

February I 2011 ISSUE:

Pages 2 - 3

Invitation:

- To attend the BIIA Membership Meeting (Evening of March 23rd, 2011) and the BIIA Business Information Forum 2011, Hong Kong Convention Centre March 24th, 2011 - D&B is a Platinum sponsor -



Decide with Confidence

Pages 4 - 6

Member News:

- Bisnode acquires Vendemore
- DataFacet is a joint solution from Wand, Inc. and Applied Relevance
- D&B ramps up data assets and product roll-out
- Equifax expands identity efforts, capabilities in 2010

Pages 5 - 12

Industry News:

- Nielsen IPO to raise US\$ 1.6bn
- Markit acquires QulC Technologies
- What will Alibaba do with its data assets?
- Global address data association (GADA) is now open for business
- infoGroup's One Source iSell named top sales 2.0 solutions of 2010
- Experian boosts social media strength
- Experian to include residential rental payment data in credit reports
- Data Strategy doesn't ensure quality says Experian
- Credit Rating: Morning Star expands analytical coverage
- There is value in public WiFi technology: BSKyB acquires 'The Cloud'
- Google exits property listing business in the UK
- Moody's reports double digit revenue growth in 2010

Page 13

News from China:

- Baidu, Alibaba said to take stake in SINA Microblog
- Baidu's net income doubles in Q4
- Alibaba and partners to invest up to \$4.5bn on logistics

Page 14

From the User Corner:

- Microfinance under attack
- Credit Manager's Index (CMI) shows extension of trade credit on the increase
- Quote of the week

Page 15

People on the Move:

- Google's Schmidt and Larry Page in reshuffle
- M. Ramsekhar appointed CEO of CRISIL
- MicroBuilt appoints new management in the UK
- Kroll's Global Investigations Unit appoints Keith Kelly Managing Director

Page 16

Visit Online-Information Asia-Pacific - Outsell is a Bronze sponsor of the BIIA Forum -

OUTSELL

LATE BREAKING NEWS

Invitation to the BIIA Membership Meeting and Business Information Forum 2011

You are cordially invited to attend the **BIIA membership meeting** and dinner which will take place on March 23rd 18:30pm in Hong Kong (place still to be announced) and the **BIIA Business Information Forum 2011** which will take place in the Hong Kong Convention Centre on March 24th from 9:30 am to 16:30hrs.

For registration go to: [BIIA Business Information Forum 2011](#). This event is jointly organized by Incisive Media and BIIA in conjunction with the Online-Information Asia – Pacific Conference and Exhibit. **To register for the BIIA membership dinner and for hotel reservations contact: Cara Chan at ChanCa@DNB.com**

Morning Session March 24th, 2011 at 9:30 am – 12:30 pm



David Worlock

BIIA's Chairman, David Worlock will open the conference and moderate the session on the State of Information

In this session we will discuss the current state of business information markets, both globally and regionally, and comment on specific trends, like the development of workflow modeling or the push towards improved governance, risk management and compliance environments. We will question current business models and examine the impact of new access devices and distribution channels. Panel discussion with:

- Steve Goodall, Outsell Inc. USA;
- Doug Kaplan: Lexis Nexis Japan;
- Leas Bachatene: Thomson Reuters Singapore (invited)



Dr. Chris Kuehl

The Future of Trade Credit and Trade Finance and Implications for Information Services moderated by Dr. Chris Kuehl, Armada Corporate Intelligence

Trade credit and trade finance are the largest sources for short term capital. Prior to the financial crisis credit management focused largely on the extension of credit and credit lines in support of revenue growth. When the 'credit freeze' hit trade credit and trade finance, the emphasis switched quickly from credit granting to risk mitigation and liquidity management, requiring new approaches, new tools and real time information.

In this session we will examine which credit management practices and information tools did work, which did not and the implication for trade credit, trade finance and information post financial crisis. Panel discussion with:

- Jerome Peze, President Tinubu Square, Paris, France;
- Joshua Peirez, President Innovation, The Dun & Bradstreet, USA
- Kuresh Sarjan, Head of Global Trade & Supply Chain, Bank of America HK



Jerome Peze



Joshua Peirez

Lunch at the Exhibit Hall 12:30 pm – 2:00 pm *Afternoon Session continued next page*

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Invitation to the BIIA Membership Meeting and Business Information Forum 2011

Afternoon Session March 24th, 2011 14:00 – 16:30

Open Discussion Forum: Eliminating Asymmetries in Information moderated by Christine Christian, Managing Director, Dun & Bradstreet Australia

There is a strong linkage between economic growth and the financial sector. A well-functioning financial sector provides individuals, SMEs and companies with access to credit. Nevertheless access to credit is directly linked to the availability of reliable, accurate and timely information.

Unfortunately asymmetries in information in developing markets impair access to finance in particular for SMEs, with the effect of retarding economic growth. Eliminating asymmetries in information is an important mission of the financial services industry and the business information industry. The International Finance Corporation (IFC) World Bank Group has made a number of recommendations to the G20 finance agenda which are also information related.

Preceding the discussion we will hear from the IFC (World Bank Group) what is being done to improve financial and information infrastructure in developing markets.



