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Powerful, streamlined business intelligence



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Powerful, streamlined business intelligence

Mint UK is a comprehensive database of UK company and business intelligence. It includes information on companies' financials, management and corporate structures, plus additional intelligence such as news and industry research.

Clever, not complicated

Mint UK's been designed to help you find the information you need quickly and easily. It's clever; but not complicated. It's ideal for general business research and widely-used in business development functions. Because it's easy to use it's suitable for company-wide desktop access. Mint provides a flexible platform that you can build on and you can integrate it with your CRM system.

Use Mint to give your business a competitive advantage:

- Find new companies to target
- Find more information on companies you're talking to
- See all the companies in specific areas to boost activity in your sales territories
- Use Mint's wizard to create prospect lists for your campaigns and sales calls
- Create better sales and territory plans
- Enrich and refresh your CRM system – seamlessly



The information on Mint

Mint contains information on over 5.5 million companies, including 1.2 million unincorporated businesses.

Financial data and credit score

Key financial information is included and there's an option to access more detailed financials. Mint also includes a simple-to-interpret credit rating so you can check a company's financial viability and screen companies to make sure you only prospect businesses who should be in a position to pay you.

What a company does

Mint includes SIC codes, a trade description and more detailed overviews for more than 125,000 companies which include additional information and brand names.

Corporate structures

BvD's comprehensive corporate structures show you how a company is connected to others in the same group. This is really useful information for the sales process and helps you find opportunities across a corporate structure and leverage off existing relationships. It's also useful to help you identify where in a group decisions are made and to verify who owns a business.

Contacts and directors

Mint has comprehensive information on companies' official directors – current and previous. You can also look from an individual perspective and view a person's entire list of current and previous directorships. Mint includes contact information sourced from a number of providers to help you create lists of relevant people to prospect, or to help initiate a dialogue with a company.

News and M&A activity

Mint includes news stories from a range of sources including newswires and papers. It also includes a Web Watch facility so you can capture "real time" news from internet sources including blogs. Relevant M&A activity and rumours are also covered. Use the news and M&A data to make sure you're aware of threats and opportunities affecting your clients and prospects, and to get intelligence to help you with your initial sales meetings and sales development.

Industry research

Get reports on both individual companies and industries, including SWOT analyses, for independent intelligence on performance and potential. Mint includes relevant international industry research too.



What you can do using Mint

Find new business targets

Using Mint you can combine search criteria to find companies with specific profiles. For example, it's simple to find technology companies in Berkshire or food companies across the UK with a turnover between £5 and £50 million. Use Mint's search criteria, in any combination, to find companies that you want to sell to.

Mint even has a Strategic Search Zone to help you find companies with ideal sales potential using more "lateral" search criteria. These include searches to find successful, investment-backed companies, likely to have high growth targets and the potential to be open to new solutions.

Mint includes various filters to help you quickly zone in on companies in your search results.

Find contacts

Mint includes a wizard to help you build customised prospect lists for your chosen group of companies. This is ideal to help you put campaigns together, help you with telemarketing projects and to find names to progress dialogue in companies you've stalled with.

Use intelligence to sell, develop your existing accounts and nurture leads

Mint is rich with content that can help you sell. It's the ideal tool for consultative sales and useful for generating both new business and developing your existing accounts. Find out more about companies, their history, growth patterns, shareholders, other companies in the same "family", M&A activity or rumours, relevant business stories and so on, and use this information strategically in your sales process and communications.

Mint will even watch companies for you and email you with new information, so you can approach companies as new opportunities arise.

You can also use Mint to find out more about your incoming leads and social media followers. It can help you categorise them, use data to nurture them and help you decide when to progress them within your sales process.

Segment and analyse groups of companies

Mint's unique SegMintation option helps you understand your search results, or a known group of companies such as new customers. It creates a report showing you where the companies are, what they do and how big they are. You can customise your SegMintation analysis to suit you.

Plan

You can use Mint to help you create sales and territory plans using facts rather than estimates. Mint can show you the entire population of companies in specific areas and you can segment them to understand the potential scope for sales.

Customise your output

Mint has a variety of default reports that have been designed using input from our users. You can also create your own reports with the content tailored to your needs. It's simple to export data, reports and graphs from Mint for use in your own systems and presentations.



Integrate Mint with your CRM system

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

By pulling fresh, and enhancing, intelligence from Mint into your CRM you don't just get 'efficiency creating knowledge', you also liberate your sales and marketing teams' time to develop your business rather than maintain data.

We can match your own data against the records in Mint to help you analyse your prospects and customers and reveal your strengths and optimum customer profiles. You can then put Mint to work to find more prospects to match these profiles.

We can help you harness the power of combining your own data with Mint's intelligence, and empower your sales and marketing teams. You can use Mint with any CRM system – if you use Salesforce or Microsoft Dynamics we have tailor-made Apps to simplify the process.



Search "Bureau van Dijk" on the Salesforce AppExchange

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MintUK



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