

FREE TRIAL

# *fame*

Company information for accountants  
Ideal for business development and advisory services



BvD's classic range – the ultimate solutions for  
searching and analysing business intelligence

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BUREAU VAN DIJK

# *Every firm is different*

## **We can help it stay that way**

### **Company information delivered with service**

Fame is a comprehensive database of company information. Using Fame you can search for companies using a vast range of criteria – so you can create bespoke lists of companies to target for your business development projects.

Fame gives you the scope to be strategic. Because it offers such a wide breadth of data, and so many search criteria, you can use it to find the companies who could benefit most from your expertise and services.

### **Distinguish yourselves from your competitors with Fame**

- Create intelligent searches to promote your firm to the right companies at the right time
- Find business opportunities that match your areas of expertise
- Enrich and refresh your in-house prospect and client data
- Access comprehensive reports on companies and M&A deals
- Create financial analyses and benchmarking reports for your clients

### **Perfect for business development**

It's simple to extract data from Fame to use in your campaigns or to enhance event invitation lists. You can even enrich your own CRM with data from Fame to give you a better insight on your customers and prospects. Fame also has alerts so you can monitor companies for new information and changes – ideal for developing your existing accounts and managing your top prospect lists.

### **You can do some really clever things with Fame – we can spend time with you to show you how.**

#### **1. Search for companies combining multiple, relevant criteria**

Examples of searches you can run using Fame include:

- by **auditor/audit** fee – so you can break down competitor activity by region
- who are recently established and may have 'outgrown' their initial advisors
- who have **fast growth** and could benefit from your advice
- whose accounts suggest they are tax inefficient
- who have **filed their accounts late** – (you can offer your superior services)
- who appear to be approaching **new audit thresholds**, or are likely to lose exemption in the next year or so
- who need business turnaround services or are showing early signs of default
- who are ripe for sale or shareholder exit
- who are involved in specific industries that match your expertise

## 2. Watch groups of companies, or regions, for changes and create your own alert system

Monitor companies for:

- Late filings
- M&A rumours and activity
- Relevant news
- Companies House activity
- Changes in directorships
- Audit details
- Changes in shareholders
- Newly incorporated companies

## 3. Manipulate the data in Fame using a vast range of options

### Bespoke formatting

Using Fame you have complete flexibility to format your lists and reports so they offer you optimum value.

### Export data for campaigns

Fame has various options to help you export data to use in your campaigns – and you can opt to integrate data from Fame into your CRM system.

### Segmentation analyses

You can run segmentation analyses on groups of companies to help you plan more strategically. Segment companies by industry, audit fee, turnover and auditor name etc. For example, you can create analyses to show you companies in your region, or industry group who are currently clients of your competitors.

### Fee analysis

Using Fame you can see the relationship between two variables. Run this across turnover and audit fee and you get an instant view on who is paying too much with one of your competitors – or not enough with you. The results can also help you generate appropriate fees for companies with any given turnover. And all these analyses can be sector specific.

## Enrich and refresh your own data

You can blend data from Fame with your own data to transform your business development.

- Work with more accurate data
- Get more intelligence on a company, including its managers and corporate group – intelligence you can use in your campaigns, network marketing and events
- Enrich your records with financial data points, audit details and growth figures

We can work with all CRMs and have specific Apps for Salesforce, Microsoft Dynamics and InterAction.

## Use Fame across your firm

Fame is the ideal tool for general financial research, benchmarking analysis, screening for acquisition targets for your clients, client on-boarding and for company secretarial services, as well as business development.

## Account managers that spend time with you

However you're interested in using Fame, you can be confident that it comes with high levels of service. Our account managers really know your market and will spend time with you advising you and equipping you with the skills to use Fame effectively for your firm.



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