



BUREAU VAN DIJK

A Moody's Analytics Company

Orbis for Sales and Marketing

Our extensive data and analytical tools help business leaders make better decisions.

Orbis provides company data insights for sales, marketing and corporate strategy. We offer the most powerful comparable data resource on private companies, and our award-winning Orbis database contains information on over 448 million entities in countries all around the world.

Our expert team can help you resolve existing data issues by highlighting duplicate records and companies that are no longer in business. We can also help you harmonize different datasets across your business, and add data, like activity codes, company size, company growth, corporate group details and financial strength metrics that will help your salespeople to sell more effectively.

You can target companies who are:

- growing or solvent
- in your sweet spot for size and maturity
- in the right industry
- under new management
- have just hired one of your advocates
- private equity backed and likely to have expansion plans

And avoid companies that:

- don't look like they can pay you
- are shrinking
- have "risky" owners or managers
- are the subject of negative news stories
- look like they've just invested in something like your offering

Strategic searching for business development

We make creating strategic searches easy. You can combine as many search steps as you would like to find companies with very specific profiles. Our simple-to-use software means you can start getting searching quickly.

So, you can find companies:

- with consistent growth rates
- with new owners
- that are private equity backed and likely to have expansion plans
- with slowing growth or negative growth
- that deliver very specific services or products

And once you've identified a group of companies by your chosen profiles you can set alerts to see when new companies join your group.

Get sales triggers

Watch sets of companies and get alerts to changes that may create, or remove, an opportunity for you. These include:

- new financials filed
- a change in management or ownership or rumor of M&A activity
- news about a company – you can filter for just negative news
- a change in a company's financial strength – positive or negative or status (active/inactive/rescue plan etc.)
- that a company now fulfills, or no longer fulfills, a profile you've created

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