

# MarketIQ for business development

Transforming business and financial information into true market insight

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Experian MarketIQ is the essential market intelligence platform for accountancy firms, professionals involved in mergers and acquisitions (M&A), and other corporate and public sector organisations requiring direct access to comprehensive and high quality business and financial data.

Experian MarketIQ reveals new layers of market insight by combining Experian's market leading business, financial and risk databases – all on a single platform. This enables you to be even better informed, even more confident in your decisions, and ready to make the most of all opportunities the moment they arise.

## Unique depth and breadth of data

The platform incorporates scanned Companies House documents, the Experian National Business Database, Experian's risk and financial databases, and the Corpfm global database of business mergers and acquisitions (M&A). This unique combination of high quality company, corporate transaction and financial data provides a clearer, more accurate and complete view at a market, company or individual level, including:

- Insight into a business's financial stability and payment profile, using Experian Commercial Delphi credit ratings and risk scores, payment performance data, and a full 12 month risk history based on credit profiles
- The most complete UK and international deals database, including valuation data.

## Single web-based platform

Experian MarketIQ enables access from anywhere and on a range of devices, meaning remote or mobile workers can always get the information they need, when they need it, through sophisticated features such as:

- 'Quick Search' for quick, easy and intuitive searches of company information
- An intelligent search function that can include searches on market, sector, size, location, etc. along with customisable search criteria
- Advanced search – with a range of options for reference data view, extraction and analysis
- Improved graphical data visualisation
- Web access, including iPad compatibility.

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“Experian MarketIQ is a single, intuitive, market intelligence platform that reveals new layers of market insight in an easy and accessible way.”

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## MarketIQ for business development

### Accessible and intuitive

The platform's intuitive interface with intelligent search and analysis functions makes it easier to target, profile, monitor, track, analyse and compare businesses based on accessing new layers of detail across a range of parameters.

### Stay informed

Real time alerts and reports on your target markets and segments deliver the very latest information to whoever in your business needs to receive it, the moment it becomes available.

### Specialist support and advice

As well as a dedicated Account Manager, you have direct access to Experian MarketIQ product specialists and research analysts committed to helping you make the most of the detailed insight available.

### How can it help you?

Experian MarketIQ is an essential market intelligence platform for any organisation operating in dynamic or active markets, and wanting to identify market and business development opportunities before others do.



#### Target businesses

Improve new client acquisition by targeting and profiling potential clients using intelligent search options. For example, you can target businesses that

are similar to your existing client base, use company director intelligence to uncover further business interests or relationships which could lead to new introductions, or analyse the activity of your competitors to identify potential new clients.



#### Profile prospective acquisitions

Gain insight into the situation within target businesses to inform your approach. Understand how they are performing

within their sector, their actual financial and credit situation, and get a true picture of corporate ownership and the directors involved.



#### Target to prevent fraud and error

Prevent and detect fraud and error through the intelligent use of data to check and authenticate companies and individuals and their status.



#### Monitor your competitors

Set up real time alerts to track your competitors and learn about their latest corporate activities. Understand who they are buying, at what price and which advisors they are using.



#### Track to improve recovery

Prioritise your debt portfolio and streamline debt collection processes to improve debt recovery and reduce costs. Typically, clients using Experian

services have seen a 20% increase in recoveries, 70% productivity gain and 15% less bad debt.



#### Compare business valuations

Make better decisions on the valuation of businesses you are considering acquiring through detailed comparisons with other recent acquisitions based on accurate,

pre-calculated deal ratios.

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### Optimise your supply chain

Enhance the detail of forensic accounting reports to deliver more accurate business valuations and deeper analysis of corporate ownership and directorships.

Use the full range of modules to combine credit, financial, corporate and share ownership data in one single report.



### Analyse to inform

Make better strategic and corporate decisions based on a better understanding of historic activities. Analyse the volume and value of M&A deals in specific sectors

or regions to identify trends and patterns.

## Why Experian MarketIQ?

Experian MarketIQ provides the broadest and deepest source of corporate, deal, company, financial and business information on a single, accessible and easy-to-use platform. It helps to keep you one step ahead of your competitors and so make the most of more opportunities.

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### Be better informed

Be the first to know what's happening in your existing markets or new areas you're looking to exploit.

### Have more confidence

Be certain that the advice you're giving or the decisions you're taking are based on the most complete and up-to-date information.

### Create more opportunities

Proactively target new clients or new business contacts using unique combinations of datasets.

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