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BIIA Membership Development



We Welcome our Newest Members

LATE BREAKING NEWS

The Information Industry is Growing and CEOs are Optimistic for 2015



Benchmark program results show good revenue growth in 2014, with 75% of firms taking on new employees; most CEOs expect better results this year.

Outsell, Inc., the world's only research and advisory firm focused on media, information, and technology, today announced publication of its annual 2015 Information Industry Benchmark Report. The study confirms that companies saw healthy revenue growth in 2014, with an average of just over 4%, though larger firms did less well. Two-thirds of CEOs expect growth to be higher than that in 2015.

"Companies are growing and taking on more staff, showing that many sectors of the information industry remain vibrant despite the dizzying pace of change," said Simon Alterman, Outsell VP & Lead Analyst and the report's author.

Other significant findings from the report:

- Customer renewal rates average 88%, though they are lower for business with advertising-driven models.
- Content creation commands the biggest share of departmental expenses in almost all segments, as it has in previous benchmarks. The largest companies are an exception: For them, sales is the biggest functional expense.
- Three-quarters of those surveyed said they had increased headcount in 2014. Average salary increases were around 3%.

For more information about this report, please contact Sрни Gomatam at info@outsellinc.com, or call +1 650-342-6060.

Source: [Outsell Inc. Press Release](#)

Outsell's BrainGain Event Singapore

With less than a month until Opening New Information Markets in Asia Pacific, we can't wait for you to hear from our opening keynote, **Tom Rustowski**. As the Head of Professional Information Business, Asia Pacific, Dow Jones & Company, Tom has profound knowledge of what it takes to deploy regional offices and what to avoid during the buildup. Come hear how Dow Jones successfully entered the marketplace in Asia and build your own strategy for growth and expansion. **There's still time to join us! [Register today](#) and become a part of the conversation May 19-20 in Singapore.**

Outsell's BrainGain

**Opening New Information Markets
in Asia Pacific**

MAY 19-20, 2015
co-produced with BIIA

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LATE BREAKING NEWS

Q1 2015's Top Announcements and Why They Matter



mobile payments.

Big deals and transformative deals kicked off 2015 with a bang, rearranging the competitive landscape in B2B, science, legal, and market data and intelligence. Meanwhile, Apple aims to recreate the future of mobile devices and

Important Details: On the heels of first quarter 2015's close, this is Outsell's pick of announcements that are particularly noteworthy. In no particular order:

***Dun & Bradstreet's acquisition of NetProspex** for \$125 million creates a powerhouse of business, financial, and contact data in the fast-changing market for data and services to drive B2B marketing and sales campaigns.

This deal drives D&B revenue growth and creates a platform for programmatic ad buying solutions for B2B marketers - an area relatively undeveloped compared with programmatic buying for B2C. Bringing together people and company information also has potential to transform solutions in critical areas such as "know your customer" compliance and aspects of credit risk.

*Forming a market share giant in science and education, **Holtzbrinck Publishing Group and Springer Science+Business Media**, (owned by funds advised by BC Partners [1] (BCP)), will merge Springer and most of Macmillan Science and Education (MSE). The joint venture will generate higher revenues than McGraw-Hill (euro 1.4 billion) and Wiley (euro 1.3 billion), but remain below Reed Elsevier (euro 4.4 billion) and Wolters Kluwer (euro 3.6 billion). Once the integration is complete and the bumps have been smoothed, Outsell expects the resulting entity will be a tough competitor with leading brands and strong leadership.

***ALM Media** is showing how to migrate paid content, media, and database businesses by buying new capabilities with analytic and technology DNA, rather than building them organically. With its acquisitions of Kennedy Consulting Research & Advisory [2] and Summit Professional Networks, ALM is expanding in new verticals beyond legal services, content, and events.

***Trimble's acquisition of IRON Solutions, Inc.** illustrates info-buys as a new form of vertical integration. This acquisition is more than just another example of consolidation in the information industry. In strengthening its Connected Farm Solution [3] for growers, ag dealers, and agronomists, Trimble is a supplier, a vendor, and now an information solutions provider. Outsell said 15 years ago, "the global 1000 would become the dot-coms of tomorrow," and this deal shows conscious movement directly into content converging with valuable workflow information and platform solutions.

