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ZEPHYR

a fresh approach to
company information



BUREAU VAN DIJK
ELECTRONIC PUBLISHING

companies

news

market research

directors

MINT UK is a fresh approach to company information. It's designed for end users as a solution for researching UK business intelligence quickly and easily. It gives access to a wide range of high quality information covering companies, news, directors and market research. It has simple screens that help you find the data that is relevant to you. For example, you can search for companies or news stories that match your criteria, and build reports and lists that contain the right content for you.



A combination of relevant information



MINT UK combines information from 11 specialist sources. The information is presented in four separate modules: companies, news, market research and directors.

The information on MINT UK has been selected for its quality and to give a practical picture of a company or industry. The news and market research modules give you background information to help you put a company's, or a sector's, performance in context. You can also research more general topics that don't relate to specific companies, such as the business implications of political or economic issues.



COMPANIES

The Companies Module contains information on over 3.5 million companies throughout the UK (2.4 million companies and over a million unincorporated businesses). Basic financial information is included, with detailed financials as a further option. Specialist information companies provide the data, each an expert in its field, to give you accurate representations of filed reports. Jordans, D&B, Fitch Ratings, World'Vest Base, Fininfo and Datamonitor all contribute company data to MINT UK.

Ownership information is incorporated - you can plot a company's structure in a tree diagram for a clear picture of its shareholders and subsidiaries. You can also trace ownership back to the controlling shareholders, view direct and indirect ownership and view the corporate group - all companies that could be considered to be in the same "family". Supplementary information includes contact data and managers to help you with your sales and marketing, e-mail and web addresses, basic credit scores, brand names and activities, advisors, any M&A activity in the last three years, news and market research relating to the company plus recent changes in its share ownership. Individuals are also included in the Companies Module - directors, managers and other contacts are provided to help you understand the management structure and so you can also find key departmental contacts.

MINT UK includes flexible and easy to use screens that help you create searches to find companies that match your criteria - ideal for creating lists of target companies or identifying competitors.

The News Module contains articles taken from various high profile sources such as:

NEWS

The FT news sources, which cover over 100 publications including trade, national and regional press, Reuters and three years' of M&A activity from our own ZEPHYR are all combined in the News Module.

This module encompasses business news as well as stories about companies, so you can use it for insight into far more than just companies' activities. MINT UK also includes a Web Watch facility which allows you to capture "real time" news on the internet. This service is powered by Moreover and harvests a myriad of leading international and regional publications, corporate and government press pages, weblogs and audio and video broadcast channels. This means that you can be sure that your research is up to date - so you can make more informed decisions.

Searching the News Module is easy and flexible. The free text searching is intuitive with simple selections for time periods and automatic options to refine your search.



DIRECTORS

The Directors Module contains information on both current and previous directors of UK businesses. The report on each director gives their home address, their date of birth and their nationality plus a list of their current and previous directorships. Biographical information is provided for directors of listed companies. Again, search criteria allow you to identify directors by age and gender, or the size and type of company they have a directorship of. These flexible search criteria mean that you can use MINT UK to target, or research, directors very specifically.

MARKET RESEARCH

The Market Research module contains UK industry profiles from Datamonitor. They're presented in a consistent format and include information on the market, its size, companies' market share, the competitive landscape and forecasts for the sector. Over 160 profiles are included in MINT UK so a wide variety of sectors are available. Searching is flexible using key words to find reports that cover sectors, and brands, that are of interest to you. Profiles on individual companies are also included. These are indepth views on a company, its competitors and markets and complemented with a SWOT analysis.

MINT in action

BUILDING YOUR REPORTS AND LISTS

Tailoring MINT UK to your research is easy. In the companies module you can build your own reports and lists that include the precise information that you're interested in. This can include a variety of information - including data that appears in the other modules. For example, you can include news articles, market research, directors, peer group information, managers, mergers and acquisition details and graphs. You can include just the specific chunks of data that you need for your research by simply ticking the sections in the order you want them. You can even make notes on reports, share them with your colleagues and include them in your searches.





FAST, POWERFUL

ANALYSIS

MINT UK will even analyse a company, or a group of companies for you. Integral options simplify the process to give you sophisticated analyses in seconds. For example, you can calculate the market share of each company in the group you've identified or create a breakdown of a group of companies by any two criteria such as turnover and industry. MINT UK will also create impressive graphs to illustrate your results that you can use in reports or presentations.



STAY INFORMED

WITH MINT UK

MINT UK's alert system means that you can monitor companies and receive e-mails when their reports change or they appear in news articles - so you can keep abreast of anything that's likely to affect your customers', or competitors', affairs.



USING MINT UK FOR

BUSINESS DEVELOPMENT

MINT UK contains information that's ideal for helping you with sales and marketing projects. You can use it to find more companies in your sales territories or regions, for researching a company before you visit it, to help you prioritise incoming leads and to build lists to form the basis of a telemarketing or mailing campaign.

The mailing wizard helps you extract the right contact data and addresses in the correct format for your database or mailing software in a few simple steps. It's so easy to do, you can create highly targeted lists in a matter of minutes.




MINT customised for you

We can help you get even more power from MINT by integrating it into the core of your business development systems. We can create simple solutions that seamlessly link MINT with your CRM, so data from MINT can instantly populate and enhance your existing records.

We can also match your database against MINT to help you analyse your prospect and customer bases - to reveal your strengths and optimum customer profile. You can then put MINT to work to find you more prospects to match these profiles.

Your MINT expert can discuss these and many other possibilities with you to help you harness the power of the combination of your data and MINT, and empower your sales and marketing teams.





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