Ch. Christian



Parag Patki



T. Lythgoe

Two information executives will present current role models of SME information services:

- Tony Lythgoe, Director, International Finance Corporation (IFC) World Bank Group;
- William Lim, Executive Director of Credit Bureau Singapore
- Parag Patki, Chief Executive Officer, SMERA – SME Rating Agency of India



William. Lim

Open Discussion Forum: Eliminating Information Asymmetries – A challenge and opportunity for the business information industry moderated by Christine Christian. Join a number of credit and information executives in an open discussion:

- Dr. Chris Kuehl, Armada Corporate Intelligence; NACM's Chief Economist
- Xiaolai Wang, Credit Information System Bureau of People's Bank of China
- Vicky Wang, Sinotrust (invited)
- Rory Matthews, Veda Advantage
- Tony Lythgoe, IFC (World Bank Group)
- Jerome Peze, Tinubu Square
- Joshua Peirez, The D&B Corporation
- William Lim, Credit Bureau Singapore
- Parag Patki, SMERA

Eliminating asymmetries in information is a key mission of the IFC World Bank Group. The IFC concentrates on three pillars of financial infrastructure: Payment Systems & Remittances; Credit Reporting Systems; Secured Transactions/Collateral Registers.

The open discussion will focus on core issues identified in the IFC report *"Scaling-Up SME Access to Financial Services in the Developing World"*. The report was prepared for the G20 finance agenda, and was presented at the G20 Summit in November 2010. The participants in this discussion will deal with the causes of information asymmetries and to suggest potential solutions. Opportunities for the business information industry lies in the building of consistent and reliable data sources on SMEs to strengthen financial infrastructure and the ability for all credit grantors to extend credit to SMEs. The business information industry can also assist SMEs to better manage finances, trade credit and accounts receivables.

MEMBER NEWS

Bisnode Acquires Vendemore

Bisnode has acquired fast-growing company Vendemore AB broadening its offering into a new market segment. Vendemore maximizes and more effectively drives new and add-on sales for B2B companies with the help of innovative new solutions for leads generation and selective online advertising.

Bisnode acquires 51 per cent of the shares from the founders and will focus on increased expansion for the company. Vendemore helps companies to increase their sales through pre-processed and qualified leads in a cost-effective manner. The offering includes solutions for companies to target visitors on their websites with customized marketing. The services are based on innovative technical solutions and close collaboration with both providers of business information and the customers.

“Through Bisnode’s acquisition of Vendemore, we are entering a new and fast-growing market segment. Today, a large and increasing share of the B2B companies’ advertising is linked to online marketing. Vendemore has the market’s top solutions and is undergoing powerful growth. Bisnode will further strengthen Vendemore by contributing stability and opportunities within the Group, which will benefit both parties,” says Mats Erwald, Regional Director Nordic at Bisnode.

Vendemore is a fast-growing and profitable company that had annual revenue of around SEK 9 million and 10 employees in 2010.

“The acquisition of Vendemore strengthens our Marketing Solutions offer and is in line with our strategy to expand in market segments with high levels of growth,” says Johan Wall, President and CEO of Bisnode.

Source: [Bisnode](#)

DataFacet is a Joint Solution From WAND, Inc. and Applied Relevance

WAND, Inc. has developed structured multi-lingual vocabularies with related tools and services to power precision search and classification applications. Simply put, we make search work better. WAND Taxonomies are used in online yellow pages and local search, ad-matching engines, B2B directories, product search, and within enterprise search engines.

WAND’s Taxonomy Library contains more than 500 domain specific taxonomies including 33 different products, services, jobs, travel, retail, medical, financial services, records retention, and general enterprise search topics with more domains being added on a regular basis. Our data can be integrated into a wide variety of search applications to improve the relevance of search results. WAND’s taxonomies are available in 13 global languages.

Applied Relevance produces software and services to help enterprise users find the information they need. Our solutions augment traditional search engines by providing context for the search results. The AR toolset and our partners provide cost effective technology for the full spectrum of enterprise content management and search applications. With our tools, a search term and a few clicks, users can zero-in past ambiguities and come up with the right answer in the right context.

Source: [Wand - DataFacet](#)

BIIA NEWSLETTER

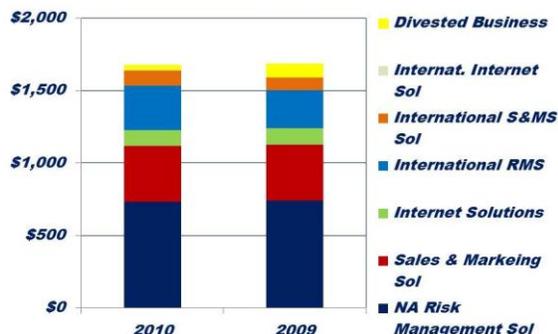
Market Intelligence - Industry Developments & Trends - Information Technology - Regulatory Issues - User Community

