

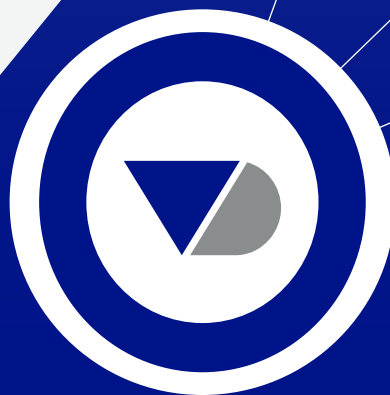


BUREAU VAN DIJK

A Moody's Analytics Company

Enrich and refresh data in your CRM

How our data integration solutions
can help grow your business



Welcome to the
business of certainty



About Bureau van Dijk

At Bureau van Dijk we're in the business of certainty. Leaders in informing business decisions, we are committed to capturing and treating the right data to deliver the richest, most reliable private company information on the market.

Our solutions help you to achieve greater efficiency and business growth. We provide you with access to precise, standardized information on private companies and corporate structures. We give you more than mere "data". We offer you a greater level of certainty.

How our data integration solutions can help grow your business

Stale CRM data is a constant challenge; your sales team isn't the ideal resource to maintain an accurate CRM; you want them to be out there selling instead. By plugging in our data to your CRM, you can seamlessly refresh and enrich your records and find the companies most likely to buy from you.

The process is very straightforward, and has the benefit of resolving your existing data issues by highlighting duplicate records and companies that are no longer in business. We can also help you harmonize different datasets across your business.

As well as getting more accurate live records, an integration project will benefit you by pulling in additional information that will help your sales people sell. This includes key changes to a company's financial strength, if it's in a growth phase or has new management.

We can integrate our data with any CRM, including Salesforce, Oracle and MS Dynamics. Some have specific apps or connectors, but we can use an API to integrate with any system.

Powered by



Orbis is a growing database of companies and other entities, including listed companies, banks, insurance companies, and sole traders and individuals associated with entities. Orbis is the world's most powerful, comparable data resource on private companies

It's used to analyze and compare companies worldwide for better, faster decision making. One of the key things about Orbis is how easy it makes it to compare companies around the world.