***Verisk Analytics is acquiring Wood Mackenzie for \$2.8 billion**, making it an instant powerhouse in a new sector. Wood Mackenzie is an established leader in the commercial intelligence space for the chemicals, energy, and mining and metals verticals, with plans to churn such data via its analytics engines to become the epicenter of the global energy solution market. With its heavy brand equity already in the financial, real estate, and insurance realm, Verisk's acquisition of Wood Mackenzie marks a critical milestone, signifying that "data is king," putting it eye-to-eye with IHS, Platts, and the players in the commodity trading space. *(continued next page)*

LATE BREAKING NEWS

Outsell: Q1 2015's Top Announcements and Why They Matter (continued)

* Bridging the knowledge gap between the retail and institutional investors, **Baidu is launching [9] StockMaster**, an app that forecasts how stocks, sectors, and markets may perform powered by "artificial intelligence" supported by data analytics, alongside Baidu's own search-engine data. The app is intended to support retail (consumer) traders and investors in their stock evaluations in the Chinese equity markets, as well as the US and Hong Kong exchanges. On the heels of Alibaba making headlines with its Big Data 100 Index for financial services, the message to traditional financial information and technology providers is clear: The future of analytics-driven AI belongs to those who house all data and this phenomenon is likely to happen on a global scale.

* **Apple is redefining the next wave of both mobile devices and mobile payments.** Apple Watch with Apple Pay cater to marketers showcasing premium travel, leisure, and retails brands - Starwood Hotels & Resorts and W Hotels, American Airlines, Target, and Retail, with Starbucks and Nordstrom soon to follow. Citi, Fidelity, and Mint will offer glances into portfolios, stock prices, and quite possibly promotion. While Apple continues its transition to being a luxury brand - a \$17,000 Apple Watch? - it also illustrates its intentions on the enterprise with Salesforce.com's app.

Implications: Convergence and transformation are the name of the game with smart money being placed on acquisitions that immediately rearrange the pieces on the marketplace game board. With blockbuster acquisitions by D&B, Verisk and disruptive moves by the likes of ALM, and government intervention both disruptor and enabler, we will be watching for what's next on the scene as major, big moves rather than incremental change and internal innovation are the name of the game so far this year.

Author: Leigh Watson Healy, Chief Analyst – Outsell Inc.



HG Data Reports Massive Year-Over-Year Growth in all Categories

HG Data Reports Massive Year-Over-Year Growth in All Categories to Give Sales & Marketing Clients a Worldwide View of Technology Installs. In addition to double- and triple-digit growth percentages, HG Data now provides its clients with technology-installation intelligence in 14 countries.

There's a reason HG Data is quickly becoming the de facto standard for installed-technologies intelligence. HG Data gives its clients more reliable data on more vendors, in more company locations and in more countries than any other. And those numbers continue to grow in every dimension. HG Data reports that 2014 was a record year for growth. The biggest single factor for that growth has been the company's global expansion. HG Data went from datasets for 1 country (United States) to 14 countries (US, Canada and 12 APAC countries).

In addition, between 2013 and 2014, HG Data increased the number of:

- Technology vendors tracked by 70 percent—from 1,167 to 1,973.
- Specific technology categories tracked by 50 percent—from 3,001 to 4,598.
- Business locations with technologies followed by 105 percent—from 646,740 to 1,332,129.
- Verified technology installs by 144 percent—from 3,111,535 to 7,613,536.

Source: [HG Data Press Release](#)

MEMBER NEWS

TransUnion Partners with Global Debt Registry



TransUnion Partners with Global Debt Registry to Offer Registry Services for Debt Buyers and Financial Institutions

TransUnion and Global Debt Registry (GDR), the pioneer and leader in debt information access and validation, today announced a collaboration to market GDR debt registry services for debt buyers, collectors and financial institutions.