BIIA NEWSLETTER ISSUE 02 – I 2011

MEMBER NEWS

D&B Ramps up Data Assets and Product Roll-out

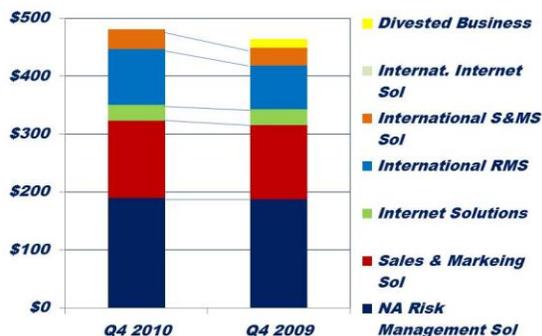
D&B 2010 Revenues (US\$ 000,000)



D&B 2010 Earnings Release

BIIA

D&B Q4 2010 Revenues (US\$ 000,000)



D&B 2010 Earnings Release

BIIA

In its 2010 earnings report D&B stated that it closed the year with 188 million records on hand. It has now 25 million trade scores and 17 million linked records. It increased financial statement coverage from 75,000 to 500,000, which appears to be a critical need for customers of DNBi. It has in fact exceeded its goal of 175 million records, which it had announced at the *Investor Day* in May of 2010.

D&B's CEO Sara Mathew sees three critical tech-enable trends that create a unique window of opportunity to strengthen D&B's competitive advantage and provide a foundation for sustainable value creation: "First, the explosion in available data allows D&B to create valuable insights in new and different ways. Second, the concept of co-creation to generate insight has moved *MainStreet* and is now a viable business model. What started with Wikipedia several years ago is now an integral part of mainstream America as companies leverage communities to extend their reach to all business problems and lower the cost of serving customers. Third, technological advances are allowing companies to efficiently disaggregate products into bite-sized service components, leveraging the cloud infrastructure to access new markets and provide solutions for real-world problems."

D&B relocated its Data Center from New Jersey to Axiom facility in Conway, Arkansas. This allows D&B to take advantage of Axiom's grid technology and lower cost platforms. D&B opened a brand new application development center in Ireland and introduced two brand-new products into the market. A third product was launched in late January. D&B appears to be acutely aware of Experian's competitive moves in launching a web based risk management platform; therefore it is also ramping up the functionalities of DNBi.

Core revenue for the fourth quarter of 2010 was \$481.7 million, up 7% from the prior year similar period both before and after the effect of foreign exchange. Deferred revenue was \$578.1 million, up 7% from the prior year similar period, continuing the positive trajectory that began in the fourth quarter of 2009.

To continue go to next page

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MEMBER NEWS

D&B Ramps up Data Assets and Product Roll-out (continued from previous page)

North America core revenue for the fourth quarter of 2010 was \$351.0 million, up 2% from the prior year similar period both before and after the effect of foreign exchange.

International core and total revenue for the fourth quarter of 2010 was \$130.7 million, up 24% (acquisition activity contributed approximately 20 percentage points of the total growth) from the prior year similar period before the effect of foreign exchange (up 23% after the effect of foreign exchange) and includes our results from the recent acquisition of Dun & Bradstreet Australia Holdings Limited (“D&B Australia”) that occurred on August 31, 2010.

D&B’s total revenue for the full year 2010 was \$1,676.6 million. This result is down 1% as compared to the prior year, both before and after the effect of foreign exchange, which includes the results of both the North American Self Awareness Solutions business that was divested in the third quarter of 2010 and the domestic portion of our Italian operation that was divested during the second quarter of 2009.

Operating income before non-core gains and charges for the full year 2010 was \$480.8 million, down 2% from the prior year similar period. On a GAAP basis, operating income for the full year 2010 was \$409.1 million, down 12% from the prior year similar period.

Outlook for 2011: Core revenue growth of 5% to 8%, before the effect of foreign exchange; operating income growth of 2% to 6%, before non-core gains and charges; diluted EPS growth of 6% to 10%, before non-core gains and charges; and free cash flow of \$240 million to \$270 million, which excludes the impact of legacy tax matters but includes the Strategic Technology Investment. **Source: D&B Earnings Release**

Equifax Expands Identity Efforts, Capabilities In 2010

In 2010, Equifax released a suite of fraud mitigation solutions to help businesses more effectively combat identity fraud. This family of solutions is driven by a patented real-time identity verification and authentication tool that provides automated, non-intrusive protection using unique and comprehensive statistical fraud models and adaptive quiz capabilities. In addition, the year was capped by the acquisition of Anakam, a leader in multi-factor authentication, identity proofing, and user verification technologies.

Equifax and Anakam started 2010 partnering on the innovative Equifax I-Card, making the Equifax I-Card the first to have the highest level of authentication security (Level 3) in the marketplace. With Anakam Identity Services, Equifax offers global customers a comprehensive policy-based platform that establishes trust and alleviates risk, without the use of tokens, as enterprises move manual business processes online and into public and private cloud environments.

In June, Anakam Identity Services implemented cutting-edge third-party factor voice biometric authentication solutions for customers that needed to confirm the identity of remote employees through both phone and Web transactions. This highly-sensitive biometric authentication has been effectively used in situations where fingerprint readers or similar tools are too expensive or impractical.

