

BIIA Newsletter

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

BIIA NEWSLETTER ISSUE 07 I - 2020

JULY I - 2020

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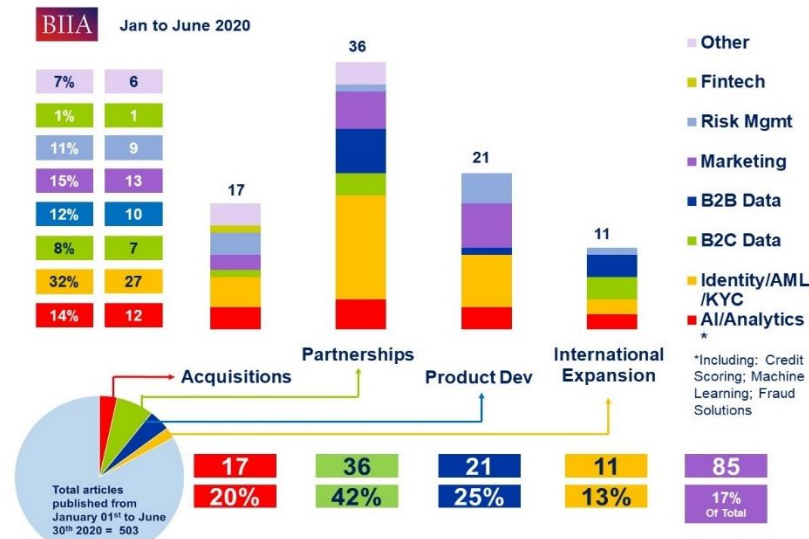
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LATE BREAKING NEWS

Acquisitions, Partnerships, Internal Product Development and International Expansion: First Half of 2020 Review



BIIA monitors company announcements of acquisitions, partnerships, internal product development and international expansion.

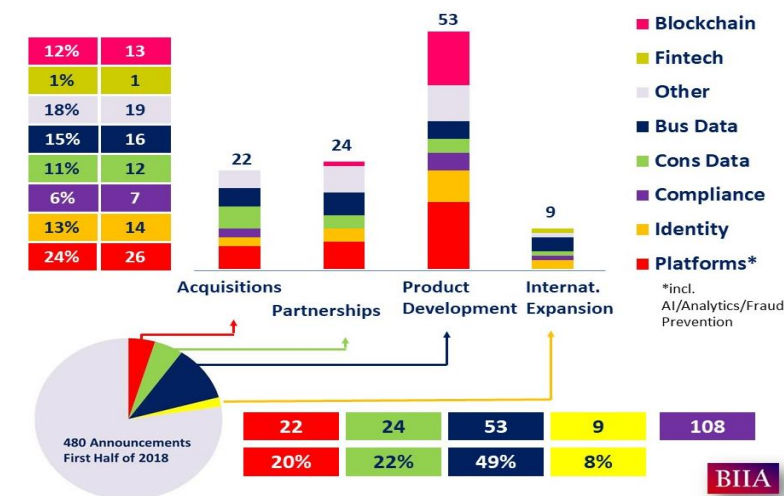
During the period from January 1st to June 30th, 2020 BIIA published a total of 503 business information industry announcements of which 85 (or 17%) were in the aforementioned categories (see chart on the left).

Notwithstanding COVID-19 lockdown, companies made 17 acquisitions and entered into 36 partnerships. Amazingly partnerships are now more than double than the number of acquisitions. Announcements of internally developed products were 21 and 11 companies expanded internationally.

From the above chart one can draw the conclusion that investments rank high in 'Identity/AML/KYC' segment (32%), considered as a high growth segment. This is followed by Marketing Solutions (15%) and AI/Analytics (14%).

Based on the latest statistics the pattern seems to be shifting in favor of partnerships. Comparing the first half of 2020 figures with those of the same period two years ago (see chart lower left) it is obvious that COVID-19 had a retarding impact.

First Half of 2018



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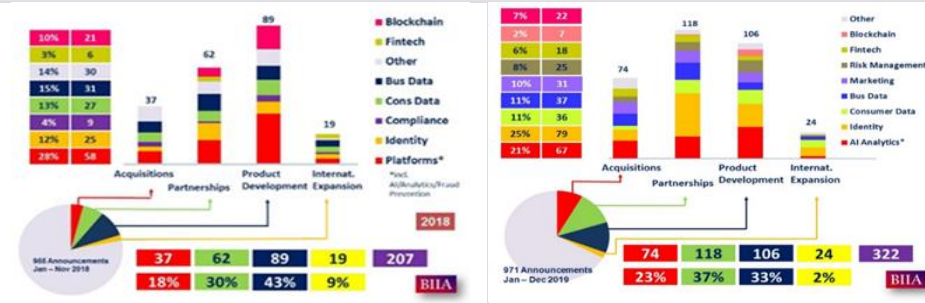
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Acquisitions, Partnerships, Internal Product Development and International Expansion: First Half of 2020 Review



The chart on the far left illustrates the full year of 2018. The chart on the near left is from the full year of 2019. The comparison shows a complete shift towards partnerships and the growth of the 'Identity / AML / KYC' segment.