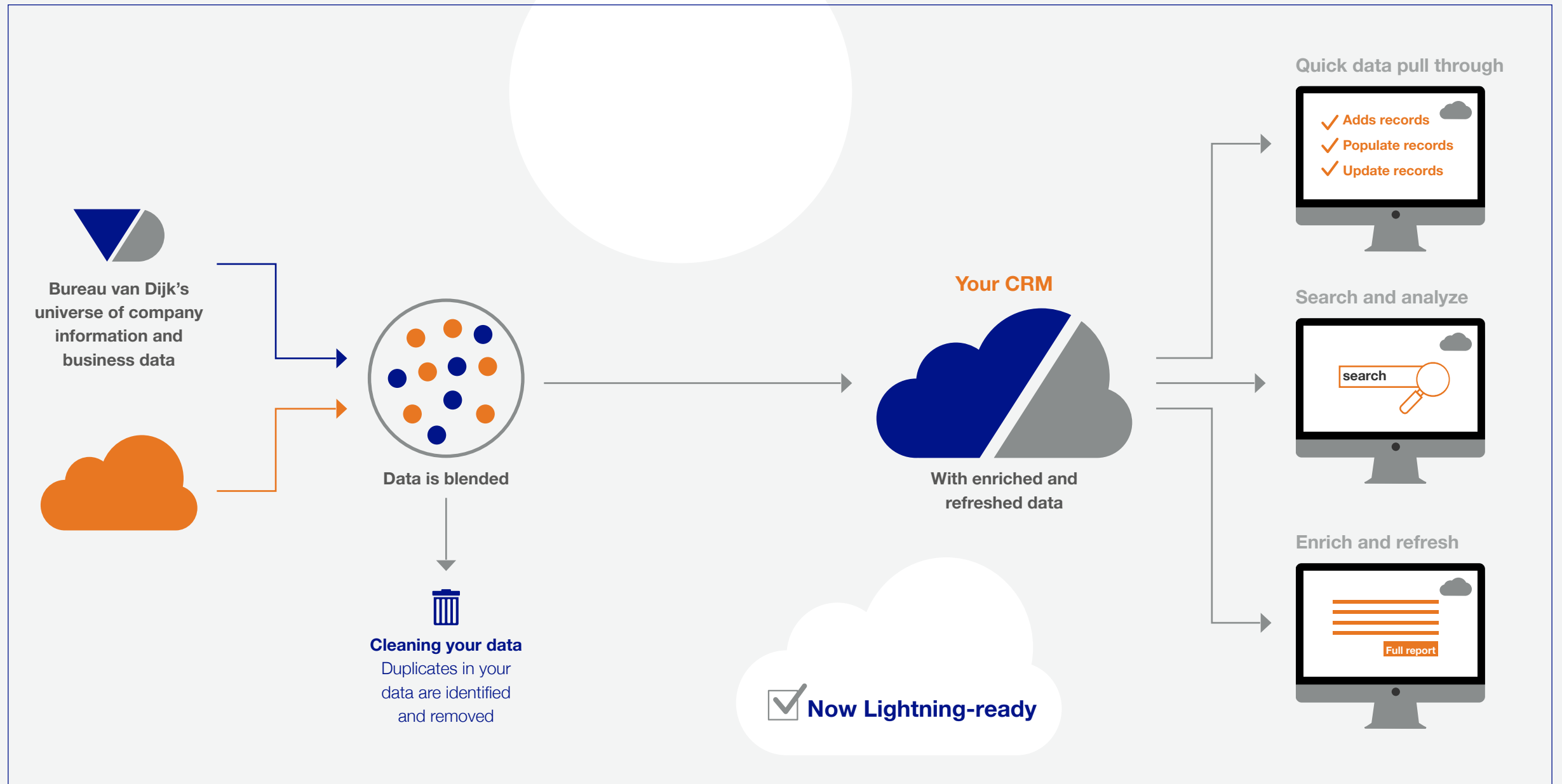
Orbis also contains extensive corporate ownership structures that highlight ultimate and beneficial owners, and power and control. These structures are run against watchlists and PEPs and sanctions lists, and adverse media algorithms, so you can get a holistic view on risk associated with specific entities and individuals.

Enrich and refresh your CRM with the Bureau van Dijk Connector

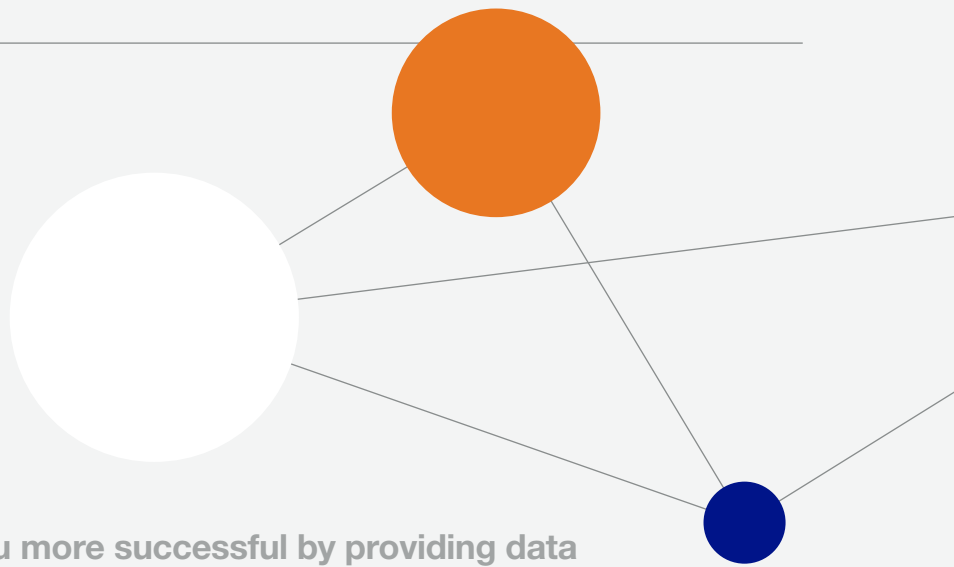
Our Connector pulls rich content from Orbis to help you find the prospects who are most likely to buy from you. Access content to help you sell, including financial data, what companies do, who owns them and who else is in the corporate group.

