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### **The BIIA Office in Hong Kong has moved to a new location:**

Suite 4114 Hong Kong Plaza, 188 Connaught Road West, Hong Kong  
Tel: +852 2525 6120; Fax: +852 2525 6171

*The BIIA Office is located at the offices of Co-founder member Business Strategies Group*

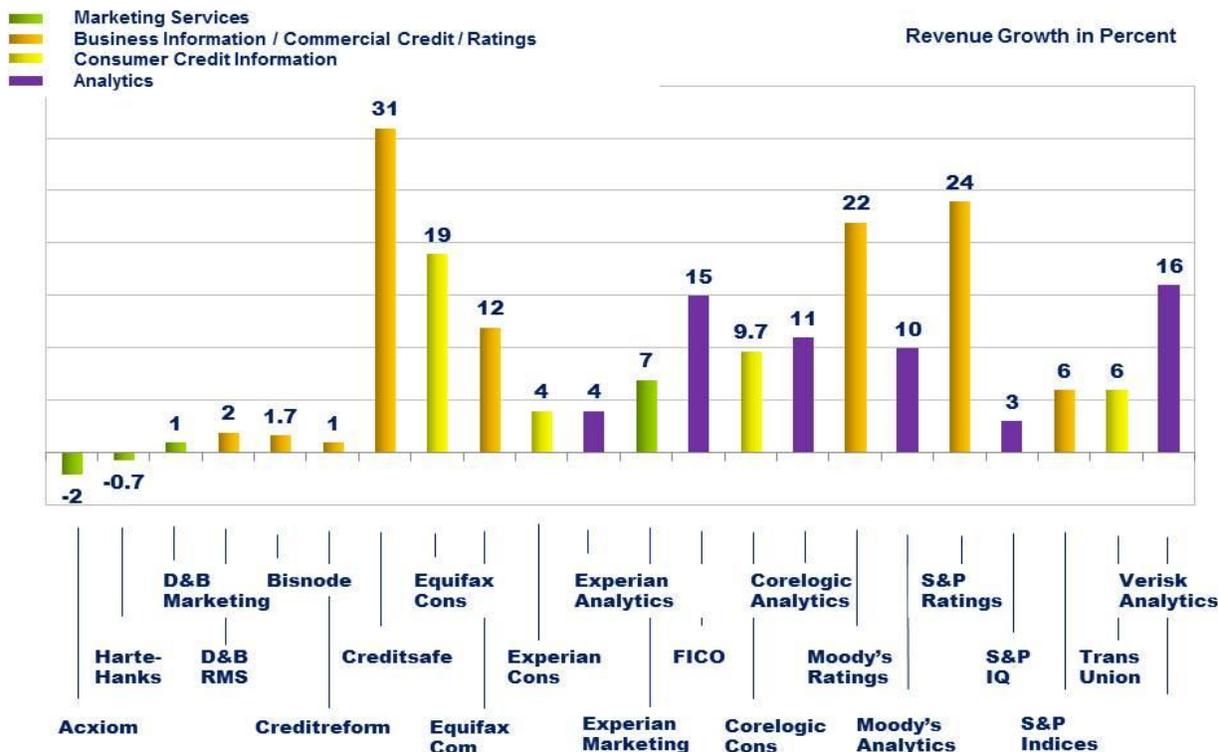
# BIIA NEWSLETTER

Market Intelligence - Industry Developments & Trends - Information Technology - Regulatory Issues - User Community

BIIA NEWSLETTER ISSUE 09 I - 2013

## LATE BREAKING NEWS

### What Grows – What Does Not? A Review of Q2 2013 Revenue Growth



Bisnode Q1 Consolidated; Experian Fiscal Year Ending March 31 2013, Creditreform Year 2012, Source: Company Earnings Reports Q2 2013

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**What ails marketing services?** Notwithstanding the current demand for good e-marketing data US based marketing services companies' growth was not much to write home about:

**Acxiom's** Marketing and Data Services revenue decreased 2 percent to \$188 million in the quarter, compared to \$192 million. The company's IT Infrastructure Management revenue decreased 1 percent to \$69 million in the current quarter compared to \$70 million.

**Harte-Hanks, Inc.** (NYSE: HHS) reported total revenues decreased 0.7% driven by a decrease in Direct Marketing revenues of 1.9%, partially offset by an increase in Shoppers revenues of 2.8%.

**D&B Marketing & Sales Solutions:** Sales & Marketing Solutions revenue of \$127.1 million, up 1% before the effect of foreign exchange (flat after the effect of foreign exchange), as compared to the prior year similar period.

