



Decide with Confidence

June 2012

## D&B Turkey Announces Four New Products

1. D&B Turkey Credit Risk Map
2. Annual Report
3. Tender Management Solutions
4. Supplier Evaluation Report

### 1. D&B Turkey Credit Risk Map

#### *Instrument to support Turkey's rise in the global business arena*

D&B Turkey Credit Risk Map is a statistical tool derived from the active database elements to measure heartbeats of Turkey's business community. The analysis is compiled from the reports of the companies that are up-to-date within that given timeline in the extensive database of D&B Turkey. Risk Map is calculated based on the ratings of those companies inquired by domestic and multinational companies, exporters/importers, credit insurers and financial institutions located worldwide.

The map consists of the 12 regions specified by the Turkish Statistical Institute, including a breakdown into cities that are the major economic players in that specific region and the line of business.

#### **The Credit Risk Index**

Index is calculated by grouping of the ratings of Turkish companies in the D&B database within that quarter - 2000 indicates the minimum risk level, where 0 is the maximum. The 0 - 2000 index interval is divided into parts which are colored in different shades. The first quarter of 2011, for which the starting point is taken as 1000, is colored yellow, where red is recognized as the worst and green as the better condition.





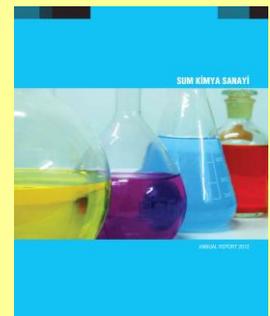
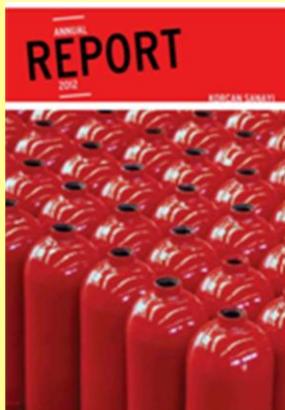
Decide with Confidence

## 2. Annual Report

### ***We employ creativity to create effective reports***

At D&B Turkey, we know how to assess a company with the eyes of a creditor, a supplier or a customer. We ask questions and find the answers to the annual report requirements. We are good at listening, analyzing, challenging preconceptions and then finding the most appropriate solution for the annual report messages. Our skill is a mixture of financial insight and design creativity.

This leads to the development of an effective communications strategy for the annual report. Clients look to us to make recommendations about the issues to be addressed, the key messages to be conveyed and to develop an overall theme for the annual report.







Decide with Confidence

#### 4. Supplier Evaluation Report

##### ***Enabling Confident Procurement Decisions***

When it comes to sourcing, one of the most time consuming processes is finding the right supplier. Why waste valuable time in the RFP or contract process reviewing companies that show signs of significant weakness? D&B's Supplier Evaluation Report helps you evaluate suppliers and potential suppliers according to risk, financial stability and business performance – before you invest too much time.

Before you spend time pursuing a new supplier or assessing an existing supplier, know how stable they are. Answers are only a click away:

- What is the likelihood that this company is going to stay in business for the long-term?
- Does this company demonstrate good business practices, such as paying bills on time?
- Does this company have the locations and infrastructure to support my business?
- Is this a stable company?
- Have they shown growth over the past several years?
- Are there any significant changes in this company's business operation I should know about?