We offer national, regional and global data options so we can help grow your business wherever your markets are

Bureau van Dijk's universe of company information and business data is blended with data in your CRM. The data is checked and duplicates are identified and removed. You can seamlessly blend our complementary intelligence with what you already know about your customers and prospects. This optimized data lets you target more effectively and have relevant conversations with the right opportunities.



How it can help you



Our solutions aim to make you more successful by providing data that helps you improve efficiency, grow revenue and mitigate risk.

Research more strategically

Inaccurate targeting is a waste. We offer powerful search criteria to help you pinpoint companies by size, location and activity, alongside strategic searches (such as year end, high growth, and recently acquired) to find the companies that are most likely to buy from you.

Find more customers like your best customers

Run analyses on your customers to highlight common traits and launch a search to find more companies with the same profiles.

Contact prospects at the right time

Set up alerts and we'll watch companies for sales triggers, including change of management, acquisition and growth, so you can contact prospects as opportunities are occurring.

Develop opportunities with the right companies

External data helps make sure you can start the sales process with companies that are financially buoyant. And, you can check for adverse news to make sure they don't pose a risk to your reputation. Our corporate structures help you determine where decisions are made – and find further opportunities across the group. You'll know a lot more about clients and prospects – and find new sales opportunities much more easily. We deliver intelligence on millions of companies and markets worldwide so you can create sales and marketing plans based on facts.

You can target companies who are:

- growing
- solvent
- in your sweet spot for size and maturity
- in the right industry
- under new management
- have just hired one of your advocates
- private equity backed and likely to have expansion plans

And avoid companies that:

- don't look like they can pay you
- are shrinking
- have "risky" owners or managers
- are the subject of negative news stories
- look like they've just invested in something like your offering
- are nothing like your typical customer



About Orbis

Orbis is the world's most powerful comparable data resource on private companies. It shows you what companies do, how they're performing, their financials, who runs them, relevant market activity and their corporate structures.

Enrich and refresh your data

Access an extensive amount of information and use it to append your records directly. Orbis lets you include and maintain valuable data points in your systems. And when Orbis is updated, so are your records.

You can include information on what a company does, who owns it and its financial strength. And financials are consistent across countries.

Apps

Many well-known software systems have apps that easily integrate with Orbis, with more being created all the time. These include Salesforce, Oracle and MS Dynamics. Orbis can also integrate with a range of professional services, CRMs and practice management systems.

Industry and activities

Quickly find out key data relating to a company's industry and activities, including:

- primary and secondary industry codes in several local and international classifications
- business activity
- description of products and services

Financials

Get financial information on corporates, banks and insurance companies. The corporate format is:

Balance sheet	26 items
P&L account	26 items
Ratios	33 ratios

Financial strength

Orbis gives you an immediate view of a company's financial strengths and weaknesses, including probability of default.

Mergers and acquisitions

Orbis provides data on M&A, IPO, and venture capital deals and rumours from Zephyr, our M&A database. Zephyr covers deal types, including M&A activity, joint ventures, IPOs and private equity deals.

PEPs and sanctions

Get a quick initial screen on doing business with the right companies, and being aware of who owns them. Helps you reduce risk by checking who you're doing business with against PEPs and sanctions lists.

News

Get the latest company-related news stories from around the world. Orbis also alerts you to adverse media coverage to help you make well-informed decisions. Updated every 15 minutes, our news service collates relevant stories from reliable sources, including EIU, NewsEdge (Acquire Media), Reuters, Zephyr, Factiva and Syndigate.

Industry research

Access a wide range of detailed expert research on industries and companies, including SWOT analyses in a fully searchable database. Sources include Global Data, Morningstar, MarketLine and Moody's.

Corporate ownership information

This comprehensive and highly-regarded dataset includes information on shareholdings and subsidiaries, direct and indirect ownership, ultimate owners, corporate groups, beneficial ownership, and more. Orbis structures the data so you can calculate ownership using "bottom up" or "top down" approaches and edit definitions of ownership by setting your own percentage thresholds.