**Experian Marketing Solutions:** Global marketing solutions for the fiscal year ending March 31<sup>st</sup> 2013 were US\$ 1bn up 7% from prior year which seems to be an exception. *(continued next page)*

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## LATE BREAKING NEWS

### What Grows – What Does Not? A Review of Q2 2013 Revenue Growth

**Consumer credit information** is getting some help from regulatory requirements impacting their clients; however **commercial credit information** is, generally speaking, quite stagnant.

D&B's RMS (Risk Management Solutions) are flat; Creditreform Germany, the market leader reported an overall revenue increase of 1% (2012 – the company does not report quarterly). In contrast Equifax's commercial credit solutions broke out of the 2012 doldrums reporting a 12% increase in revenues. Also an exception is Creditsafe, which reported a 31% revenue growth in Q2. With commercial credit information demand stagnating one can only assume that Creditsafe is capturing market share from incumbents.

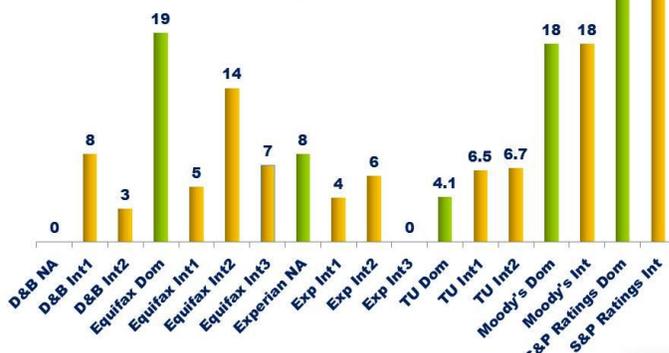
**Analytical Services** are starting to become an important part of solutions for the financial services industry. Growth rate continue to rise. P/E ratios for analytical services and solutions for financial services applications appear to demand almost twice the price earnings multiple than analytical services for other data services according to a report released by Marlin & Associates (<http://www.biaa.com/from-the-ma-front-demand-for-mid-size-software-firms-has-not-slowed>).

**Rating Services:** The first shoe dropped on the Department of Justice \$5bn fraud case against Standard and Poor's. U.S. District Judge Carter denied S&P's motion to dismiss the DOJ's lawsuit putting an end to S&P's hope for an early victory. One can now look forward to a protracted affair. Wall Street treated the news with a yawn.

In the aftermath of the global financial crisis the rating agencies were thoroughly chastised by legislators, regulators and the general public. An avalanche of lawsuits followed. Predictions were made about the eventual demise of the oligarchs of the rating industry and the rise of nimble and more credible competitors. In reality the oligarchs continue to thrive. Most of the lawsuits have been dismissed and tightened regulation did not make a dent in the business of ratings nor stock price.

#### Revenue Growth in % Domestic Versus International

D&B Int1 = Asia / Pacific  
 D&B Int2 = Europe & Other  
 Equifax Dom = USA  
 Equifax Int1 = Latin America  
 Equifax Int2 = Europe  
 Equifax Int3 = Canada  
 Experian NA = North America\*  
 Experian Int1 = Latin America\*  
 Experian Int2 = UK & Ireland\*  
 Experian Int3 = EMEA / AP\*  
 TU Dom = USA  
 TU Int1 = Developed Markets  
 TU Int2 = Emerging Markets



Source: Company Earnings Reports Q2 2013 \* Experian (full fiscal year ending March 31, 2013)



#### +Recent Stock Price Comparison

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## MEMBER NEWS

### Pacific Equity Partners Set to Float Veda

Veda, one of Australia's and New Zealand's leading credit information group is being readied for an IPO. According to the Australian Financial Review Veda's owners, Pacific Equity Partners, are considering floating the company. Speculations are that the business may be valued at more than AUS\$1bn. **Source:** [businessspectator.com.au](http://businessspectator.com.au)

### Veda In Strategic Alliance with NECDL

Veda announced a strategic alliance with NECDL (National e-Conveyancing Development Limited), the company responsible for delivering a national electronic conveyancing solution to the Australian property industry.

The alliance with NECDL will enable Veda's customers to access Australia's new property exchange, PEXA, through Veda's on-line portal, VedaCheck. VedaCheck provides lenders, lawyers and other professionals involved in mortgage and conveyancing processes, integrated access to the broadest range of data available in Australia, to support search and assessment requirements for property settlements.

VedaCheck subscribers will open an online workspace where Registry documents and settlement schedules are created and information is shared with all participants in a transaction. Once preparation is complete and the settlement date and time is reached, PEXA automatically lodges documents with the Land Registry, exchange loan funds and pay stamp duty and other third party beneficiaries.

**Source:** [Veda Press Release](#)

### Veda Renames Marketing Services Unit - Announces Partnership with Datalicious

*Inivio (Veda's Marketing Services Unit) announced a partnership with Datalicious to revolutionize content delivery to corporate websites*

Australian marketers can revolutionize content delivery on corporate websites – making the 'one size fits all' home page a thing of the past – through a first of a kind solution from Inivio and Datalicious, launched recently at the ADMA conference. By marrying Inivio's rich offline customer insights with Datalicious' technology, marketers can serve content tailored to the known needs, attributes and values of the individual visitor, in real time.