GDR's debt registry offering enables debt owners to accelerate collections through streamlined access to account information. It also gives them the ability to securely validate account ownership information with supporting documentation and consumer access via Debt Lookup, an online consumer access service providing secure and easy access to account-level data and documents supporting claims by legitimate debt collectors.

For the \$3.3 trillion market for unsecured consumer debt, there has historically been no clearinghouse or utility to securely manage supporting account information and minimize risk from financial institutions transferring debt. **Data integrity has become a major issue to the debt collection industry as accounts move along the industry value chain.** With GDR's technology and TransUnion's nearly 50 years of expertise in the consumer debt industry, debt buyers, collectors and financial institutions can increase transparency, reduce risk and improve ROI with better collection rates.

About: Global Debt Registry, founded in 2005, is the independent registry for the consumer debt industry to manage non-performing account information when sold or placed with collection agencies. Global Debt Registry's patent pending account-level digital tracking, data integrity tools and consumer access services reduce risk, enhance the value of debt, improve regulatory compliance, enable customer service post charge off and allow legitimate debt collectors to prove who they are to consumers. Global Debt Registry tracks consumer debt including credit card, utility, student, medical, auto and personal loans. Global Debt Registry is an independent organization led by senior executives from the banking industry with deep experience in compliance and data privacy. Global Debt Registry is funded by a US based, \$5 Billion private equity firm. **Source:** SYS-Con.com

WAND Releases Customer Service Taxonomy

- | | | |
|-----------------------------|-------|----------------------------------------------------------------------|
| + Channels | (34) | WAND are proud to announce the latest entry in the WAND |
| + Customer Service Metrics | (36) | Taxonomy Library – the WAND Customer Service Taxonomy. |
| + Customer Service Policies | (34) | Customer Service is a vital element in most businesses. It can |
| + Customer Support | (179) | make all the difference in the success of a company. |
| + Forms and Letters | (25) | The WAND Customer Service Taxonomy provides a foundation |
| + Satisfaction | (16) | set of 400 terms and 299 synonyms covering important area |
| + Service Standards | (32) | topics. You can see the top level terms in the screenshot on this |
| + Services | (31) | blog. It's ideal as a starting point for organizing customer service |

Taxonomies, the WAND Customer Service Taxonomy is available by itself or as part of the larger WAND Taxonomy Library Portal. **Source:** Wand Inc.

MEMBER NEWS

Dun & Bradstreet Acquires Dun & Bradstreet Credibility Corporation

Dun & Bradstreet to Acquire [Dun & Bradstreet Credibility Corporation](#) in a Combination that will Deliver Market Leading Solutions for Emerging Businesses

Dun & Bradstreet will purchase Dun & Bradstreet Credibility Corporation for \$320 million in cash plus an *earnout* of up to \$30 million if certain performance milestones are met through 2018. Since 2010, Dun & Bradstreet Credibility Corporation has more than doubled their revenue and in 2014 generated \$135 million of revenue with an adjusted EBITDA margin of close to 20%. The acquisition is expected to contribute approximately 4% of revenue growth to Dun & Bradstreet's 2015 results and is expected to increase 2015 operating income by 2%, both before deal-related expenses including amortization, deal costs, and the impact of purchase accounting on deferred revenue, and including planned integration expenses.

In 2010, Dun & Bradstreet divested its Self-Awareness Solutions business to Dun & Bradstreet Credibility Corporation, formed by private equity firm Great Hill Partners and current senior management, and entered into a data license partnership.

As a separate entity, Dun & Bradstreet Credibility Corporation developed and expanded that business by making significant investments in technology, marketing and people, and transformed the business into a growing and thriving subscription business serving a wide range of companies.

In conjunction with the acquisition D&B announced the formation of a new division, Dun & Bradstreet Emerging Businesses, a combination of Dun & Bradstreet Credibility Corporation's leading technology and data solutions with Dun & Bradstreet's small and mid-sized business assets. The new division will create a powerful team representing Dun & Bradstreet in the marketplace and will leverage Dun & Bradstreet Credibility Corporation's established track record and suite of products to serve the unique needs of emerging business customers. The transaction has been approved by both boards of directors and is expected to close during May of 2015, pending regulatory approval.