Noteworthy Acquisitions this Year: [Accenture](#) is making inroads into artificial intelligence by adding nearly 50 data science and data engineering experts, with a particular focus on insight automation. A second acquisition by [Accenture](#) is set to get a boost with the acquisition of Symantec's Cyber Security Services business. A third acquisition by [Accenture](#) is an investment in Customer Experience Management Capabilities.

[Dun & Bradstreet](#) acquired Orb Intelligence to expand its portfolio of digital solutions and enriches the world's most comprehensive commercial database to integrate offline and online data. [Dun & Bradstreet](#) acquired coAction.com, a leading provider of advanced business collaboration software and integrated coAction.com's collection management application into D&B's core risk management solution.

[Tinubu Square](#) acquired eSurety combining its expertise and resources with eSURETY, to provide end-to-end risk management solutions to 30 of the top 60 credit and surety underwriters.

[CRIF](#) acquired Strands Inc. a FinTech company specialized in advanced digital banking solutions

[LexisNexis Risk Solutions](#) acquired ID Analytics who uses vast data resources, technology, linking and analytics to deliver actionable insights that enable businesses to better analyze and assess risk, resulting in better outcomes.

[Experian](#) has acquired a majority stake in the Arvato Financial Solutions Risk Management division, a leading credit risk management service provider in Germany. The deal marks Experian's entry into the German, Austrian and Swiss region and is tantamount to a category point 7 earthquake in competitive terms. It will be a game changer for Bisnode, CRIF/Buergel, Creditreform and Schufa.

Partnerships: We will cover the 36 partnerships in the next edition. In the meantime you can access the individual articles by clicking on the links: [FICO/FIS](#); [Creditsafe/Interlinkages](#); [CRIF/VMLY&R](#); [CoreLogic/Finsure](#); [TruNarrative/ThoughtMachine](#); [Experian/Oliver Wyman](#); [Cedar Rose/Sayari Labs](#); [FICO/OpenWrks](#); [DueDil/InnovateUKPartner](#); [Equifax/HooYu](#); [Verisk/Scor](#); [Graydon/Neotas](#); [Experian/Redington](#); [TransUnion/Bitventure](#); [Encompass/Evalueserve](#); [TransUnion/HorizonMedia](#); [Infogroup/ESRI](#); [Equifax/Eyeota](#); [TransUnion/CuneXus](#); [TruNarrative/ikigai](#); [Dun & Bradstreet/OpenText](#); [Infogroup/Speedeon](#); [Data](#); [Graydon/Neotas/Fraud Sol](#); [Encompass/Invidem](#); [Dun & Bradstreet/CleverTap](#); [TruNarrative/Window Brook](#); [Verisk Financial/KYC SiteScan](#); [Equifax/ICC Automotive](#); [Equifax/V12](#); [ExperianCar Zing](#); [LexisNexis Risk Solutions/Gaine Healthcare](#); [Equifax Canada/Creditsafe](#); [TransUnion/Payfone](#); [ZINFI Partners/SugarCRM](#); [Equifax/Rent Reporting](#); [GBGroup/what3words](#)

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LATE BREAKING NEWS

CTOS Acquires CIBI Information Inc (CIBI) of the Philippines



CTOS, Malaysia's leading credit reporting agency, has announced its acquisition of CIBI Information Inc (CIBI), the Philippines' first and most established credit reporting agency.

CTOS said the acquisition marked its first regional investment, and a critical first step in its expansion into Asean.

"CTOS has cemented its position as Malaysia's leading credit reporting agency,



with a broad suite of innovative products and services developed in Malaysia over our 30-year history. "This acquisition is a first key step towards bringing our products, solutions and knowledge across Asean," CTOS group chief executive officer **Dennis Martin** said in a statement today. He said the deal was strategic, both in terms of the company and the market. "While the fintech scene in the Philippines is active, credit bureau services are still at their infancy, creating a gap that needs to be filled as the country's adult population of over 60 million embraces new financial products and services."



There is significant room for growth, with CTOS projecting topline growth of between 20-30 per cent compounded annual growth rate at CIBI over the next five years.

CIBI president and CEO **Marlo R. Cruz** said the deal would allow it to benefit from CTOS' resources, technology and vast experience to effectively expedite its goal of supporting the unbanked/underbanked, micro-SMES and the direct-to-consumer market segments in the Philippines.

In terms of talent and knowledge, Martin believes that the transfer will be mutually beneficial.