This new solution provides marketers the power to deliver home page content based on individual visitor needs, to change the tone, look and feel of the page to align with a visitor's profile, to offer live chat for valuable customers, or to localize content such as the nearest branch location or dealer phone number.

***Inivio is the new name for the Marketing Services Division of Veda.*** As part of the Veda Group, Inivio provides access to diverse and comprehensive consumer and business insights in Australia. Inivio considers itself at the leading edge of disruptive marketing innovation.

***About Datalicious:*** Founded with the aim of creating a 360 data agency, Datalicious offers a wide range of data services from data warehousing, web analytics and media attribution over data mining, modeling and reporting to the planning and development of smart data driven campaigns and entire websites. <http://www.datalicious.com/services/> **Source:** [Veda](#)

## MEMBER NEWS

### Wand Inc.: Bad Search is Costing Money

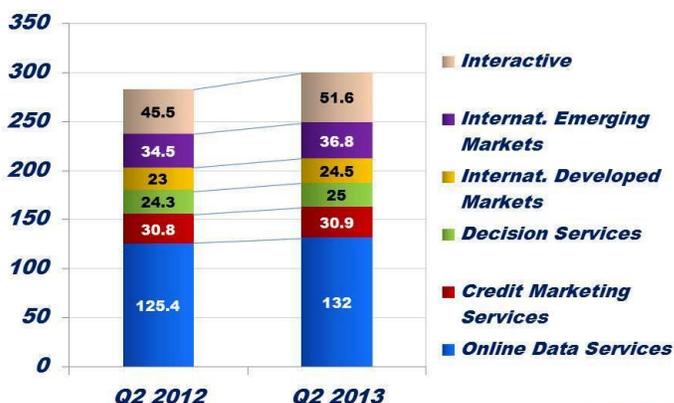
*BIIA member Wand Inc. has recently published a White Paper: Value of Descriptive MetaData for Enterprise Search.*

There are two main types of information which most organizations need to manage: 1) structured data, which is usually in databases and often quantitative in nature; and, 2) unstructured data, or text. Structured data is handled fairly well with business intelligence tools and data warehousing. According to the Aberdeen Group, unstructured data can account for up to 80% of the information available to a business.

As the amount of unstructured information continues to grow, organizations who have not addressed search relevance will continue to be at a competitive disadvantage. It's more critical than ever to reduce the amount of time employees are wasting searching for information and, more importantly, to give knowledge workers a complete picture of the information the organization has so the best business decisions can be made. Enabling descriptive metadata with an organizational taxonomy and automatic tagging should be investigated by every organization that is serious about solving this critical business issue. *To read the entire White Paper from Wand click on this link: [WAND White Paper – Value of Descriptive MetaData for Enterprise Search](#)*

### TransUnion Q2 2013 Revenues Up 6.2%

#### TransUnion Q 2 2012 Revenue Growth



Source: TransUnion (US\$ Millions)

BIIA

TransUnion reported revenue of \$300.8 million, an increase of 6.2% compared to the second quarter of 2012. Weakening foreign currencies accounted for a decrease in revenue of 1.3%. Acquisitions accounted for an increase in revenue of 0.8%.

Operating income was \$39.5 million in the second quarter of 2013 compared to an operating loss of \$29.3 million in the prior year. The second quarter of 2013 was impacted by a \$2.3 million loss on the disposal of a small operating company in Africa and a \$2.9 million one-time adjustment for tax expense related to prior years.

"In the second quarter, we generated solid organic constant currency revenue growth," said **Jim Peck, the Company's president and chief executive officer**. "As exhibited in the second quarter, we are directing near-term earnings into the business to drive long-term growth and value creation. This will result in a well-diversified business with a healthy, and sustainable, growth and margin profile."

[For segment details please log on to www.biaa.com.](http://www.biaa.com)

## MEMBER NEWS

### Creditreform 'FirmenWissen': Intelligent Linking of Corporate Profiles with Company News

FirmenWissen (Neuss, Germany) has expanded its product offering in co-operation with GBI-GENIOS (Munich) to include press data ensuring an intelligent combination of news and company profiles. In total 801 press sources are included in the offer, sourced from local newspapers (for example Kölner Stadtanzeiger, Stuttgarter Nachrichten) supra-regional daily and weekly newspapers (including the F.A.Z., Handelsblatt, the clock) and magazines (for example logistics newspaper food newspaper, acquisa).

