

# odin

Nordic and Baltic company information  
and business intelligence



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

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# *A Baltic and Nordic database of comparable company information and business intelligence*

**Odin is a database that combines comprehensive and detailed company information with flexible software. With it you can create customised searches and analyse your results efficiently. Odin contains current and historical information on over 4.5 million companies.**

## **Company information**

- High quality company data covering all Scandinavian countries, Iceland, the Nordics and the Baltics
- Company reports are in a standardised format so you can compare companies across borders
- Companies in Scandinavia also have, 'as reported' financials
- Up to ten years of history available per company

## **Additional business intelligence**

As well as comparable and standardised company financials, Odin has business and company news, industry research, credit scores and financial strength indicators, corporate directors and additional contacts, filings and detailed ownership structures.

## **What you can do with Odin**

- Assess a company's financial strength
- Find companies that match your profiles including size, industry and location
- Find all companies in the same corporate 'family' and look at complex organisational structures in clear diagrams. Odin includes global ownership information.
- Compile a detailed picture of a company that includes background information, financial history plus relevant news, M&A deals and rumours
- Analyse a company in relation to its peers
- Show your results graphically to help you interpret and display your research
- Monitor companies and peer groups you are interested in using Odin's flexible alerts
- Export your results for analysis or business development projects

# *What information does odin contain?*

## Financial information

The accounts are in a detailed standardised format and contain:

- Profit and loss items
- Balance sheet items
- Cash flow items
- Financial and profitability ratios plus financial trends and changes

## M&A data

Comprehensive deals and rumours from our Zephyr database. You can search for companies involved in deals by various criteria.

## News

Up-to-the-minute news from major providers. The news is searchable and stories are linked to individual companies.

## Customise

- Add your own financial items and ratios
- Add company reports containing your own figures – ideal for benchmarking against modelled accounts
- Create modified versions of existing accounts or append with extra years - ideal for forecasting
- Append existing records with your own data fields (text or numerical). For suppliers, you could show your spend; for customers/prospects, you could include current and potential revenue or your account managers/ territory deals

## Information on individuals

Odin includes information on directors, shareholders, heads of department plus other senior contacts. Information includes current and previous directors with dates of birth, appointment dates, position, gender, nationality, other directorships, an indicator if they are a shareholder in the company, directors' remuneration and highest paid director. Contacts have address, position and function/type directorships, an indicator if they are a shareholder in the company, directors' remuneration and highest paid director.

## Corporate structures

Our ownership data is collated and researched in-house and is exclusive to us.

- Numbers and details of domestic and international holdings and subsidiaries
- List of all shareholders for non-quoted companies
- List of shareholders down to 0.1% of ownership for quoted companies
- Direct and indirect ownership, global and domestic ultimate owner, independence indicators

## Quoted companies

Odin contains very detailed information on companies with up to 10 years of history per company.

- Company name, previous company name(s), registered number, registered office address, phone, web address, primary and trading addresses and phone numbers
- Trade description, primary and secondary local industry codes, US SIC, NAICS and NACE codes, standard peer group
- Bankers, auditors, previous auditors, audit details including indicators of qualified/unqualified accounts, a post balance sheet event, audit exemption and contingent liabilities
- Number of employees
- Company type, date of incorporation, filing changes, accounting reference date, company status

Reports are not always fully populated – either because items are not filed or because we are not able to publish data for legal reasons.

Not all information is provided in the standard subscription but via additional paid modules.

# Working with the information

## Searching Odin

You can search Odin by any combination of hundreds of criteria and build searches to find companies with very specific profiles. You can even make your own customised search.

## Flexible reporting

You can build reports section-by-section, or by line item, to contain the exact content you want. You can also include Odin's graphs in your reports.

## Analyse

Odin's integrated software helps you create sophisticated analyses of just one company or a group of companies. You can segment a group of companies by two variables of your choice, aggregate accounts and create peer analyses.