"CIBI is traditionally a business and people information provider, and they are also heavily involved in employment vetting, which is a sector that is new to us. "As a local Filipino" company, they also have invaluable insights to their market that multinationals don't,"

Brahmal Vasudevan, founder and CEO of private equity firm Creador, majority shareholder in CTOS, said its aim when investing in CTOS in 2014 was to make Malaysia a center of excellence for credit reporting in Asean. **Source:** [New Straits Times](#)



FICO Offers Free Cyber Risk Score 90-Day Trial in Europe

In order to advance cybersecurity effectiveness for businesses in Europe, global analytics software and technology provider FICO is offering 50 free trials of the FICO Cyber Risk Score - Landscape edition available to firms in Europe.

The FICO Cyber Risk Score forecasts the likelihood that an organization will suffer a breach event in the next year. Businesses use it to measure and manage the cybersecurity risk of their entire third-party network and assess any potential new partners and vendors. **To read the full story click [here!](#)**

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LATE BREAKING NEWS

S&P Market Intelligence Launches S&P Global RiskGauge Reports

S&P Global Market Intelligence Launches S&P Global RiskGauge Reports, Providing Access to More than 50 Million Company Credit Risk Profiles

New analytics will introduce an element of trade payment risk and other assessments for public and private companies

S&P Global Market Intelligence announced today the launch of S&P Global RiskGauge Reports, a new Credit Analytics offering that provides detailed credit risk views of businesses and investments in an efficient, robust and customizable format. The S&P Global RiskGauge Reports are available for more than 50 million public and private companies globally, including small- and medium-enterprises (SMEs). The new reports also incorporate new datasets and enhanced scores offered by Credit Analytics along with trade payment risk assessments, company firmographics and relative performance benchmarks.



“Data on SMEs continues to be in high demand as they are the economic backbone of communities across the globe, and significantly impacted by the COVID-19 pandemic,” said **Whit McGraw, Managing Director and Global Head of Credit Risk Solutions at S&P Global Market Intelligence**. “However, company financials of smaller companies are difficult to find due to differing filing obligations, inconsistent timelines and overall availability and quality of the data. The launch of the S&P Global RiskGauge Reports is a step towards providing the market with essential SME private company data, giving our clients the confidence to make decisions with conviction.”



With its SME coverage, S&P Global RiskGauge Reports help uncover the hidden risks and creditworthiness of doing business with private companies. The analytics offered in these reports include, but are not limited to:

- **S&P Global RiskGauge Score** — a new and improved score combining elements of a company’s **Probability of Default (PD) Fundamental Model**, **PD Model Market Signal**, and **CreditModel™** scores.
- **PaySense (BETA)** — allows identification of an entity’s trade payment behavior and potential liquidity risks based on our statistical model.
- **MaxLimit** — a framework that recommends maximum exposure limits by incorporating multiple risk dimensions, user risk appetite and macroeconomic elements.
- **Company Profile** — firmographics for companies, including established dates, contact details and more.
- **PD Fundamental Commentary** — rich and comprehensive commentary and analysis that allows market participants to make better sense of key risk drivers.
- **Relative Performance** — benchmarks a company’s performance against peers across risk dimensions.
- **Expanded PD Framework** — facilitate calculation of a company’s Probability of Default when no financials are available using robust datasets, benchmarks, statistical methodologies and qualitative adjustments such as diversification and quality of management.

The S&P Global RiskGauge Reports will be available via S&P Global Market Intelligence’s Credit Analytics offering.

Source: [S&P Global Market Intelligence](#)

LATE BREAKING NEWS

Cyber Security: Companies are Coughing Up Ransom to Recover Their Data

The fourth [Hiscox Cyber Readiness Report](#) reports that six per cent of the 5,569 firms polled, and one in six of those attacked, had surrendered by paying out ransom fees following a cyberattack.

The highest losses for a single firm targeted with a ransom demand hit £40.2 million. The report also showed that total cyber losses surged 50 per cent to nearly £1.4 billion in 2019. Hiscox warned there were new cyber threats emerging from the coronavirus crisis, with a ramp-up in so-called phishing scams and as staff and companies are leaving themselves vulnerable due to less-secure home working computers. The Report surveyed a representative sample of private and public sector organizations in the US, UK, Ireland, Belgium, France, Germany, Spain, and the Netherlands. Each firm was assessed on its cyber security strategy and execution. The Report says that UK businesses are now 15 times more likely to suffer a hacking incident rather than a fire or theft with one firm paying out £71 million.