Tapping the strength of Dun & Bradstreet Credibility Corporation's management team and business model, the combined expertise, technology assets and processes will improve the ways in which Dun & Bradstreet leverages existing products, develops new products, and incorporates leading B2B and business contact data into products.

After deal close, Stibel will assume the role of Vice Chairman, Dun & Bradstreet. His responsibilities will include heading this new division, running Hoover's products globally, and working with senior leaders on strategy and business development worldwide. (Editorial comment: Thus D&B ends market confusion in the US and at the same time acquires new talent). **Source: [Dun & Bradstreet](#)**

Dun & Bradstreet Receives Patent for Location-Aware Business Data Retrieval

Dun & Bradstreet received Patent Number 9000132 for Location-Aware Business Data Retrieval. The application was filed March 4, 2011, and granted on April 14, 2015 as per online notice from the [US Patent Office](#). The patent relates to location-aware data services for locating prospective business customers according to a geographic centric context. For further details please click on the US Patent Office link above. Congratulations!

MEMBER NEWS

Experian and Kredi Kayit Burosu (KKB) in Partnership on Data Governance



Experian and Kredi Kayit Burosu (KKB), the first and only credit bureau in Turkey, have signed an agreement for a project that will ensure more accurate credit decisions are being made, thanks to the most comprehensive data quality project that has been carried out to date in Turkey.

Working with Experian, KKB will be able to automatically check the accuracy and integrity of the incoming data from banks and work with them to correct data where necessary. As all the products produced by KKB are based on the data that is received, thanks to Experian's experience in data governance, this consultancy project will also be beneficial for the accuracy, consistency and credibility of current and future products.

About Kredi Kayit Burosu (KKB): The first and only credit bureau of Turkey, KKB was established on 11 April 1995 with partnership of the leading 9 banks of the sector. As of the end of 2014, it has 154 members consisting of 42 banks, 76 factoring, 20 leasing, 12 consumer finance, 3 insurance companies and Istanbul Stock Exchange.

Source: [Experian Press Release](#)

GBI-GENIOS Adds 3 million Credit Reports from Creditsafe

German based online business information provider GBI-GENIOS has added 3 million comprehensive credit reports from Creditsafe Germany to its data portfolio. The cost of the comprehensive credit report is €23.80.



About: GBI-GENIOS, the no. 1 for online business information in Germany, provides direct access to around 1,000 qualified databases with hundreds of millions of documents. Monitor with us as the economic status of business partners through company profiles and credit information, you will find reports about your company in the press and in professional journals or track trends and developments in industry reports and economic analysis.

Source: [Password Germany](#)

Informa D&B Launches InfoDeuda



INFORMA D & B has launched InfoDeuda, the first file that includes details of **more than a million records of individuals' unpaid debt** in Spain. The file, run by Experian Credit Bureau Spain, includes information on certain, due and payable debt. This information will be included in **Particular Defaults reports** that **INFORMA** have available both informa.es and einforma.com.

Natural and legal persons can access data **InfoDeuda** demonstrating that they have a legitimate interest in making the request: maintain some sort of business relationship, signing contract involving deferred payment of money or providing a service with a recurring billing. Also one can access the file with the consent of the subject of the inquiry.

Source: [Informa Press Release](#)

MEMBER NEWS

INFORMA D&B Revenues Up 3.1% in 2014



INFORMA D&B, (company CESCE), one of the leading companies in Spain providing Business Information, Finance and Marketing in Spain reports **consolidated revenue for 2014 of € 86,156,995**, an increase of 3.1% from the previous year. INFORMA D&B consolidated revenues include the results of its international subsidiaries: [INFORMA COLOMBIA](#), [INFORMA D&B PORTUGAL](#) and national: [CTI](#), [Technology and Management](#), [DBK](#), [Loyalty](#), [ASNEF Loyalty](#) and [OneRate](#).