FirmenWissen explains: "through the expertise of GBI-GENIOS in the Keywording, an intelligent link created by articles and company data. Thus, we are able to bring together information from different databases at one point. "It means for users of information: all information at a glance – and by one click!"- The current data inventory of FirmenWissen consists of: 3.4 million short form and company profiles; weekly data updates, 1,3 million financial profiles (exclusive company profiles with financial statements benchmarks) – 6.6 million financial statements delivered in form of an EXCEL file; 3.4 million credit reports and 1.5 million business addresses.

Source: *BIIA Partner Password Germany*

### D&B Publishes Global Economic Outlook to 2017



*D&B has recently published its Global Economic Outlook to 2017 offering global and regional insights, upgrades and downgrades.*

In terms of Global Risk Insights D&B has downgraded its 2013 global growth forecast due to uncertainty around the windup of quantitative easing, growing political risks, amplified risks on OECD debt levels, and structural rebalancing in emerging markets. Headwinds remain in the form of the termination of monetary easing, fiscal rebalancing in the US, and Chinese rebalancing.

In terms of Asia / Pacific D&B offers the following risk insights: China's opaque financial system, industrial overcapacity, and property market bubble threaten a stable real-GDP growth path surpassing 6 percent a year between 2014 and 2017. The region's domestic demand drivers have survived Chinese deceleration and Eurozone stresses, but a post-QE global environment could rock credit and asset markets. Deteriorating: China, India, Singapore. Stable: Japan, New Zealand, Philippines

In regard to Asia / Pacific D&B has the following recommendation: "Watch your customer base and supply chains for signs of change in market sentiment—as "crash" phases unwind faster than "bubble" phases grew—once market agents realign." **Source: D&B Press Release**

**Save the Date: EASDP Congress September 18-20th, Amsterdam Hilton Hotel:**

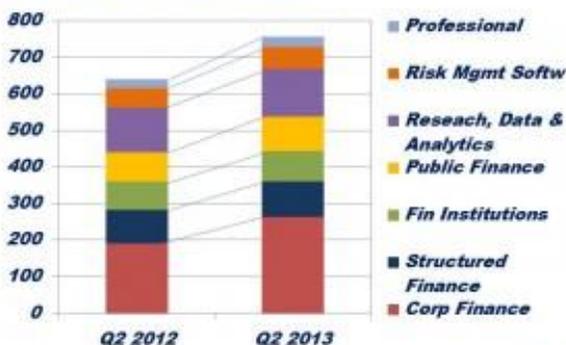


**The European Association for Search and Data Publishers and the Business Information Industry Association (BIIA) have joined hands to focus on important trends taking place in our industry: *BIG Data, Local Future – Local Data, Big Future***

## INDUSTRY NEWS

### Moody's Q2 2013 Revenues up 18%

Moody's Q2 2013 Revenue



Source: Moody's (US\$ millions)



Moody's reported revenue of \$756.0 million for the three months ended June 30, 2013, up 18% from \$640.8 million for the second quarter of 2012. Operating income for the quarter was \$350.8 million, a 2Moody's Results Q2 2013 36% increase from \$278.5 million for the same period last year.

**Global revenue for Moody's Investors Service ("MIS")** for the second quarter of 2013 was \$537.3 million, up 22% from the prior-year period. U.S. revenue of \$313.2 million for the second quarter of 2013 increased 21% from the second quarter of 2012.

Within MIS, global corporate finance revenue of \$262.9 million in the second quarter of 2013

increased 37% from the prior-year period, reflecting strong global issuance in investment grade and high yield bonds.

Global structured finance revenue totaled \$97.2 million for the second quarter of 2013, reflecting a 7% increase from a year earlier. U.S. structured finance revenue grew 29% from the year-ago period, primarily due to strength in issuance of commercial mortgage-backed securities.

Global financial institutions revenue of \$84.5 million in the second quarter of 2013 increased 9% compared to the prior-year period. U.S. financial institutions revenue was up 9%, primarily reflecting stronger banking activity, while non-U.S. revenue grew 8%, driven by increased bond issuance by insurance companies.

Global public, project and infrastructure finance revenue was \$92.7 million for the second quarter of 2013, an increase of 14% from the second quarter of 2012.

**Global revenue for Moody's Analytics ("MA")** for the second quarter of 2013 was \$218.7 million, up 10% from the second quarter of 2012. In the U.S., MA revenue of \$95.2 million for the second quarter of 2013 increased 8% from the prior-year period.