Among the key findings:

- **Cyber losses soar:** Total cyber losses among the study group rose from \$1.2 billion to nearly \$1.8 billion. The highest reported cyber losses were by a UK financial services firm, at \$87.9 million. The highest loss from any one cyber event was \$15.8 million, involving a UK professional services firm. The most heavily targeted sectors were financial services, manufacturing and technology, media and telecoms (TMT). Irish firms suffered the highest median costs, at over \$103,000.
- **Held to ransom:** More than 6% of total respondents, or one in six of those attacked, paid a ransom following a malware attack. The highest losses reported by any single company targeted with ransomware, and which could include other cyber events, topped \$50 million.
- **Upping their game:** The number of firms achieving 'expert' status in our cyber readiness model increased from 10% to 18%. This follows two years while progress stalled. US and Irish firms came out best with 24% ranked as experts. France was the biggest improver with 18% of firms ranked as experts, up from 6%. Overall, twice as many firms responded to a breach this year by adding new security and spending more on employee training.
- **Pace of cyber spending accelerates:** The average spend on cyber security rose from \$1.47 million to \$2.05 million, a rise of 39%. French firms spent the most with an average of \$3.1 million. Spanish and US firms were not far behind, at \$2.6 million and \$2.4 million respectively. The average spending by British business rose from just under \$900,000 to \$1.5 million.

Currently cyber losses per firm have risen nearly six-fold, from an average of £8,041 a firm to £45,832. UK firms are now 15 times more likely to suffer a cyber-attack than a fire or theft, the report suggests.

The biggest reported cyber loss among firms in the eight countries surveyed was suffered by a UK financial services firm, at £71 million. The report also uncovered that the highest loss from any one cyber event was £12.7 million, involving a UK professional services firm.

While cyber-attack losses rose last year, the Hiscox report that firms are increasing their defenses against hackers, with spending on cyber security rising 39 per cent. Hiscox also warned there were new cyber threats emerging from the coronavirus crisis, with a ramp-up in phishing scams and as staff and companies are leaving themselves [vulnerable due to less-secure home working computers](#). **Source:** [Cyber Security Intelligence](#)

MEMBER NEWS

CRIF Obtains Credit Reporting Agency License in Malaysia

CRIF OMESTI Sdn Bhd - a joint investment between CRIF and OMESTI Holdings Berhad - has obtained a credit reporting agency (CRA) license in Malaysia from the Ministry of Finance Malaysia. The operation will allow CRIF to extend its global coverage to Malaysia as a licensed CRA to provide credit reports and business information services for financial institutions, corporations, and SMEs.



The joint investment between CRIF and OMESTI Holdings Berhad was formalized in late 2019. Omesti Holdings Berhad is wholly-owned by Omesti Berhad, a public listed company in Malaysia, with its proprietary solutions for digital courts technology, business register management, and banking solutions.

"The credit reporting/information space is an area that we believe holds significant potential, not just in Malaysia but across the region. We were therefore keen to increase our footprint, hence the joint investment with CRIF, where we hold a 30% direct stake at present," **says Mah Xian-Zhen, Director of CRIF OMESTI Sdn Bhd.**

Since commencing its journey into East Asian markets in 2005, CRIF has discovered that the fragmented information framework of many of these countries are key issues to address in order to achieve financial inclusions.

"I'm very pleased that we have been able to extend our operations in the Malaysian market," **said Lamberto Barbieri, CRIF Asia Managing Director.** "Through our expertise in credit information and range of technology solutions, we are well placed to help drive business development in the region forward, together to the next level." **Source: [CRIF Press Release](#)**

CRIF Owned Strands Receives AISP License to Expand PSD2 Services Offering



CRIF owned **Strands**, a Spain-based fintech that specializes in advanced digital banking solutions, announced on Tuesday it has been granted an AISP license as it prepares to expand its PSD2 services offering. According to Strands, an AISP is a payment institution which, under the revised Payment Services Directive (PSD2), can access payment accounts of different banks (and other payment service providers), under the consent of the account holder.

The license comes just a few months after Strands' acquisition by credit bureau and business information company CRIF. In 2018, **CRIF** became the first credit bureau to be registered as AISP in 21 European countries. Even though Strands remains an independent company within the Italian group, the deal allows it to act as a registered AISP. While sharing more details about the license, Strands' CEO, **Erik Brieva**, stated.

Strands describes itself as a fintech pioneer with the award-winning solution for Personal Financial Management (PFM). Its Finance Suite includes a portfolio of products that share a common foundation based on Big Data Processing, Artificial Intelligence, Machine Learning, Open API and best-in-class Customer Experience.

Source: [Crowdfundinsider.com](#)

MEMBER NEWS

LexisNexis Risk Solutions Launches Vehicle Build

LexisNexis® Risk Solutions, has announced the availability of LexisNexis® Vehicle Build, a solution that provides U.S. insurance carriers more accurate underwriting and auto insurance risk assessment and comprehensive information about the specific Advanced Driver Assistance Systems (ADAS) features equipped on a vehicle.