Contact information

Argentina

tel: 54 (11) 4515 6428
buenosaires@bvdingo.com

Australia

tel: 61 2 9270 1499
sydney@bvdingo.com

Austria

tel: 43 (1) 606 11 96 0
vienna@bvdingo.com

Belgium

tel: 32 2 639 06 06
brussels@bvdingo.com

Brazil

tel: 55 11 2348 5176
saopaulo@bvdingo.com

China

tel: 86 10 8541 1200
beijing@bvdingo.com

tel: 86 21 6101 0151
shanghai@bvdingo.com

Denmark

tel: 45 35 1521 50
copenhagen@bvdingo.com

France

tel: 33 1 53 45 46 00
paris@bvdingo.com

Germany

tel: 49 69 963 665 0
frankfurt@bvdingo.com

Hong Kong

tel: 852 2154 3822
hongkong@bvdingo.com

India

tel: 91 80611 32029
bangalore@bvdingo.com

Italy

tel: 39 02 43 98 22 77
milan@bvdingo.com

tel: 39 06 840 4611
rome@bvdingo.com

Japan

tel: 81 357 753 900
tokyo@bvdingo.com

Mexico

tel: 52 555 284 2900
mexico@bvdingo.com

Netherlands

tel: 31 (0)20 5400 100
amsterdam@bvdingo.com

Portugal

tel: 351 211 528 700
lisbon@bvdingo.com

Russian Federation

tel: 7 495 228 61 51
moscow@bvdingo.com

Singapore

tel: 65 6511 4410
singapore@bvdingo.com

Slovakia

tel: 421 2 3233 4506
bratislava@bvdingo.com

South Africa

tel: 27 (0) 11 881 5993
johannesburg@bvdingo.com

Republic of Korea

tel: 82 2 6138 3753
seoul@bvdingo.com

Spain

tel: 34 91 310 38 04
madrid@bvdingo.com

Sweden

tel: 46 8 51 51 04 80
stockholm@bvdingo.com

Switzerland

tel: 41 22 567 0660
geneva@bvdingo.com

tel: 41 43 547 16 00
zurich@bvdingo.com

United Arab Emirates

tel: 971 4 5039 810
dubai@bvdingo.com

United Kingdom

tel: 44 20 7549 5000
london@bvdingo.com

tel: 44 161 829 0760
manchester@bvdingo.com

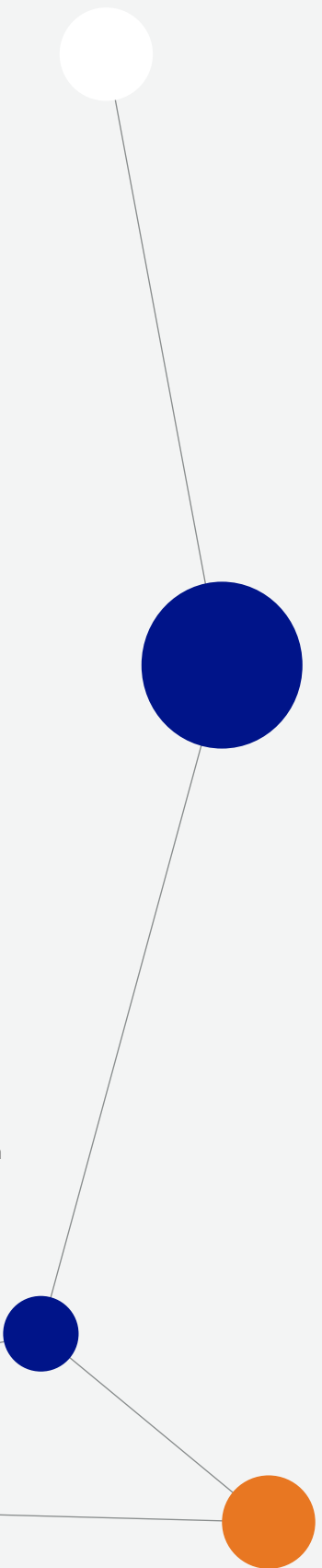
United States

tel: 1 (331) 401 1800
chicago@bvdingo.com

tel: 1 (212) 797 3550
newyork@bvdingo.com

tel: 1 (415) 773 1107
sanfrancisco@bvdingo.com

tel: 1 (202) 908 4200
washingtondc@bvdingo.com



Find out more:
bvd@bvdingo.com
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