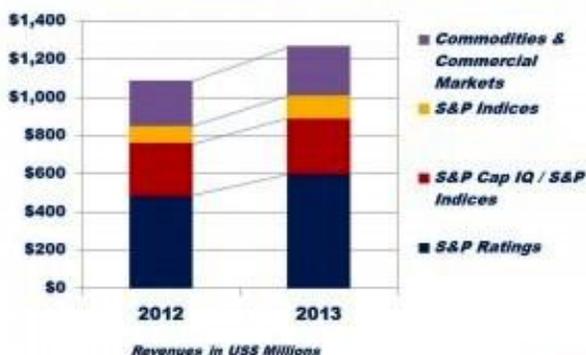
Revenue from research, data and analytics of \$130.3 million increased 7% from the prior-year period, reflecting strong customer retention and solid growth from MA's research offerings. Enterprise risk solutions revenue of \$60.2 million was up 17% over the prior-year period driven by strong growth in products and services that support regulatory and compliance activities at banks and insurance companies. Revenue from professional services of \$28.2 million was up 7% from the prior-year period, reflecting solid growth in revenue from Copal Partners, partially offset by softness in the training and certification business.

**Outlook:** For Moody's overall, the Company still expects full-year 2013 revenue to grow in the high-single-digit percent range. **Source:** [Moody's Press Release](#)

## INDUSTRY NEWS

### McGraw Hill Financial Revenues up 17%

McGraw Hill Financial Markets Q 2 2013 Revenues



Source: McGraw-Hill Q2 Earnings Release



**McGraw Hill Financial, Inc. (NYSE: MHFI)** reported revenue of \$1.25 billion, an increase of 17% compared to the same period last year. Net income and diluted earnings per share from continuing operations were \$250 million and \$0.90, respectively.

**Standard & Poor's Ratings Services:** Quarterly revenue increased 24% to \$599 million compared to 2Q 2012, driven by strength in corporate issuance and bank loan ratings as well as continued recovery in U.S. structured finance issuance. Operating profit increased 34% to \$277 million, driving a 300-plus basis point improvement in operating profit margin to 46%.

**S&P Capital IQ:** Revenue increased 3% to \$287 million in the second quarter of 2013. The revenue benefit from recent acquisitions was offset by the wind down of several small products. Adjusted operating profit decreased 7% to \$55 million due to continued investment in the expansion of products, content, and technology.

**S&P Dow Jones Indices:** Revenue increased 39% to \$123 million in the second quarter of 2013. Excluding the revenue associated with the Dow Jones Indexes, revenue increased 6% to \$94 million. Quarterly operating profit increased 43% to \$80 million. McGraw Hill Financial's share of the operating profit increased 6% to \$60 million.

**Commodities & Commercial Markets:** Revenue increased 8% to \$259 million. Operating profit increased by 16% to \$83 million in the second quarter, compared to the same period last year.

**Sale of Aviation Week:** Yesterday, the Company announced a definitive agreement to sell Aviation Week to Penton. The sale continues the execution of the Company's strategy of exiting non-core assets while investing in high-growth, high-margin benchmark businesses. We expect the transaction to close shortly.

**DOJ Lawsuit:** On July 16, the Federal District Court in California issued a decision denying our motion to dismiss the Complaint. The Court's decision was not on the merits of the case as the Court was required at this preliminary stage to accept as true all the factual allegations from the Complaint. As the case proceeds, the Company will have the opportunity to demonstrate the independence of our ratings and the lack of merit to the Department of Justice's Complaint.

**The Outlook:** 2013 adjusted earnings per share guidance is increased to a range of \$3.15 to \$3.25 from \$3.10 to \$3.20. While the Company expects global issuance to remain generally robust, markets may demonstrate volatility due in part to evolving expectations for interest rates. In addition, investors should note that comparisons to prior year results become more difficult in the second half of the year.

Source: McGraw Hill Financial Press Release

## INDUSTRY NEWS

### Acxiom Revenues Down 2%

**Acxiom Revenues Quarter Ending June 30<sup>th</sup> 2013**  
(Fiscal Years Ending March 31<sup>st</sup>)



Source: Acxiom (000,000)



**Acxiom revenue (quarter ending June 30th 2013) was \$266 million, down 2 percent compared to \$272 million for the prior-year period.** Income from operations decreased 5 percent to \$24 million in the current quarter, compared to \$25 million in the prior year.

**Marketing and Data Services** revenue decreased 2 percent to \$188 million in the quarter, compared to \$192 million;

**IT Infrastructure Management** revenue decreased 1 percent to \$69 million in the current quarter compared to \$70 million.

**Other Services:** Revenue was \$9 million, flat as

compared to the prior-year period. Operating income was \$1 million compared to a loss of \$2 million in the prior period.

The company intends to launch the Acxiom Audience Operating System™ on September 24th in New York City during AdWeek. The Acxiom Audience Operating System is an innovative new technology that powers more effective marketing decisions through better data, valuable insights and powerful applications.

