. The alert service can also be applied to pre-saved searches and news.

ICARUS can benefit many areas of your research and analysis:

The benefits of ICARUS include:

High quality data

ICARUS is regularly updated and the information is provided by D&B, so you can be confident it is high quality.

Reliable customer service

BvDEP provides training and a free helpline for you and your colleagues.

Organisation-wide appeal

ICARUS will give you real solutions for both expert and end-users. However basic or detailed your search, ICARUS gives you the answers in an instant.

ICARUS for research

- Identify and research private and public companies in North America
- Combine search steps to identify companies meeting specific criteria
- Use the advanced search for more flexible searching and options such as enabling/disabling search steps and Boolean logic

ICARUS for sales and marketing

- Download the information from ICARUS in "mailing ready" formats for direct mail campaigns
- Target executives by company size, industry, geography, function and level
- Identify companies' headquarter and subsidiary locations
- Enhance your in-house database by supplementing it with details such as US SIC or NAICS codes from ICARUS
- Research and plan potential campaigns
- Analyse and profile your customer base
- Generate leads for your sales team

ICARUS for corporate finance and M&A

- Identify private companies in specific industries
- Search for subsidiaries of public companies
- Use the alert service to notify you of changes in your target companies

ICARUS for lawyers

- Verify companies and perform due diligence research
- Research individuals; verify their position and confirm their directorships and links with other companies

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