Source: [Equifax Press Release](#)

INDUSTRY NEWS

Nielsen IPO to raise US\$ 1.6bn

Nielsen Holdings saw strong demand for its [initial public offering](#) priced at \$23 a share, above the projected range of \$20-\$22 a share. Nielsen has net debt of \$8.2bn, or roughly six times its earnings of \$1.4bn before interest, tax, depreciation and amortization (ebitda) for the year ending September 2010. With the proceeds of the IPO, that ratio would fall to less than five, according to the source. The strong offering is also a sign that the markets might be more receptive to media and technology IPOs after several years of minimal activity.

Nielsen was taken private in 2006 by six private equity firms, including KKR, Thomas H Lee Partners, Blackstone and the Carlyle Group. The private equity groups sold 71.4 million shares, which is a 20% stake in the company. The proceeds are being used to reduce the company's debt. *Source: [Financial Times](#)*

Breakingviews however said "Nielsen's IPO audience should look on warily. The ratings giant is dialed up as the year's first big new share pitch. At \$1.5 bn, the mooted valuation could bring buyout baron owners a nice return, and set the stage for other mega-sales. But such success will require investors to be more lax about pricing than last year."

Markit Acquires QuIC Financial Technologies

London and New York, NY – Markit, a leading, global financial information services company, today announced that it has acquired QuIC Financial Technologies, Inc. (QuIC). QuIC provides the world's leading financial organizations with risk analytics solutions to test market and credit risk tolerance in financial portfolios and simulate risk at the enterprise level.

The acquisition will enable Markit to meet the growing demand for risk analytics and enterprise risk management services by combining its strengths in data and valuations with QuIC's analytics expertise. Markit and QuIC's integrated platform will be well-positioned to offer a comprehensive solution for risk-related services spanning independent pricing, valuations and analytics across asset classes.

QuIC will become part of Markit's valuations and analytics services unit, and will continue to provide all of its existing high-quality services to clients throughout the financial industry. Markit's rich data set, which spans all major asset classes in the cash and over-the-counter derivative markets - including credit default swaps, bonds, loans, equities, commodities and rates - will become a valuable input into the QuIC Engine™, the high speed computational framework that powers QuIC's solutions.

Markit is a leading, global financial information services company with over 2,000 employees. The company provides independent data, valuations and trade processing across all asset classes in order to enhance transparency, reduce risk and improve operational efficiency. Its client base includes the most significant institutional participants in the financial marketplace. Markit was founded in 2001 as the first independent source of credit derivative pricing. Today, our data, valuations and trade processing services are regarded as a market standard in the global financial markets.

Source: [Markit Press Release](#)

INDUSTRY NEWS

What will Alibaba do with its Data Assets?

Will Alibaba become the next Information Giant in Market Research, Consumer and Commercial Credit Information? The Economist highlighted in a recent article the fact that through its various subsidiaries, the Alibaba Group holds a highly valuable, but as of yet, largely untapped resource: data covering the online buying behavior and credit histories of millions of individuals and small- and medium-sized enterprises in China. Alibaba now has a “live data monitoring room” at its headquarters in Hangzhou which offers real-time figures on the millions of users trading on the company’s various e-commerce platforms. The company’s B2C arm, Taobao, boasts 300 million registered users and facilitated transactions valued at US\$29 billion in 2009 alone.

Earlier this month, Alibaba pulled back the curtain a bit to provide a glimpse into the level of information it has at its disposal. In Beijing, the company held what it calls its “inaugural Taobao e-commerce data sharing event.” At this event Alibaba released a wide variety of metrics and user trends related to online spending habits - based on its aggregated consumer data.

Alibaba reported that on average on Taobao, 48,000 items were sold per minute in 2010 and Alibaba demonstrated that it can, for example, map the number of mobile phones sold in Shandong Province by age, gender and method of payment. And as Alibaba builds its’ recently announced US\$4.6 billion logistics infrastructure across China, the company will have even greater insight into exactly who is buying and where the buyer and seller live.

Alibaba’s records are an unrivalled database of the spending habits of China’s emerging middle class. The company is understandably cautious about how it will utilize this data – typically citing privacy protection issues. It is also a particularly sensitive issue given that the central government in China tends to cast a wary eye towards companies in the private sector with control over that much data. Alibaba does, however, enjoy a very cordial working relationship with the Chinese government at all levels.

Those risks aside, it is clear that Alibaba is sitting on a mountain of data treasure which is growing by the minute and the company has ample opportunities to cash in on this asset. For example, Alibaba could leverage the information to better target buyers and sellers on its on platform or it could potentially aggregate and package the data to sell it to a wide variety of players such as financial institutions looking for better credit data in China or manufacturers looking to identify opportunities to sell to Chinese consumers. No matter how you look at it, this is a growing information asset and Alibaba is just getting started. *Courtesy Business Strategies Group (BSG Asia) Hong Kong, a co-founder of BIIA*

BIIA Comment: *The Economist’s and BSG’s assessment does not come as a surprise. BIIA has indicated on numerous occasions that Alibaba is on its way to becoming the next information giant in e-commerce transaction information, perhaps in the form of a combination of a Nielsen, Experian and D&B; and most likely in that order.*