Automakers continually develop new ADAS features – sometimes releasing multiple within the same model year – and promote their efficacy in reducing accidents, but these features are often offered as an optional purchase to the car buyers. In addition, each automaker creates its own unique marketing name for its features for the sake of differentiation.

To address this challenge, LexisNexis Vehicle Build aggregates and normalizes even more specific manufacturing data than what is currently available at the 17-digit VIN number. The solution harnesses the proprietary LexisNexis ADAS Classification System, leverages the company's expertise in machine learning and advanced analytics, and seamlessly integrates the data into existing workflows, including LexisNexis® Auto Data Prefill.

LexisNexis Vehicle Build helps insurers:

- Gain valuable insights into vehicle-centric risk for more precise rating;
- Easily understand the definition and purpose of any given ADAS feature and how it specifically impacts driving safety;
- Save time through the convenience of single-source access and standardized, normalized data, regardless of automaker or model;
- Enhance underwriting and improve the customer experience through more efficient and informed decision-making; and
- Reduce workflow disruption through seamless integration into existing LexisNexis solutions.

For more information on LexisNexis auto insurance and connected car solutions, including an upcoming vehicle history enhancement, visit [LexisNexis Auto Insurance](#). **Source:** [LexisNexis Risk Solutions Press Release](#)



Equifax Participates in Urjanet's \$14.65M in Series D Funding

[Urjanet](#), the world's leading utility account aggregator, announced it has secured \$14.65 million in Series D funding. **Equifax** as well as existing investors Oak HC/FT, Pete Kight, Grotech Ventures and Correlation Ventures all contributed to the round. This new infusion of capital will support growth and adoption of the Urjanet platform across consumer and commercial use cases, as well as to launch new products that accelerate the transition from face-to-face, paper-based and manual processes to fully digital, automated workstreams.

"Giving people the ability to easily share their utility payment history can result in better loan and service decisioning and expanded access to credit – something that has become even more critical in the wake of COVID-19."

Urjanet Utility Bill Capture for Payments is now available to enable touchless utility and telecom invoice processing and bill payment. This new product delivers recurring utility and telecom bills every month, automating B2B and consumer bill payments through one simple API integration. **Source:** [Equifax](#)

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MEMBER NEWS

Cedar Rose Wins Credit Excellence Award for a Third Time

Cedar Rose, based in Cyprus, Lebanon and the United Arab Emirates, has been crowned the winner of the CCRi Credit Collections & Risk 2020 Credit Excellence award in the 'Export & International' category.

The virtual announcement was released on the 24th of June 2020 following a webinar organized by the UK based media organization, CCR Interactive. The judges said that "The applications showed the professionalism of people and organizations in International Credit"



Managing Director of Cedar Rose, **Christina Massaad** said "It is always reassuring when our efforts are recognized on the international stage with such a prestigious industry award. This is proof once again that Cedar Rose and our credit reporting services are highly respected within the credit industry. Congratulations and well done to the whole Cedar Rose team!"

The company managed to keep operating throughout the whole of lockdown, due to its interactive website at www.cedar-rose.com where clients can order reports, give payment feedback and make payments online. A robust business continuity plan meant that all employees very quickly switched to home working with no interruption to service.

Cyprus-based Cedar Rose Int. Services Ltd has been leading the field for credit reporting, business intelligence and investigative due diligence for the Middle East and North Africa. The company has grown to offer a trusted global service for business information, identity verification and risk scoring data, delivered using the very latest technology. Putting clients at the forefront of every decision they make, the company offers a first class, and highly flexible service with access to one of the world's largest database of business information for the MENA region. **Source:** [Cedar Rose](#)

Cedar Rose Appoints Hubert Mugliett as Chief Operating Officer



Cedar Rose Int. Services Ltd have announced the appointment of Hubert Mugliett, in the role of Chief Operating Officer. Hubert is a key member of the senior management team reporting directly to the CEO and will oversee the internal operations of the business and help to ensure the business strategy is effectively implemented.

Cedar Rose's CEO, **Antoun Massaad** said, "We are very happy to have Hubert back on the management team of Cedar Rose. As our former Group HR Manager, Hubert was instrumental in helping us grow and develop our human talent as well as putting robust performance management procedures and rewards in place. I look forward to having him

help us achieve our strategic objectives in the coming years."

Hubert brings with him years of corporate experience in Strategic Human Resource Management, Organizational Development, Performance Enhancement and Talent Management in various business contexts in diverse areas of the world ranging from Europe, the Near and Middle East, Africa, Asia, China, Russia and New Zealand. Hubert holds an MSc in Human Resource Management and is a Chartered Member of CIPD (MCIPD).

Hubert: 'The What we do can be copied, but the How we do it, our dedication to excellence and mindset are what makes us unique and inimitable, both as individuals and organizations' **Source:** [Cedar Rose](#).