INFORMA D&B Spain has achieved **revenue of 55.8 million euro s**, representing an increase of 1.2%, improving its **profit after tax** by 25.3% to reach **8,079,085 €**. Juan Maria Sainz Muñoz, CEO - CEO of INFORMS D & B stated: *"In 2014 we are back on the path of **growth in group sales**. I hope this trend continues thanks to the recovery of the Spanish economy."*

Infoma is the 1st company in its sector to publish their company results in 2014 and has announced its commitment to spend **0.7% of profits in 2014 on Social Action programs**, as reflected in its commitments to Corporate Social Responsibility. **Source: [Infoma Press Release](#)**

Thomson Reuters Launches ONESOURCE(TM) Global Trade Software Solution



THOMSON REUTERS

Thomson Reuters announced the launch of ONESOURCE(TM) Global Trade. Thomson Reuters ONESOURCE Global Trade solution combines **workflow tools with real-time information and analysis**. With workflow management tools, the system facilitates information exchange between a corporation's trade team and their logistics, compliance, finance, and strategic planning departments. It also connects trade teams with external partners responsible for managing a complex global supply chain, including customs brokers, freight forwarders, customs, shippers, regulators,

and banks.

ONESOURCE Global Trade offers six modules and multiple country editions. Modules include Exporter and Importer workflow tools, and information and analysis modules for Foreign Trade Agreements, Special Programs, Restricted Party Screening (RPS) and Trade Finance. The system is designed to integrate with a company's Enterprise Resource Planning (ERP) or Warehouse Inventory Management (WIM) systems.

ONESOURCE Global Trade solution is based on the expertise of **Softway**, which Thomson Reuters acquired in 2013. Thomson Reuters currently supports a customer base of more than 300 multinational corporations with its trade solutions. **Source: [Stockhouse.com](#)**

Troubleshooting Your B2B Marketing Data Problems

Business-to-business data continues to challenge marketers, who need to identify and communicate with customers and prospects, but who run into thorny issues every day. Problems range from duplicates, to key-entry errors, to missing data elements, and beyond.

Follow BIIA Director Ruth Stevens on [BIIA B2B Marketing](#)



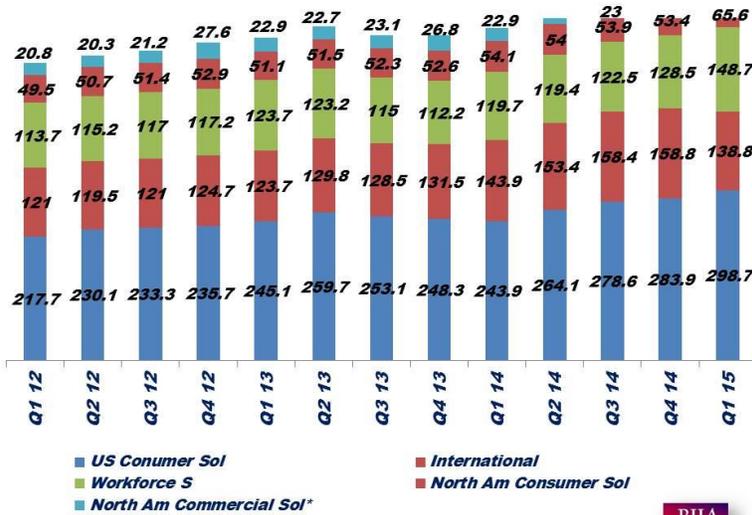
INDUSTRY NEWS

Equifax Q1 2015 Revenue Up 12%

Equifax reported revenue of \$651.8 million in the first quarter of 2015, a 12 percent increase from the first quarter of 2014 on a reported basis and 14 percent in local currency. Adjusted operating margin was 27.2 percent, up 120 points from the first quarter of 2014, after adjusting for a charge related predominantly to the realignment of internal resources. Operating margin was 23.7 percent, down 230 basis points from the first quarter of 2014.