The company has recently experienced client losses in the IT Infrastructure Management business, in addition to those previously disclosed in its fiscal 2013 annual report. The company estimates it will report revenue of \$65 to \$70 million in fiscal 2014 for all IT Infrastructure customers who have given notice of termination. Given the timing of these terminations, the company is not changing its overall financial guidance for fiscal 2014. We do, however, expect the fiscal 2015 revenue contribution from these customers to be negligible. **Source: Businesswire.com**

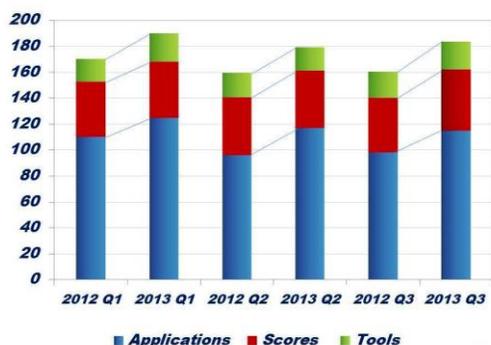
### Harte-Hanks Q2 2013 Revenues Flat

Harte-Hanks, Inc. (NYSE: HHS) reported total revenues decreased 0.7% driven by a decrease in Direct Marketing revenues of 1.9%, partially offset by an increase in Shoppers revenues of 2.8%. Direct Marketing results reflect the impact of its financial vertical and retail vertical increasing 4% and 2%, respectively. The automotive and consumer brands vertical experienced a 2% revenue decline, and the high-tech vertical was flat.

Harte-Hanks select vertical decreased 17% compared to 2012 and our pharmaceutical vertical decreased 12% from the previously discussed loss of a long standing customer in the third quarter of 2012. Shoppers revenue performance reflects increased revenues from distribution products, partially offset by decreased in-book advertising. From an industry perspective, Shoppers revenues increased from the consumer spending, automotive, health, restaurant and communications sectors, and decreased from the real estate and education sectors. **Source: Yahoo Finance**

## INDUSTRY NEWS

### FICO Fiscal Third Quarter 2013 Revenues up 15%



Source: FICO Press Release



**FICO** announced financial results for its third fiscal quarter ended June 30, 2013. The company reported revenues of \$183.8 million for the quarter as compared to \$160.5 million reported in the prior year period, an increase of 15%.

**Applications revenues**, which include the company's preconfigured Decision Management applications and associated professional services, were \$115.0 million in the third quarter compared to \$98.3 million in the prior year quarter, an increase of 17%. This was due to revenue associated with the acquisitions of Adeptra, Ltd. and CR Software.

**Scores revenues**, which include the company's business-to-business (B2B) scoring solutions and associated professional services, and the myFICO® business-to-consumer (B2C) service, were \$47.2 million in the third quarter compared to \$41.9 million in the prior year quarter, an increase of 12%. The B2B revenue increased 10% and the B2C revenue increased 21% from the prior year quarter.

**Tools revenues**, which include Blaze Advisor®, Xpress Optimization and related professional services, were \$21.6 million in the third quarter compared to \$20.2 million in the prior year quarter, an increase of 7%, primarily due to increased revenue from professional services.

"We saw continued strength in our Scores and Tools segments this quarter, fortifying the confidence we have in our overall strategic direction," said **Will Lansing, chief executive officer**. "

Outlook: Revenues for fiscal year 2013 are expected in the range of US\$ 755 million to US\$ 766 million. **Source: FICO Earnings Release**

### Wolters Kluwer Financial Services Introduces ComplianceOne® Manager

**Wolters Kluwer Financial Services** the launch of its ComplianceOne manager solution. The Software as a Service (SaaS) business process management tool complements ComplianceOne, the company's loan and deposit origination solution that more than 1,600 banks and credit unions utilize. The new standalone tool can be seamlessly used in conjunction with ComplianceOne, ARTA Lending or other loan origination solutions in the market.

ComplianceOne manager's business process management capabilities offer financial institutions' executives and senior managers greater insight and better control over their overall lending businesses. Using the solution, they can monitor loan portfolios in real-time, while overseeing process and potential performance issues as well as operational risks, and then take action before problems develop. The solution helps ensure origination policies and procedures are followed,. **Source: Finance.Yahoo.com**

## NEWS FROM CHINA

### Alibaba Buys Stake in Online Shopping Company Shoprunner

**Alibaba has acquired a minority stake in ShopRunner, online media outlet.** Alibaba is paying USD 75 million for the stake in ShopRunner, run by former Yahoo Chief Executive Scott Thompson. The investment will add to a long relationship between Alibaba and Yahoo. The acquisition is part of a string of investments by Alibaba, as it prepares for its initial public offering in Hong Kong.

