

# Have you discovered OneSource?

Providers of global business intelligence on millions of companies and executives around the world



Companies

Executives

Financials

Reports

Trends

News

Data

OneSource<sup>®</sup>



## About OneSource

OneSource®, a recognized leader in global business information services, delivers unparalleled company, executive and industry intelligence that make business professionals more effective and productive in completing their critical daily tasks.

## Our Content

OneSource combines and organizes content from over 2,500 information sources supplied by 50 world class content providers creating an unequalled information resource. This includes public and private company profiles, executives, corporate families, industries, financials, news, analyst reports, trade and business press articles. In addition, OneSource editors collect, edit and update specific, valuable information such as in-depth private company business descriptions, executive contacts and merger and acquisition activity.

OneSource links all of its information on over 17 million companies and 21 million executives worldwide, resulting in the most extensive and reliable company linked repository of business information of its kind in the world.

OneSource has over 2,000 clients worldwide across a range of industry sectors and functions including professional services, financial services, recruitment, procurement, corporates and technology companies.

OneSource is available via personalized web-based subscriptions to our Business Browser service or from within enterprise applications ranging from major CRM systems to internal portals, and from risk management tools to Microsoft® Office documents.

## Reasons to choose OneSource

- Target the right prospects and generate more sales leads
- Identify and research key executives
- Manage clients more effectively
- Get in-depth knowledge of your suppliers
- Stay on top of industry trends and news
- Monitor competitors
- Save time searching for information

## Key OneSource user groups

- Sales and marketing
- Relationship management
- Recruitment
- Procurement
- Finance
- Underwriting
- Mergers and acquisitions
- Professional services branches
- Credit risk analysis

## OneSource Business Browser

OneSource Business Browser<sup>SM</sup> provides a comprehensive view of a company's business, history, competition, industry, strengths and weaknesses, executives and their biographies and affiliations, company announcements, news and trade press coverage, broker analysis and commentary, financial health and more.

Business Browser regional editions cover North America, United Kingdom, Europe and Asia Pacific. These can be purchased separately or combined to cover the regions you require.

Industry information includes comprehensive market research reports, market size, sectors and forecasts, top players, news and analyst reports.

All of the OneSource information can be searched by multiple criteria, and you can choose from a library of standard reports or build customized reports and analyses. Using Alerts you can track company, topics and news of your defined interest.

The screenshot displays the OneSource Business Browser interface for E.I. du Pont de Nemours & Company. The page includes a navigation menu, a search bar, and a detailed company profile. The profile section contains the following information:

<b>Address:</b> 1007 Market Street, Wilmington, DE 19809, United States	<b>Employees:</b> 59,000	<b>Company Type:</b> Public Parent	<b>Financials Inc:</b> USD (USD)
<b>Phone:</b> 302-774-1000, 302-773-2631, 800-441-7515	<b>Traded:</b> New York Stock Exchange	<b>Corporate Family:</b> 248 Companies	<b>Fiscal Year End:</b> 31-Dec-2006
<b>Website:</b> www.dupont.com	<b>Incorporation:</b> 1902	<b>Auditor:</b> PricewaterhouseCoopers	<b>Reporting Currency:</b> US Dollar
	<b>Credit Rating:</b> A+ (11/01)		<b>Annual Sales:</b> 28,992.0
			<b>Net Income:</b> 3,158.0
			<b>Total Assets:</b> 31,772.0
			<b>Market Value:</b> 41,491.1 (30-Nov-2007)

The interface also features a 'Business Description' section, an 'Industry' section (Chemicals - Plastics & Rubbers), and a 'Key Executives' table:

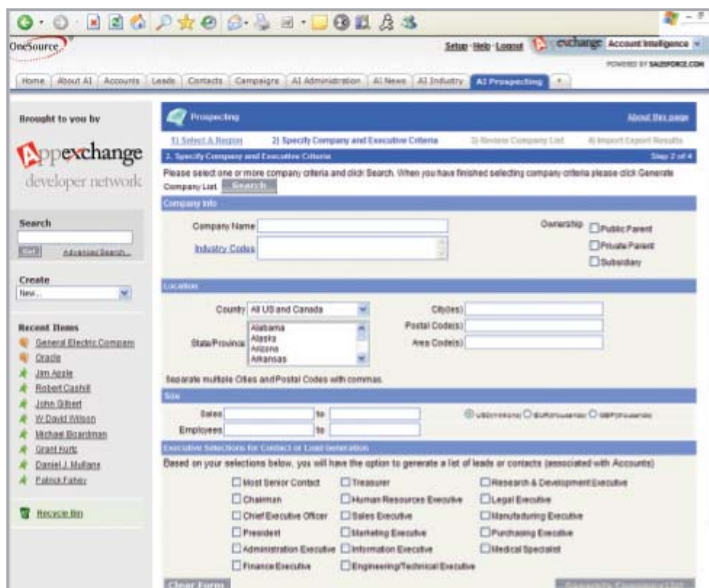
Name	Title	Source
Charles D. Hefley	Chairman of the Board, Chief Executive Officer	Reuters
Jeffrey A. Swisher	Chief Financial Officer, Executive Vice President	Reuters
Kevin W. Buehler	Chief Administrative Officer, General Counsel	Reuters

## Account Intelligence for *salesforce.com*

Account Intelligence for *salesforce.com* combines the leading on-demand CRM system with comprehensive content on all OneSource global companies, featuring in-depth company profiles, executive contacts, industry information, financial data, corporate family trees and up-to-date news on new prospects and key accounts. It provides sales professionals with instant access to OneSource data from within *salesforce.com* to help them:

- Prospect more effectively by quickly targeting leads using criteria based searching
- Import in-depth company information directly into *salesforce.com*
- See updates on accounts and contacts
- Decrease call preparation time and effort
- Automatically keep CRM data current and consistent

Account Intelligence can dramatically improve sales effectiveness in a variety of ways and help increase CRM value, adoption and usage.



## OneSource Mobile

Makes OneSource global business information available on the move, directly to a wireless mobile device. Enables access to relevant business intelligence, including breaking news stories, mergers and acquisitions, profit warnings and earnings announcements, executive changes and company profiles.

## Professional Services

OneSource specialist consultants can help customers to integrate OneSource data, other third-party data and their own data into a CRM system, portal, intranet or other in-house application using Applink API technology and proprietary content matching tools. First the team defines the business need and designs the best solution to meet customers' objectives. Once agreed, it then develops and implements the customized solution. OneSource's professional services team specializes in project management, database architecture, API development and web integration. For Business Browser customers the team also offers customized registration, log-on, usage reports and training.

Solutions include:

### Data Services

OneSource offers data services that provide analysis and augmentation of customers' own internal databases. Firstly, we diagnose the health of the data with expert quality analysis and evaluation. Then we optimize both company and industry data by completing records, filling in missing information and de-duping. By normalizing data across multiple internal databases, customers are assured of more consistent and more productive searches.

### Data Extraction

OneSource is able to create extracts of business information in a predefined format, whether needed to create marketing campaign lists and territory lists or simply to integrate information into a customer database.

### Match & Append

Enables customers to quickly match internal customer and prospect information with OneSource's depth and breadth of business information. Data can then be refreshed and enhanced with selections from OneSource's data.

**Want strategic advantage?**

**Get OneSource!**

Contact your local office today – details overleaf



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