Segment Results:

USIS: Significant revenue growth across many verticals, including home equity lending, drove outperformance. Total revenue was \$298.7 million in the first quarter of 2015 compared to \$261.2 million in the first quarter of 2014, an increase of 14 percent. Operating margin for USIS was 42.4 percent in the first quarter of 2015 compared to 37.2 percent in the first quarter of 2014.



International: Broad based local currency growth and double digit growth in debt collections and recovery management were the key drivers of the outperformance

Total international revenue was \$138.8 million in the first quarter of 2015, a 1 percent decrease from the first quarter of 2014 and a 10 percent increase on a local currency basis. Operating margin for International was 20.2 percent in the first quarter of 2015 compared to 20.6 percent in the first quarter of 2014.

equity lending, government, pre-employment, and auto drove outperformance. Total revenue was \$148.7 million in the first quarter of 2015, a 24 percent increase from the first quarter of 2014. Operating margin for Workforce Solutions was 40.3 percent in the first quarter of 2015 compared to 32.3 percent in the first quarter of 2014.

Personal Solutions delivered solid growth and operating margin while undertaking a strategic transformation. Revenue was \$65.6 million, a 4 percent increase from the first quarter of 2014 and up 6 percent on a local currency basis. Operating margin was 27.4 percent compared to 28.5 percent in the first quarter of 2014.

For further details go to: <http://www.biaa.com/equifax-q1-2015-revenue-up-12>

Source: Equifax Earnings Release

INDUSTRY NEWS

Harte Hanks Announces the Sale of Its B2B Research Businesses

Harte Hanks announced it has entered into a definitive agreement to sell its B2B research businesses, **Aberdeen Group and Harte Hanks Market Intelligence**, to subsidiaries of **Halyard Capital**. The company intends to use the proceeds from the transaction to support its strategic development. Aberdeen Group and Harte Hanks Market Intelligence represented less than 5% of Harte Hanks' total 2014 revenues. The company expects to take a pretax charge of approximately \$10 million in the second quarter for the sale. **Source:** [Marketwatch](#)

Lifelock Q4 2014 Revenue Up 27% - Full Year Up 29%

LifeLock, Inc. revenue was \$129.7 million for the fourth quarter of 2014, up 27% from \$102.3 million for the fourth quarter of 2013. Consumer revenue was \$122.7 million for the fourth quarter of 2014, up 30% from \$94.1 million for the fourth quarter of 2013. Enterprise revenue was \$6.9 million for the fourth quarter of 2014, compared with \$8.2 million for the fourth quarter of 2013. Net income was \$2.8 million for the fourth quarter of 2014, compared with net income of \$53.0 million for the fourth quarter of 2013. **Highlights:**

- Added approximately 252,000 gross new members in the fourth quarter of 2014 and ended the quarter with approximately 3.63 million members. Achieved a retention rate of 87.7% for the fourth quarter of 2014, compared with 87.8% for the fourth quarter of 2013.
- Increased monthly average revenue per member to \$11.43 for the fourth quarter of 2014 from \$10.72 for the fourth quarter of 2013.
- Ranked 65th fastest growing company in the internet category of [Deloitte's 2014 Technology Fast 500](#).
- Launched LifeLock Data Breach Service which enables enterprise organizations to rapidly activate LifeLock's proprietary identity alerts to protect their consumers or employees as a quick response to a data breach.

Fiscal Year 2014 Financial Highlights: Total revenue was \$476.0 million for 2014, up 29% from \$369.7 million for 2013. Consumer revenue was \$449.2 million for 2014, up 32% from \$340.1 million for 2013. Enterprise revenue was \$26.8 million for 2014, compared with \$29.5 million for 2013. **Source:** [Lifelock Earnings Release](#)

Infogroup® Lawsuit Against DatabaseUSA Goes to Trial

Contrary to erroneous published reports claiming Infogroup has lost its federal lawsuit against DatabaseUSA and its affiliated companies, the case will head to discovery phase and jury trial now that a judge has issued preliminary rulings.

