

# Product review of Fame, published by Bureau van Dijk

## Jinfo's view



By [Chris Porter](#)

Bureau van Dijk's Fame is a company information database focused on UK and Ireland, offering highly structured company and related data for both private and quoted companies, and the ability for users to integrate their own data and comments.

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## Quick take on key advantages

<ul style="list-style-type: none"> <li>✓ <i>Highly structured company and related data</i></li> <li>✓ <i>Attractive, easy-to-use interface</i></li> <li>✓ <i>Extensive screening tools</i></li> <li>✓ <i>Highly customisable display and output options</i></li> </ul>	<ul style="list-style-type: none"> <li>✓ <i>Easy-to-use ownership analysis tools</i></li> <li>✓ <i>Ability for users to integrate own comments and data</i></li> <li>✓ <i>Excellent output and filtering options</i></li> <li>✗ <i>Some functionality is still to be added within the new interface, though the previous interface remains available.</i></li> </ul>
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## Jinfo's view

In Jinfo's view, the new version of Fame has done a fine job of retaining the service's well-known rich data and functionality, while presenting it in a more modern and user-friendly way.

Fame has an immense richness of content on both quoted and private companies, coupled with very extensive functionality. It also offers many ways to customise displays and outputs in line with user requirements, quickly and easily.

It can integrate with internal processes and data sources on a variety of levels, from the simple inputting of individual notes and comments to the wholesale importing of internal data fields relating to multiple records.

The new interface version is impressively easy to use and has clearly been the subject of much thought and hard work.

It is also clearly still a work in progress, with some elements of functionality yet to be added; the previous interface version will continue to run in parallel for the foreseeable future.

## Jinfo's view: Sources

<ul style="list-style-type: none"> <li>✓ <i>Highly structured company data</i></li> <li>✓ <i>Up to 10 years of detailed financial history</i></li> <li>✓ <i>Direct links to original filings documents</i></li> <li>✓ <i>Extensive ownership information</i></li> </ul>	<ul style="list-style-type: none"> <li>✓ <i>Integrated access to third-party news sources from within company records</i></li> <li>✓ <i>Ability to link out to non-UK/Ireland company records for related companies, e.g. subsidiaries.</i></li> </ul>
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[Fame](#) has a specific focus on companies in the UK and Ireland and covers more than 9 million companies in all, with varying levels of detail, including:

- 2 million companies in detailed format
- 220,000 companies in a summary format
- Details of 850,000 companies that are active but not required to file accounts, or that have yet to file accounts
- 5 million companies that are no longer active - included so that users can research patterns about companies in default and confirm previous corporate existence.

Underpinning the service is official filings content from the UK's Companies House and its Irish equivalent, the Companies Registration Office Ireland (CRO).

However, Bureau van Dijk stresses that the official filings data is extensively enriched, both through its own efforts and those of its data partners.

Its primary partner for the Fame service is [Jordans](#), an expert legal services firm. Jordans collects information from Companies House, but also adds value by providing additional information.

For instance, it takes steps to ensure accuracy and consistency in the Companies House data. This ranges from tidying up spelling mistakes to going directly to the companies profiled to resolve any inconsistencies in the underlying numbers.

It also adds further contact profiles, below the director level covered in official filings.

Bureau van Dijk also creates and maintains company information itself. Its teams research and append ownership links, shareholders, directors and contact information to profiles, as well as maintaining a proprietary mergers and acquisitions database, [Zephyr](#), some data from which is available within Fame.

The company has teams of researchers in Manchester in the UK, in Brussels and in Singapore who provide a continuous stream of updates to data such as corporate linkages and M&A activity.

Information comes from sources including official registers, annual reports, company websites, newswires, telephone research and direct correspondence with the companies.

## Jinfo's view: Technology

<ul style="list-style-type: none"> <li>✓ <i>Crisp, modern, intuitive user interface</i></li> <li>✓ <i>Easy-to-use screening tools</i></li> <li>✓ <i>Huge range of customisation possibilities</i></li> </ul>	<ul style="list-style-type: none"> <li>✓ <i>Ability for users to integrate own data and comments</i></li> <li>✓ <i>Excellent output options</i></li> <li>✗ <i>Some functionality is still to be added within the new interface, and some further functionality tweaks would be beneficial.</i></li> </ul>
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## Jinfo's view: Value

[Bureau van Dijk](#) is widely acknowledged as a top-class - and top-end - option for the provision of company information. This is a market in which it has very considerable expertise and experience.

While it may not match a [Dow Jones Factiva](#) or a [LexisNexis](#) in its news content, it is in a different league to such providers when it comes to the depth and breadth of its company data.

Some competitors with a direct focus on company data, such as the OneSource offerings from Avention and the DueDil service, had moved earlier to provide users with a modern user interface.

In its new release, Bureau van Dijk has allied ease of use of the interface with its very considerable depth of data and functionality, enhancing its position as a very strong contender for the budget of buyers needing a high-end company information solution.

This is an extract from  
**Product review of  
 Fame, published by  
 Bureau van Dijk**



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