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MEMBER NEWS

Bangladesh: Creditsafe and Interlinkages form Strategic Partnership

Creditsafe and Interlinkages Online announced a strategic partnership to provide global counterparty credit reports to financial institutions in Bangladesh.



Cato Syverson, CEO at Creditsafe said, "Creditsafe is very excited to announce a strategic collaboration with Interlinkages to expand our global presence to Bangladesh and bring our industry leading Business Credit Reports to the Banks in the country. Interlinkages has expertise in the Financial Institutions and Trade Finance domain with understanding of banking ecosystems and an online delivery mechanism for wider distributions of our solutions to banks and bank branches in Bangladesh."

Anindita Ghosh, CEO at Interlinkages said, "It has been our endeavor to bring the best of global participants to our ecosystem in International Trade and Banking especially in today's age where speedy data updates, cost effectiveness and timely access to credit reports play a critical role in ever evolving trade landscape of South Asia."



On the collaboration, Anindita added, "in Creditsafe, we have found a truly global, market-leading credit insight partner with a wealth of industry expertise and know-how. This collaboration will change the way Banks in Bangladesh access credit data as it would not only be real time but also cost effective."

Interlinkages Online is a Hong Kong-based, Cross-Border Trade Finance marketplace that serves Corporate and Banks across the world. It offers Banks borderless solutions for deal origination and distribution in international markets and enables access to previously inaccessible counterparties globally. Interlinkages is supported by Cyberport, a digital component of Hong Kong Government and is approved by BIDA in Bangladesh. **Source:** [Financial Express News](#)

Dun & Bradstreet Raises \$1.7 Billion in Upsized IPO

There is Value in Information: Dun & Bradstreet Holdings Inc DNB.N on Tuesday raised \$1.7 billion in its initial public offering (IPO) after it sold more stock than expected above its indicated price range.

The offering makes Dun & Bradstreet the latest company to capitalize on the sharp recovery in U.S. investor appetite for new stocks following the coronavirus outbreak. Music publisher Warner Music Group Corp WMG.O, marketing company ZoomInfo Technologies Inc ZI.O and used car sales app Vroom Inc VRM.O are among the companies that launched well received IPOs in the last few weeks. Dun & Bradstreet priced 78.3 million shares at \$22 per share. It was previously seeking to sell 65.75 million shares for between \$19 and \$21 per share. The IPO values Dun & Bradstreet at close to \$9 billion, excluding its total debt of more than \$9.1 billion. Cannae, Black Knight and CC Capital agreed to invest a total \$400 million in the company as part of the offering.



The stock market debut of the Short Hills, New Jersey-based company comes less than 18 months after an investor group that included Cannae Holdings, Black Knight and CC Capital, took the company private for \$6.9 billion, including debt. **Source:** [Reuters News](#)

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INDUSTRY NEWS

Zoominfo: Work Smarter, Not Harder

You'd be hard-pressed to find someone who didn't have an unusual second quarter. At ZoomInfo, the story was no different. With Covid-19 hitting the US hard, we had to pivot in a lot of different ways. We adjusted goals. We reset expectations. We said goodbye to the office (for now). Saying this quarter was eventful would be the understatement of the decade. It's been fun, it's been fast, heck, we'd even say fabulous. For us, the theme of the quarter was: Work Smarter, Not Harder. And boy, did the world test us on that one. We found ways to make WFH less of a dread and more of an opportunity. We took our favorite ZoomInfo events and made them virtual. We talked about important subjects and grew as a company. Our blog team set out to research and create content that helped our readers do the same. We wanted to make your day-to-day less hectic and more strategic.

Here's a highlight reel of some of our content this quarter:

How to Shorten Turnaround on Inbound Lead Generation? Retaining unconverted leads comes at no cost, but the ongoing obsession with adding more prospects to the funnel can undermine the value of lead nurturing. Inbound marketing is worth it in the long run because it provides higher quality leads for sales compared to outbound marketing tactics. We explore where most companies run into problems and how to overcome them.

How to Shorten Turnaround on Inbound Lead Generation? Retaining unconverted leads comes at no cost, but the ongoing obsession with adding more prospects to the funnel can undermine the value of lead nurturing. Inbound marketing is worth it in the long run because it provides higher quality leads for sales compared to outbound marketing tactics. We explore where most companies run into problems and how to overcome them.

How to Build A Better B2B Sales Tech Stack? Every sales professional needs tech solutions to aid performance and help them attain their quotas. These solutions are referred to as "tech stacks," and today we're talking about how they are used in sales operations. If your stack isn't complete, then you may be missing opportunities.

How to Build Your Go to Market Strategy? A go-to-market strategy paves the way for product success, whether it is new or existing. Your brand is exposed to the world with a new solution launch, and without a solid strategy it won't sell. Making your GTM strategy data-driven further helps pinpoint target audiences who will most likely buy your solution. We explain.