A District Judge denied Infogroup's motion for preliminary injunction on March 30, but the court also explained in a 33-page opinion that the ruling "does not mean this case is over." In its publicly-filed lawsuit, Infogroup asserts that DatabaseUSA, InfoFree and AtoZdatabases – companies owned by former Infogroup CEO Vinod Gupta – improperly acquired information from Infogroup's proprietary database, infringed Infogroup's copyrights, engaged in false advertising, and falsely represented a relationship between Gupta and Infogroup that confused customers.

Source: [Businesswire.com](#)

NEWS FROM CHINA

Baidu Invests in Keru Cloud

In a separate story, a group of investors led by Baidu has invested \$11 million in restaurant management SaaS startup Keru Cloud. The startup aims to become an all-in-one solution for restaurants and other businesses that are going digital. It currently has about 3,000 restaurants as clients, and plans to increase that figure to 20,000 by the end of this year.

Baidu told Tech in Asia that Keru Cloud “fits well” with the company’s strategy of connecting people with services. Restaurants can use Keru’s app to take orders, input reservations, run customer loyalty programs, and add parties to the queue. **Source:** [Valuewalk](#)

Baidu Inc. (BIDU) Unveils Multilingual Translation Robot

Baidu Inc. has started showing off its innovation capabilities. The company has unveiled the world’s first multilingual translation robot. Baidu’s robot can speak multiple languages, conduct interviews, and does translation work with utmost precision, reports China News Service. Experts in the fields of artificial intelligence and computer translation praised the robot for its translation models and technology. Baidu said it will apply the technology in Xiaodu to “Baidu translation” and more than 7,000 third-party applications. **Source:** [Valuewalk](#)

Nielsen and Alibaba launch 'New Offer Advisor'

Nielsen has teamed up with Alibaba to launch a solution called 'New Offer Advisor', to help online retailers analyze their eCommerce performance, identify areas of market potential, and drive product innovation.

Alibaba - generally recognized as the largest online and mobile commerce company in the world in terms of gross merchandise volume - will provide its transaction data to Nielsen, which will analyse it to produce market insights. New Offer Advisor also incorporates response data from online surveys with selected online shoppers.

The new tool offers a range of features, including:

- White Space Creator - to identify areas where unmet consumer needs are ready for development
- Performance Tracking - to evaluate sales performance through comparison with competitors’ offerings
- Target Finder - to help brands better understand their consumers
- E-Content Advisor - to enable clients to improve their online channel's conversion-to-purchase rate
- Product Optimization - to evaluate product satisfaction, and
- Price Ruler - to help clients identify the optimal selling and promotional price.

[Yan Xuan](#), President, Nielsen Greater China, comments: 'New Offer Advisor helps our clients in three ways: namely finding white space for product innovation in the online market, tracking and optimizing their operation in the competitive environment throughout the pre-launch and post-launch period, and improving the online return.'

The second phase of the New Offer Advisor roll out will see the addition of a feature called 'Sales Forecast & Plan Optimizer', helping brands forecast their product’s sales volume and provide suggestions on how to optimize marketing plans and ROI. **Source:** [Mrweb.com](#)

NEWS FROM CHINA

China P2P Online Lending: Regulation will be Crucial for Success

Introducing regulations for China's online financial market is an urgent task. Industry specialists say they expect the central government to come up with a regulatory guidance for the Internet financial market by the middle of the year.

According to Chi Guan Jianzhong, president of the Chinese ratings agency Dagong Global China is currently going through a crisis: Many Internet-based money lenders (P2P platforms) are sinking, along with the funds they owe to their creditors. Online financial services, although growing in leaps and bounds, are still in their infancy in China, and as a result "there are still few laws and regulations applicable to the industry", Guan said. At the end of 2014, Dagong reported that more than 80 percent of China's P2P platforms were considered high-risk. The company's latest warning, issued on March 21, said that of the 1,587 P2P platforms it was monitoring, 393 were blacklisted, while another 668 were given risk warnings.