Shoprunner is a subscription-based service that provides Amazon Prime-like free two-day shipping to shoppers. It offers its online shopping service to major brand retailers. The business model is straightforward: the company takes the \$79 fee, and uses part of it to provide subsidized shipping for the retailers. **Eventually, Shoprunner could create new revenue streams from the information they collect on the consumers who use the service. Shoprunner captures information on every transaction completed.**

Source: [Thepaypers.com](http://Thepaypers.com)

### The Rebalancing of China

The fact is that China is changing and that is going to take some adjusting to. For the past two decades the development of China has been the most important economic development of these times. The old model for China was clear enough and obviously effective. It was centered on three things – a) an export centered approach that targeted the large consumer markets in the US and Europe, b) a massive appetite for investment from these same regions to underwrite the expansion of that export sector and c) an exploitation of the critical advantages of the Chinese economy – cheap production costs.

For the last twenty years these factors and some others have propelled the Chinese economy from that of a poor developing nation to the status of second largest economy in the world. Some assumed that this model would carry the Chinese into the current century and be the foundation of growth at the double digit level for generations to come. Others pointed out that China could not rely on this model exclusively. This is apparently the conclusion that the Chinese have also reached. The new leaders of the country have been trying to outline a new approach and it is not coming without some stress and trepidation.

It is estimated that China's total debt is now 200% of the nation's GDP – compared with the US level of just under 100% of GD. In fact China is further in debt than Greece (130%) or Spain (140%). Granted, the vast majority of that debt is owed to itself but debt is debt and there is no great desire to make matters worse. The leadership could decide to reverse course and start dumping cash into the system but this is not considered all that likely.

**Analysis:** The Chinese leadership wants to see the consumer step up and become the driver for the next generation and there is abundant evidence that the consumer would like to play that role sooner than later. There is far more demand from the domestic population than in past years, after all the Chinese version of the middle class is now some 300 million to 400 million strong and that compares to the 330 million total population in the US. That population in China wants to buy homes and cars and electronics and all the other accoutrements of modern life. Of course that leaves close to a billion people without that access to the consumer life. These people will still need jobs and lots of help from the state. The Chinese consumer is now pretty well-heeled and the challenge for the country is that those with the most money are drawn to imports and are not as interested in the cheaper goods that China has produced for the export market. **How does that transition play out? Slowly.**

Courtesy Dr. Chris Kuehl, [Armada Corporate Intelligence](http://Armada Corporate Intelligence)

## BIG DATA & ANALYTICS

### Data Scientist: "The Sexiest Job of the 21st Century."

#### *FICO Infographic Answers the Question, "What Makes a Good Data Scientist?"*

FICO (NYSE:FICO), a leading predictive analytics and decision management software company, released an infographic showing the characteristics of a good data scientist — what a *Harvard Business Review* article called the "sexiest job of the 21<sup>st</sup> century."

The rise of Big Data has fueled demand for data scientists. Indeed.com reported that job postings for analytic scientists jumped 15,000 percent between the summer of 2011 and 2012. McKinsey & Company predicted the U.S. will see a 50- to 60-percent shortfall in analytic scientists by 2018.

"There's more demand than ever for data scientists, but at the same time we demand more from job candidates," said **Dr. Andrew Jennings**, chief analytics officer at FICO and head of FICO Labs. "FICO has been hiring data scientists — or analysts, as we used to call them — since 1956. We've learned that excellent math skills alone just aren't enough. We want someone who can solve problems for businesses, and explain their insights to people who don't have a Ph.D. in operations research."

The FICO infographic identifies eight characteristics of a good data scientist. These include the ability to tease out insights from data, communicate with business users and focus on the practical applications of their work.

"When we hire a data scientist, we look for someone who wants to speak to our clients," said John Tobin, who leads hiring for FICO, and who previously co-founded an agency focused on hiring analysts and credit risk experts. "Data scientists generally are abstract thinkers — the rarest ones are those who can easily communicate to a business audience. That's the sweet spot."

Demand to fill the talent gap with good data scientists is pushing up salaries for the right candidates. "We're entering a new age of analytic competition," Jennings said. "This is a great time to be a data scientist, but only companies offering the chance to do interesting and meaningful work are succeeding in hiring them."

*The Anatomy of a Data Scientist can be viewed and downloaded at [www.fico.com/anatom](http://www.fico.com/anatom)*

Source: [FICO.com](http://FICO.com)

### Save the Date: September 18-20<sup>th</sup>, Amsterdam Hilton Hotel: BIG Data, Local Future – Local Data, Big Future

The European Association for Search and Data Publishers and the Business Information Industry Association (BIIA) have joined hands to focus on important trends taking place in our industry:

- BIIA's chairman David Worlock will have the honor to provide the key note address: How to go from adding data to adding value?
- Joachim C Bartels, BIIA's managing director will moderate Think Tank 1 – Innovation in data and analysis focusing on current industry trends.
- Phil Cotter, BIIA's deputy managing director and contributing editor will discuss the 'Predictive Analysis Revolution'.