As an e-commerce provider Alibaba sits comfortably between sellers and buyers and is therefore able to capture performance data on the buying behavior, trading & payment patterns of consumers and businesses. With 300 million registered consumers and 52 million plus commercial users this is by no means a small playing field. So far Alibaba has not shown its hand about their strategy. They declined an invitation to present at the BIIA Business Information Forum 2011 about the information needs of their users; therefore it is believed that Alibaba will keep data matters close to their chest for the time being. To read more go to the next page

INDUSTRY NEWS

What will Alibaba do with its Data Assets? (continued from previous page)

There are other factors to consider: China's policy makers are keen to create an indigenous information industry, simply because major information companies are foreign owned and having foreigners in control of consumer and business information is not in China's interest. However information about consumers is a highly sensitive issue. This is one of the reasons as to why the People's Bank of China (PBC) as a regulator also operates the world's largest credit bureau as a state owned monopoly. Such policy keeps foreign companies out of the consumer credit information segment (banks are not permitted to share data with private sector information companies). Whether policy makers will allow Alibaba to enter consumer credit information has yet to be seen.

Indications are that regulations are getting tougher rather than easier. The PBC has recently started to set up its own payment system operation and in its dual role of being a regulator is tightening the screws on the payment system industry to retain control over this activity. This means that Alipay will have its wings clipped. For Mr. Ma, Alibaba's founder probably just a minor inconvenience. This however may prompt Mr. Ma to turn his focus on his data assets, perhaps creating a new powerhouse of information services medium term. Remember, Alibaba did not exist 12 years ago. For Mr. Ma nothing seems to be impossible.

There is also the issue of Alibaba's potential size. China's new antitrust laws are strict and could be applied once Alibaba becomes a too dominant e-commerce provider. Given the incredible track record of its founder Mr. Ma, Alibaba most likely will find a way around such potential impediments.

Global Address Data Association, 'GADA', now open for Business

As reported previously the Global Address Data Association was formed in 2010 and its certificate of incorporation has been granted and its bylaws are being finalized. [To read the recent communication to BIIA from GADA please click on the link.](#)

Through our work last year at the **Universal Postal Union (UPU)**, the address has become one of the core development projects for that body. For more and more government officials in countries world-wide, developing their address system is now a national priority. These new postal address initiatives embraced by the UPU will expand your available data and customers' markets, but only if the foundation is correctly set down. And set down now. **For further information contact Charles Prescott Charles@globaladdress.org**

Infogroup's OneSource iSell® Named Top Sales 2.0 Solution of 2010

Infogroup, the leading provider of data driven and interactive resources for targeted sales, marketing and research solutions today announced that Top Sales World – a global community dedicated to the profession of sales – has named OneSource iSell® the 2010 Top Sales 2.0 Solution. From a crowded nomination category, iSell® was selected above 9 others as the must-have solution and the one product making the biggest impact on modern day selling. **Source: [Infogroup Press Release](#)**

Attend the [BIIA Business Information Forum 2011](#) and the [Online-Information Asia-Pacific Conference & Exhibit](#), Hong Kong Convention Centre, Hong Kong March 24th 2011

INDUSTRY NEWS

Experian Buy Boosts Social Media Strength

Experian has acquired a majority stake in Techlightenment, a Shoreditch based social technology company, from its founders. The firm will now form part of Experian's UK Marketing Services division. Techlightenment's revenue for last year is expected to be approximately £5m, with gross assets at the year-end of £2.5m.

Techlightenment is a data-driven technology and marketing business that provides social media marketing services to multinational companies and global advertising agencies using proprietary technology platforms. Its clients include GlaxoSmithKline, Universal Pictures, PlayStation and match.com. Experian says the acquisition is in line with a strategy to grow its digital marketing activities, extending its capability into social media and adding to its presence in the online, email and mobile channels. Source: mrweb.com

Experian to Include Residential Rental Payment Data in Credit Reports

COSTA MESA, Calif., Jan. 19, 2011 /PRNewswire/ -- Experian®, announced it is now incorporating positive rental data from its **RentBureau® division** into the traditional credit file, opening a new avenue for the estimated 50 million under-banked consumers — which can include everyone from college students and recent graduates to immigrants — to build credit with continuous on-time rental payments.

According to the National Multi Housing Council, there are nearly 96 million individuals currently renting who are not getting the "credit" they deserve based on their credit reports. In the past, on-time rental payments did nothing to boost a credit score. Positive rental history will now help many renters who are looking for ways to rebuild their credit scores due to financial hardships such as a foreclosure or a bankruptcy. In the past, only a subset of negative rental activity was reported. Moving forward, continuous rental payments can be leveraged by consumers to qualify not only for new leases, but also for other financial products.

There is also a benefit to lenders with the addition of rental payment data. Lenders can now update their underwriting procedures to automatically capture a consumer's rental payment obligations from the credit report and eliminate the need for costly, time consuming manual entry. Additionally, lenders will now have a comprehensive understanding of a consumer's total monthly obligations to assist with offering credit to emerging consumers.