The People's Bank of China's Credit Reference Center (CCRC), through its subsidiary Shanghai Credit Information Services Co., Ltd (CIS), has recently launched an online financial credit system – NFCS. According to CIS, NFCS now has 370 loan companies and 524,000 registered customers as of the end of December 2014. NFCS could introduce a listing fee in the future. This is an important step in introducing safety measures to the industry. **Source:** USA.chinadaily.com

China's State Council Releases Directive on Exhibitions Industry

China's State Council has release an official directive which aims to boost development of the country's exhibition industry. According to the lengthy guidelines, a ministerial joint conference, including a dozen central government departments, will be established to coordinate the formulation and implementation of new market rules.

The Chinese government has set a target to turn the country into a center for exhibitions "with a sound development environment and a high level of internationalization" by 2020. It also stated that licensing of economic and technological exhibitions will be gradually delegated to provincial-level commercial authorities.

Highlighting its desire to marketwise the exhibitions industry, the government stated its aim to reduce the number of state-funded exhibitions, and encourage private organizers to take up the slack. **Source:** *Business Strategies Group Hong Kong* - www.bsgasia.com

China's Credit Reference Center (CRC) Retention Period Remains Five Years

The People's Bank of China's Credit Reference Center (CRC) has moved to quash rumors that the retention period of bad credit records on overdue loans remains at 5 years despite recent reports of a change to 7 years. The CRC stressed this will not change unless legal amendments are made. Party secretary of the CRC, Wang Xiaoming, said during a news conference that the widely circulated rumors were false and also said that the "more than one day means it is overdue" saying is wide of the mark.

Wang reminded individuals that the 5-year bad credit record retention period only starts after a repayment has been made, and that the cancellation of credit cards with bad debt does not eliminate their bad credit record. **Source:** Finance.people.com.cn

PEOPLE ON THE MOVE

Regulatory Strategies Enters Strategic Partnership

Mike Bradford of Regulatory Strategies announced recently his partnership with [Hitec](#).

Hitec solutions span Enterprise Content Management (ECM) and Governance, Risk & Compliance (GRC), enabling global organizations to reduce costs, improve customer service and employee productivity levels, ensure compliance and protect against risk. As with all our [strategic partnerships](#), we see this as a natural fit for Regulatory Strategies which can add real value to our clients.



15 Years Password Germany

BIIA's German partner is Password (www.password.de), a daily news service with a monthly print edition. Password is celebrating its 15th anniversary. BIIA congratulates Password founder and publisher Dr. Willi Bredemeier 15 years. Dr. Bredemeier can be considered as the doyen of the German publishing and information scene.

Coinciding with the anniversary Password is now available as a web-based service www.password.de, with daily posts of news items from the German publishing and information industry. The service includes a 30 day summary of news items and a search tool to access the Password archive. BIIA wishes Dr. Bredemeier and Password continued success!



Moody's Appoints Scott Kenney SVP and General Auditor

Moody's Corporation announced that Scott Kenney has been appointed Senior Vice President and General Auditor of the Corporation. Mr. Kenney will oversee the independent assessment of Moody's governance, risk management and internal control processes.

Mr. Kenney comes from Deloitte's Governance Regulatory and Risk Strategies practice, has more than 19 years of advisory experience in internal control design and assessment, risk management, governance, regulatory compliance and information technology. While at Deloitte, he also served as the Head of Internal Audit for a number of entities, including large multinational publishers.

McGraw Hill Financial Appoints Robert H. Easton Chief Compliance Officer

McGraw Hill Financial (NYSE: MHFI) announced the appointment of Robert H. Easton, 43, as Senior Vice President and Chief Compliance Officer, effective May 26, 2015.

Mr. Easton is to join McGraw Hill Financial from the New York State Department of Financial Services, where, as Executive Deputy Superintendent of the Insurance Division, he has overseen the regulation of more than 1,600 insurance companies operating in the state, and formulated policy on issues of national and global import. Previously, he served as Deputy General Counsel, Chief Compliance Officer and Risk Manager at Integro Insurance Brokers in New York City, and as Deputy Superintendent and General Counsel of the former New York State Department of Insurance.