A Guide to Marketing Automation: Whether it be getting key stakeholders onboard, or simply deciding which tasks are going to be automated, jumping right into anything without carefully thinking it through will make any marketing professional cringe. Marketing automation is beneficial. But if you feel like you've fallen into the category of companies who have marketing automation platforms, but are not using them to their fullest potential, we've got you covered.

How to Be More Collaborative with Your Data: You might read this and think "data collaboration isn't that important data is just data." You'd be wrong. Data collaboration has a variety of benefits, the main one being sales and marketing alignment. And since employees and executives believe lack of alignment within a team impacts the outcome of a task or project, it's definitely something that should be prioritized.

Goodbye Q2! And just like that, we're onto Q3.

Courtesy [Zoominfo](#) by Sabrina Dorrnsoro who is the Blog Content Manager at ZoomInfo, the leading B2B contact database and sales solution for go-to-market teams.

Oh yeah, and we IPOd!

ZoomInfo Going Public During the Pandemic: When asked why we went public now, it wasn't because we knew when the world would return to normal. It's not because we believe we're unassailable. It's not because we'd rather celebrate over a Zoom call.

It's because, despite our current situation, the need for businesses to go-to-market remains. And the need for them to do so efficiently and successfully—in a way that keeps the economy moving—is more pressing now than ever before.

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INDUSTRY NEWS

Ecommerce and Digital Transactions Up Dramatically Around the World, but So Is Identity Fraud



Online transactions and corresponding fraud threats have risen dramatically due to coronavirus-motivated lockdowns, generating a massive opportunity for secure, seamless and touch-free digital payment and ecommerce services, according to several sources.

The new 'Recovery Insights: Shift to Digital' report from [Mastercard](#) shows that 7 out of 10 consumers believe the shift to digital payments is permanent, which the payments company says makes the use of non-sensitive data, as in its Mastercard Digital Enablement Service (MDES) which tokenizes card numbers, particularly important.

A survey of consumers in 15 markets indicates nearly half of people in the Asia-Pacific region are using cash less, and two-

thirds of those in Latin America say they are using cash or not at all. In addition to benefiting contactless payments in stores, the change is being felt heavily in ecommerce.

Ecommerce spending in the U.S. in May increased by 93 percent year-over-year.

[MENAFN](#) reports that a policy paper from the Egyptian government projects 50 percent growth in ecommerce in the country as an outcome of the COVID-19 pandemic. Before the outbreak, only 8 percent of internet users in the country made online purchases, according to estimates.

The adoption of a national digital identity and smart card are among the final recommendations made by the Institute of National Planning to support the continued growth of ecommerce in Egypt. Almost half (49 percent) of all UAE residents are shopping more online, and practically all of them (48 percent) plan to continue shopping online, according to a report from Dubai Police, Dubai Economy and Visa covered by [Gulf News](#).

In-store payments are also digital for 71 percent of Egyptians, with contactless cards just surpassing digital wallets. Two-thirds of Egyptians have reduced their in-store shopping since pandemic lockdowns began, however.

[TransUnion](#) analysis shows this increase in transactions has been accompanied by an 11 percent worldwide increase in risky transactions, meaning those denied or reviewed due to fraud indicators, since early March. Identity fraud in particular has increased 23 percent, the company says.

Synthetic fraud is singled out as a prominent form of identity fraud.

The company says data from [IDVision](#) with [iovation](#) (a TransUnion subsidiary) shows that characteristics of email accounts such as longevity and frequency of transactions can provide clues of fraud. TransUnion recommended [ecommerce businesses adopt biometrics](#) when it first reported a spike in online transactions in March.

Source: [Biometric Update](#)

INDUSTRY NEWS

Bisnode and Euler Hermes Enter into a Strategic Co-operation

On 1 July 2020, Bisnode has acquired a commercial reporting service from Euler Hermes in Poland and will be able to offer dedicated Bisnode Group solutions to the clients of Euler Hermes.

At the same time an agreement was signed between Bisnode and Euler Hermes to supply national and international data, so that handling insurance receivables by Euler Hermes in Poland will be supported.

"We are delighted to announce the signing of a cooperation agreement with Euler Hermes. It will support Bisnode core business and enable us to enhance our B2B offering with both domestic and international reach regarding credit reports for businesses. We are very excited to continue our cooperation with Euler Hermes and we warmly welcome the new group of clients who, under the agreement, will now have access to the best Smart Data analytics and credit reports on the market," said **Andrzej Osiński**, Head of Sales Bisnode Polska.

Establishing cooperation with Euler Hermes in Poland in the commercial reporting services segment will allow Bisnode to strengthen its own database resources and effectively match Bisnode's product portfolio to client expectations in all of the provided service segments.