Experian acquired RentBureau's multifamily division in June 2010. RentBureau is the largest and most widely used credit bureau for the multifamily industry. RentBureau's database receives rental payment histories every 24 hours from its national network of property management companies, which currently includes more than 8 million residents nationwide. Members of this network contribute their rental data to RentBureau directly and automatically from their property management software. In return, members receive immediate, centrally stored, integrated verification of new rental applicants' payment history as part of their existing resident screening services. Source: Experian

Data Strategy Doesn't Ensure Quality Says Experian

January 27, 2011 – Even with data quality strategies in place, nearly 90 percent of U.S. business and IT leaders fear they're working with inaccurate information, a symptom of too much human input and a lack of resources, according to a new Experian QAS survey. Source: Information Management

INDUSTRY NEWS

Credit Rating: Morningstar Expands Analytical Coverage

Competition in the analytical services segment of the rating industry is heating up with Morningstar introducing qualitative analyst coverage of about 30 of the largest and most heavily traded closed-end funds (CEFs). There is the intention of reaching 100 CEFs in the US by the end of the first quarter of 2011, representing about 45% of all CEFs net asset value (NAV) in the US. Plans are also in place to expand the offering to CEF equivalents such as investment trusts in the United Kingdom and listed investment companies in Australia. Outsell's Elisabeth Mason wrote in her recent Outsell Insight: "By combining a vast data set acquired from a company like Fundamental Data with analytics capabilities honed from purchases like the structured finance credit rating agency Realpoints LLC [6], Morningstar can grow wider across financial instruments and deeper with meaningful analysis."

Background: Morningstar acquired Realpoint LLC, a Nationally Recognized Statistical Rating Organization, which expanded Morningstar into the ratings agency business with a focus on commercial mortgage backed securities. Morningstar purchased Footnoted.org, renamed Footnoted.com, which provides clients with deeper insights into noteworthy disclosures buried in corporate SEC filings. It acquired Seeds Group in France, Old Broad Street Research in the UK, and Aegis Equities Research in Australia. *Source: Morningstar and Outsell Insights*

There is Value in Public WiFi Technology

Public WiFi technology is gaining in strategic importance due to the explosion in demand for high performance uncongested broadband data access outside the home and office. As mobile and tablet devices are capturing more and more of content distribution, universal access to broad band becomes paramount. In the latest development a content provider, in this case BSKyB, felt it was important to own the hotspots that are deployed in key geographic locations, thus enhancing distribution of content.

BskyB said it had bought The Cloud, a WiFi provider, for less than £50m (approx. 2 x revenue). The acquisition provides Sky with 5,000 UK WiFi hot spots, enabling the company to offer new services to its broadband and TV customers.

The Cloud is Europe's leading independent public WiFi operator, with a market-leading managed and hospitality services platform in the UK and Germany including venues such as Pret A Manger, McDonalds and Wetherspoons. Sky is in a strong position to leverage *The Cloud* through accelerated expansion of the public WiFi footprint and by extending *The Cloud's* offering to Sky's existing customers, enabling high-speed broadband access outside the home. *The Cloud* was launched in 2003 at the tail end of the dotcom bust. It evolved from an indoor hotspot provider into the market leading European public access provider of Wi-Fi services. IT made its mark by wiring up the City of London and other European cities. *Source: Financial Times and Arma Partners*

Google Exits Property Listing Venture in the UK

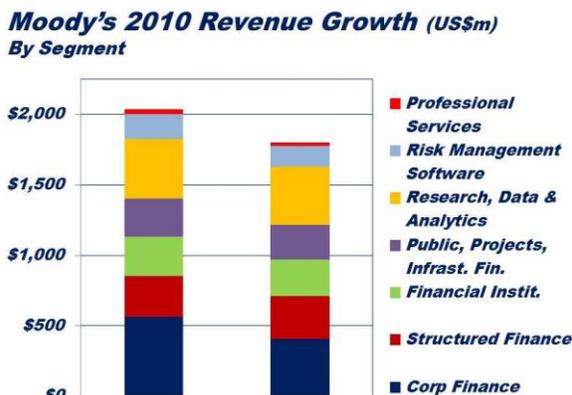
Google has abandoned its brief foray into property searches, marking a victory for specialist portals such as Realtor.com in the US and [the UK's Rightmove](#). Rival online property services responded gleefully to the withdrawal of Google as proof that more was required than simply a listing website to sell homes. *BIIA had covered the launch of this service in it February 2010 Newsletter. Source: Financial Times*

INDUSTRY NEWS

Moody's Reports Double Digit Revenue Growth in 2010



Moody's May 17, 2010 Investor Presentation and 2010 Actual Results



Moody's 2010 Earnings Release

Moody's reported revenue of \$564.3 million for the **three months** ended December 31, 2010, an increase of 16% from \$485.8 million for the fourth quarter of 2009. Operating income for the quarter was \$196.6 million, up 10% from \$178.9 million for the same period last year.

Moody's Corporation revenue for the **full-year 2010** totaled \$2,032.0 million, an increase of 13% from \$1,797.2 million for 2009. U.S. revenue of \$1,089.5 million grew 18%, while non-U.S. revenue of \$942.5 million rose 8% from the prior year.

Operating income of \$772.8 million increased 12% from \$687.5 million in 2009, and operating margin was 38.0% for the full-year 2010. The impact of foreign currency translation on revenue and operating income was negligible.