To register click on the link: <http://www.eadp.org/index.php?q=node/19868>

## FROM THE REGULATORY CORNER

### Who Says US Data Protection Standards are Lower than in the EU?

Recently Viviane Reding, the commissioner overseeing data protection, stated: "[The safe-harbour agreement may not be so safe after all, it could be a loophole](#)" that allowed companies to shift data to the US where "data protection standards are lower than our European ones". Referring to one of the NSA programs revealed by Mr. Snowden, a former NSA contractor. Ms. Reding stated: "The data protection reform is Europe's answer."

There are others which beg to differ: Of course some of opinions to the contrary usually do not receive prominent coverage such as Europe's data protection commissioner.

**"Do not look to Europe to protect our data!"** wrote **Christopher Wolf, head of global privacy and information management at law firm Hogan Lovells** and co-author of a study of national security access to data in the cloud. Wolf summarizes: There are no guarantees, in the US or anywhere else, that authorities are abiding by the laws restricting access to personal data in the name of national security. But the degree of authorization required and the kind of review that occurs is relevant indeed to a determination of how well personal privacy and liberty are protected.

Viewed that way, the US fares better than many others. European critics of US privacy protections would be well advised to take stock of their own countries' national security access to personal data. **Source: [Financial Times](#)**

[To read the full story click on this link](#)

### Regulatory Update July 2013 from Regulatory Strategies

**European Union: Push for new Data Protection Regulation:** The EU Justice Commissioner, Viviane Reding, has issued a new appeal for Member States to place the Data Protection Regulation on the agenda of an EU summit in Autumn 2013. Reding is keen to get the data protection package completed before the European Parliament elections in May 2014 after it has suffered a number of delays further to debate about the details of amendments.



A leaked document from the Irish Presidency of the EU Council of Ministers to the Data Protection Working party showed that the administrative fines to be introduced with new EU data protection regulation may be discretionary if the proposal is adopted. The document suggests that instead of issued fines of up to 2% of global turnover for serious breaches of the Regulation, supervisory authorities could use their discretion and take factors into consideration such as:

The financial situation of the organization - Any previous infringements - Action taken by the organization to mitigate damage to consumers - In less serious cases a warning or nominal sanction may apply.

**Guidance on Data Security:** The ICO is understood to be in the process of producing new guidance for organizations on the issue of IT security. The guidance should set out guidelines on the technical measures organizations take to ensure that they comply with data protection rules.

**To read the full story click on the link: [July-13-newsletter](#) - Courtesy Mike Bradford, [Regulatory Strategies](#)**

## PEOPLE ON THE MOVE

### Experian Appoints Simon Waller Director of Banking, Decision Analytics

Simon Waller has taken up the role of Director of Banking, Decision Analytics. In his new position, Simon will oversee the leadership of Experian's software and analytics business across banking markets.

Previously Head of Collections and Customer Management at Experian, Simon brings a wealth of experience to his new post. His expertise in strategic direction, product development, sales and marketing will prove instrumental in helping leading banks seize growth opportunities while navigating an increasingly complex regulatory environment.

Simon joined Experian in 2008 as Head of Collections and has a strong track record in managing businesses to deliver improved performance. Simon previously worked in a variety of IT consulting organizations, where his expertise focused on implementing, operating and deploying major software and consulting offerings rooted in banking and financial services.

Source: [Finextra.com/News](http://Finextra.com/News)

### D&B Appoints Anastassia Lauterbach to Its Board of Directors

Anastassia Lauterbach was unanimously appointed to D&B's Board of Directors on August 5, 2013.

Dr. Lauterbach was, until recently, Senior Vice President of Global Business Operations Europe at Qualcomm Incorporated (NASDAQ: QCOM), a world leader in 3G, 4G and next-generation wireless technologies, overseeing Qualcomm's business interests across Europe, as well as leading Qualcomm's expansion in Eastern European markets and Turkey. Before joining Qualcomm, Dr. Lauterbach spent over 14 years in various operational and strategic roles at Deutsche Telekom, Daimler Chrysler Financial Services, McKinsey & Company and Munich Reinsurance Company. Dr. Lauterbach resides in Germany. She currently serves on Advisory and Supervisory Boards of several US and European based technology companies.

Source: [BusinessWire.com](http://BusinessWire.com)

### TransUnion Appoints Chris Cartwright as President U.S. Information Services

**TransUnion** names an outsider as president, U.S. Information Services (USIS). **Chris Cartwright** joins TransUnion as President of U.S. Information Services. Cartwright will oversee the business unit that provides analytical services and decision technology, risk management services, credit reports and scores to customers in the United States that operate in a number of industries, including financial, housing, marketing services and insurance. He will report directly to chief executive officer (CEO) and president, **Jim Peck**.

Source: [TransUnion Press Release](http://TransUnion Press Release)

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