## Export

You can export the reports, graphs, and analyses into most packages for further analysis or to include in your presentations.

## Alert system

Odin has a sophisticated alert module. You can watch companies, groups of companies, saved searches, deals and news stories for developments, new results, and changes in ownership or adverse filings. Odin will email you to alert you to changes.

## Integrate and customise

Helping you to get more from Odin

**Add-Ins** – create templates in Excel or PowerPoint for instant analysis and presentation of companies in Odin. These are ideal for more sophisticated analysis, to integrate with your own models and to create pitch books.

**Integration** – we can help you integrate the information on Odin with your company's systems and workflow. You can seamlessly include data from Odin on your intranet, CRM system, credit systems or supplier database, or any other internal system.

## Flexible access

You can access Odin from your iPhone, iPad, Blackberry or Android powered device

## Account managers that spend time with you

When using Odin you can expect high levels of service. Our account managers have expertise within the exact market that you are operating in and are available to advise you and equip you with the skills to use Odin effectively for your organisation.

The screenshot displays the Odin software interface. At the top, there is a navigation bar with tabs for 'Companies', 'News', 'M&A deals', 'Industry research', 'Global Reports', 'Royalty agreements', and 'Patents'. Below this is a search bar with the placeholder text 'Enter a company name or BvD ID number'. To the right of the search bar are links for 'Alerts', 'Settings', 'Help', 'Contact us', and 'Log out'. The main content area is divided into several sections. On the left, there is a 'Home' section with links for 'Search', 'Saved searches', 'Favourites', and 'History'. Below this is a 'Grouped view' section with a search criterion input field. The central part of the interface shows a list of search results with columns for 'Step result' and 'Search result'. The results are as follows:

	Step result	Search result
<input checked="" type="checkbox"/> 1. All active companies and companies with unknown situation	3,452,480	3,452,480
<input checked="" type="checkbox"/> 2. NACE Rev. 2 (Primary codes only): 1051 - Operation of dairies and cheese making	536	470
<b>TOTAL</b>	<b>470</b>	<b>470</b>

At the bottom of the search results, there is a 'Boolean search' section with a 'Refresh' button and a 'View list of results' button. On the right side of the interface, there is a 'Go to the list of results' section with a 'Search' button and a list of analysis options: 'New search', 'Modify current search', 'Batch search', 'Analysis', 'Segmentation', 'Peer analysis', 'Aggregation', 'Statistical distribution', 'Concentration analysis', 'Linear regression', 'Map', and 'Analysis'.

# *How our customers use odin*

## **Business development**

- Be more informed about your customers and leads
- Identify prospective clients
- Integrate with your CRM system

## **Procurement and supply chain management**

- Source and pre-qualify suppliers
- Integrate with your supplier data to enrich and refresh
- Identify corporate links to leverage your negotiations

## **Academic research and libraries**

- Use as a teaching tool
- Perform simple and advanced searches and export the results easily
- Provide as an end-user resource

## **Accountancy firms**

- Create financial research and analysis for your clients
- Analyse M&A deals and potential targets
- Use for your business development

## **Compliance, KYC and due diligence**

- Confirm companies legitimacy
- Assess compliance risk
- Trace shareholders back to the beneficial owner/controlling interest
- Identify all companies with the same parent
- Access original documents

## **CRM enrichment and data management**

- Integrate with your CRM system or other in-house database
- Enrich your data with additional content
- Clean your data against a reputable source

## **Corporate finance, M&A and advisory firms**

- Combine search criteria to find target companies
- Assess a company's relative performance using our peer analysis
- Look for directors/owners who may be looking to exit
- Use our deals values and multiples to help with valuations
- Research financial irregularity for forensic accounting

## **Credit analysis and risk management**

- Assess companies financial strength and benchmark against peers
- Analyse companies by using your own parameters
- Create bespoke templates
- View detailed corporate structures to assess wider exposure



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