Revenue at Moody's Investors Service ("MIS") totaled \$1,405.0 million for the full-year 2010, an increase of 15% from the prior-year period. U.S. revenue of \$815.4 million grew 23%. Non-U.S. revenue of \$589.6 million was up 6% from the prior year and represented 42% of MIS revenue, down from 46% in 2009. The highest growth came from corporate finance, while revenues for structure finance are still contracting.

Full-year 2010 expense for Moody's Corporation of \$1,259.2 million was 13% higher than the prior year. Excluding restructuring-related items in 2009, Moody's 2010 expenses increased 15% over 2009.

Fourth quarter 2010 expense for Moody's Corporation of \$367.7 million was 20% higher than in the prior-year period and reflected headcount increases and higher accruals for incentive compensation and profit sharing. The impact of foreign currency translation on fourth quarter expense was negligible. Moody's reported operating margin for the fourth quarter of 2010 was 34.8%.

Outlook for 2011: Moody's expects full-year 2011 revenue to increase in the high-single-digit percent range. Full-year 2011 expenses are expected to increase in the mid- to high-single-digit percent range. Full-year 2011 operating margin is projected between 38% and 40%. **Source: Moody's Earnings Release**

NEWS FROM CHINA

Baidu, Alibaba.com Said to Take Stake in SINA Microblog

According to tradingmarkets.com Baidu Inc. (Nasdaq: BIDU | PowerRating) and Alibaba.com Ltd. (SEHK: 1688) are to take a stake in microblog of SINA Corporation (Nasdaq: SINA | PowerRating) involving an investment of USD 100 million. Both, Baidu and Alibaba.com have declined comments on the story. Alibaba.com however has started cooperation with SINA. *Source: Trading Markets*

Baidu's Net Income Doubles In Q4

Beijing, 31st January: NASDAQ-listed Baidu, the leading Chinese language Internet search provider, released both its fourth quarter and full year results earlier this week. Revenues in the 2010 financial year were US\$1.2 billion - that is an impressive year-on-year increase of 78%. Net income in the same period jumped 137% reaching US\$534 million. Baidu attributed the growth to the increases in both the number of active online marketing customers and its revenue per customer. The active online marketing customers increased 30% to about 412,000 in 2010 and revenue per customer jumped during 2010 to US\$2,909 - a rise of more than 37% compared to 2009. *Source: Baidu*

Alibaba, Partners To Invest Up To \$4.5 Billion On Logistics

Alibaba Group, China's largest e-commerce firm, and its financing partners plan to invest up to \$4.5 billion setting up a network of warehouses across the country to tap a growing appetite for online shopping. The \$3.0 billion to \$4.5 billion investment will be made over three to five years and will be aimed mainly at building warehouses and also supporting logistics firms, the company said on Wednesday. Of the 30 billion Yuan (\$4.5 billion) investment, 10 billion Yuan will be Alibaba's own money..

Jack Ma, the charismatic founder of Alibaba Group, in which Yahoo Inc. owns a 40 percent stake, believes that China's logistics market is fragmented and customer service for goods bought on the Internet could be improved.

China's e-commerce market was worth 119.1 billion Yuan (\$17.93 billion) in transaction value in the second quarter, of which Alibaba unit Taobao, a consumer-oriented shopping website, had a 75.2 percent market share.

With about 30 percent of China's 420 million strong Internet users shopping online, logistics is one of the biggest barriers to e-commerce.

Shares in Alibaba.com, which competes with Global Sources Ltd in China's 1.7 billion Yuan business-to-business online sector, have gained about 20 percent since the start of the year, surpassing the Hang Seng's 6 percent gain. *Source: Press Reports*

BIIA Business Information Forum 2011 – Hong Kong

In the BIIA Forum 2011 members will be able discuss with users a number of key topics concerning developments in the user community post credit crisis and debate the implications on information services. A special session will deal with the G20 initiative to ramping up access to finance for SMEs, which will require the development of appropriate information services for the financial services sector to be able to provide financial products for the SME segment.

FROM THE USER CORNER

Microfinance Under Attack

Important Facts: In 2006 the founder of the Grameen Bank in India was hailed as an innovator for the poor and received a Nobel Prize for his work in developing what has been termed microfinance. Today that whole effort is under attack by governments and many advocates for the poor as it has started to look more like loan sharking than an opportunity for the poor. The concept was simple enough – make very small loans to people so that they could purchase items that would underpin small business. The problem is that many of these people were later unable to pay the loans back and the lenders have been raising their rates to cover these expected losses. The average rate now is between 20% and 50% and many millions of poverty stricken people are now saddled with debts they can't pay. It is a familiar dilemma.

Analysis: The microfinance organizations (including the Grameen Bank) now face essentially the same issue as the Payday loan company in the west. The people they lend to are the most likely to default and thus the lender has an incentive to cover that loss with rates that are very high, thus making it more likely there will be more defaults. It is a vicious circle but the root of the problem is that lending to the very poor and financially strapped is not a good business proposition. *Courtesy Dr. Chris Kuehl Armada Corporate Intelligence and BIIA Board Member*

BIIA Comment: Microfinance is a noble concept however without a functional credit information system to track performance of the loan and a history of past credit transactions the Microfinance system is doomed to fail. The main problem lies in the fact that there is hardly any information available on the borrower, thus lending without information is tantamount to flying blind

Credit Manager's Index Shows Extension of Trade Credit on the Increase

The latest Credit Managers Index for January has been released and there is some truly encouraging indicators showing up this month – most notably in the area of credit availability.

The most encouraging of the sub-sectors this month is that which indicates the amount of credit extended. The jump from **61.7 to 64.8** is very significant is this the signal that many have been waiting to see. Over the last few months there have been indications that business activity has started to pick up and this has been reflected in the CMI by increases in sales and an increase in new credit applications. In the last month both of these indicators have slowed a little while still remaining robust. Sales dropped from 65.9 to 63.5 and that is still very respectable given that the holiday season has been completed. The rate of new credit application slowed from 60.1 to 58.6 but that is also somewhat attributable to the arrival of a generally slow time of year compared to the last quarter.

The trends that manifest in the overall score are emphasized in the manufacturing sector. The jump in amount of credit extended was truly impressive – from **61.6 to 66.2**. That marks the highest point for credit extended since 2007 and takes the manufacturing sector to pre-recession levels as far as credit access is concerned. *Source: National Association of Credit Management*

Quote of the Week

Over-indebtedness of the USA and Europe: "What truly frightens many Asians is that western leaders are still unwilling to tell their populations the hard truth – that the world has changed. Their nations must now experience the pain of readjustment they once prescribed to others." *Kishore Mahbubani, Dean of the Lee Kuan Yew School of Public Policy (NUS).*

PEOPLE ON THE MOVE

Google's Schmidt Becomes Executive Chairman and Larry Page the new CEO

The Financial times comments: The official line is that Mr. Schmidt becomes executive chairman and Larry Page the new CEO. Google's other co-founder, Sergey Brin, continues to do whatever he fancies. One interpretation of this shuffle is that the three men who were running the business before are more or less the same three men who will be running the business now. The shares were down less than 1 per cent after market.

Source: [Financial Times](#)

Breakingviews adds another opinion: Google's \$100 mil babysitter may be worth it. After handing him millions of shares over a decade as CEO, Google is paying Eric Schmidt handsomely over four years to stick around as chairman. It's no fortune compared to his nearly \$6 billion of stock. But he's needed to balance co-founder Larry Page, the new CEO. **Source:** [Breakingviews](#)

M. Ramsekhar appointed CEO of CRISIL Risk and Infrastructure Solutions Ltd.

CRISIL today announced the appointment of Mr. M. Ramsekhar as CEO of its subsidiary CRISIL Risk and Infrastructure Solutions Ltd (CRIS). CRIS provides infrastructure advisory services and risk solutions. CRIS has successfully executed assignments in 31 countries in Asia, South America, the Middle East, and Africa, in the areas of infrastructure policy, regulation, reforms, PPP, and private investment, and in risk consulting. Its sectors of expertise include Energy, Fuels, Water, Urban Infrastructure, Transport, Health, and Education. CRIS also provides comprehensive risk management services to banks, financial institutions, and corporates. **Source:** [CRISIL Press Release](#)

MicroBilt Corporation Announces Simon Williams as New Head of MicroBilt UK

MicroBilt Corporation, a leader in risk management information for small and medium-sized businesses and leading provider of alternative data for non-traditional lenders announces the hiring of Simon Williams as MicroBilt's new Managing Director of MicroBilt UK Limited. Mr. Williams will be based in London and head up MicroBilt's business in Europe, the Middle East and Africa. The combination of CL Verify with MicroBilt has established a new leader in data solutions for verification, credit, and collections; with each company serving different market segments. Mr. Williams has worked as a Sales & Marketing Director at AT&T EasyLink and as a Senior Vice President of Sales of Fraud Solutions at Nortel Networks, where he took a new division from zero sales to a \$100M sale of the division within 3 years. Most recently, Mr. Williams has worked as the founder of a highly successful business management firm based in the UK. **Source:** [MicroBilt Press Release](#)

Kroll's Global Investigations Unit Names Keith Kelly, FBI Madoff Fraud Task Force Leader, Managing Director

Kroll, the world's leading risk consulting company, announced today that Keith Kelly, formerly supervising agent of the Federal Bureau of Investigation's (FBI) Bernard L. Madoff Fraud Task Force, has joined as a managing director, specializing in complex financial investigations. Keith Kelly joins a seasoned team of New York-based financial investigators who have worked on some of the most prominent financial frauds and bank failures around the world. **Source:** [Kroll Press Release](#)



23-24 March 2011

Hall 5G, The Hong Kong Convention
& Exhibition Centre, Hong Kong

A great opportunity to visit the [Online-Information Asia-Pacific Conference and Exhibit](#) in conjunction with the BIIA membership meeting (March 23rd, 2011 (evening) and the [BIIA Business Information Forum 2011](#) March 24th, 2011

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Business Information Industry Association Asia Pacific – Middle East Ltd.

1101 Wilson House, 19-27 Wyndham Street, Central, Hong Kong

Telephone: +852 2525 6120; Fax: +852 2525 6171; E-mail: biainfo@biia.com Home Page: www.biia.com

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