Source: [Bisnode](#)

FIS Partners with FICO on new AML Solution



The new solution will leverage machine learning and artificial intelligence to identify suspicious activity and provide detailed, transparent intelligence to bank investigators.

Financial services technology provider FIS (NYSE:FIS) today announces a [partnership](#) with predictive analytics and financial crime prevention services provider FICO to build an advanced anti-money laundering (AML) solution.

The solution will seek to help North American financial institutions keep ahead of increasingly sophisticated money launderers and other financial criminals. The new solution, FIS™ AML Compliance Manager, will integrate FICO® Falcon® X decision management technology to provide financial institutions with a unified platform for AML risk and compliance. The cloud-based solution will harness the capabilities of machine learning and artificial intelligence (AI) to detect suspicious activity and provide bank investigators with detailed, transparent intelligence.

In addition, the AI-based solution can help organizations reduce costs associated with false positives. False positives – system-generated alerts of potential illicit activity that are later cleared during reviews – cost the financial industry a significant amount of wasted investigation time each year.

About: FIS is a leading provider of technology solutions for merchants, banks and capital markets firms globally. Our more than 55,000 people are dedicated to advancing the way the world pays, banks and invests by applying our scale, deep expertise and data-driven insights. We help our clients use technology in innovative ways to solve business-critical challenges and deliver superior experiences for their customers. Headquartered in Jacksonville, Florida, FIS is a Fortune 500® company and is a member of Standard & Poor's 500® Index. Source: [Financial Feeds](#)

INDUSTRY NEWS

Ten B2B Marketing Strategies for a World Without Face-To-Face Events

The pandemic has taken away one of B2B marketing's steadiest, most reliable sources of lead generation and customer engagement, on a global basis.

What's to be done? BIIA's director Ruth P Stevens has some answers:

It's not easy to replace a marketing channel that represents on average 20% of our marketing mix—with many marketers devoting as much as 60% of their budgets to events. The last pre-pandemic study I saw pegged event marketing usage among B2B marketers at 91%. It's been an essential B2B marketing tool for decades—even centuries. Why? Business events are simply the most efficient means for enabling face-to-face conversations at scale.

But now—we need workarounds. Here are ten ways we can mitigate what might seem like a disaster:

1. **Make the most of what's still here.** Many of the B2B trade shows, conferences and meetups already on your calendar are going virtual, so you have plenty of opportunities to still take an active role, for lead generation, and for deepening your relationship with current customers. Ideas:

- Take out sponsorships, to gain visibility and perhaps a speaking slot.
- As an attendee, get active in the chat rooms and networking sessions found in many of these platforms.
- Do some competitive sleuthing in the expo hall.



2. **Pump up your omni-channel marketing.** During the pandemic, your customers and prospects could be anywhere, physically. But online, they are literally everywhere. This is the time to get your identity capabilities updated, so you can recognize your targets wherever they are, on whatever device. New “identity graph” technologies are now available to help you develop a consistent experience for your customers, online and off.
3. **Get to know the person behind your business customer.** Reach your business contacts when they are working at home. Your business buyers and prospects have personal lives that can add richness to your understanding of their needs and preferences. So, take the initiative to link the consumer record to your business customer files. Not only will you gain unexpected insights, but you will also expand your breadth of communications options.
4. **Create your own proprietary virtual events.** Proprietary events are a fast-growing marketing medium, having [proven their worth over decades](#). For current customer marketing, B2B marketers have long operated successful user groups. Many have become more ambitious, organizing public events to both deepen customer relationships and generate new prospects. Your existing client conference calendar can be converted to virtual. Consider launching a public virtual event, to attract new prospects.

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INDUSTRY NEWS

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5. **Take the opportunity to clean up your customer and prospect records.** Review your marketing database to assess its accuracy and completeness. This is a good time to engage a vendor to help you correct errors and fill in the missing elements. Identify any important data that is unavailable from vendors, and conduct survey campaigns to collect what you need.
6. **Deploy small-group meetings.** Video conferencing tools are most effective when applied to groups of fewer than ten, when all participant's faces are visible, and everyone can feel comfortable enough to really engage. This is a perfect medium for small meetings on niche topics of special interest, or a series of invitation-only events on more general topics. Guided by a moderator, attendees can get to know one another and converse, sometimes even more intimately than face to face. Position the event as peers sharing ideas and experiences. Add a short talk by an interesting speaker as an extra attraction. Look at this as a form of content marketing, so make it informative and not sales-oriented.
7. **Expand your webinar and podcast programs.** Identify key problems that your customers face, and build content around addressing these problems. Promote the programs through multi-channel communications. Repurpose the content for use in multiple channels: Social media, blogs, email, and more.
8. **Pump up your website chat tools.** Chatbots are growing in sophistication and functionality. Take advantage for purposes of customer engagement, data collection, and customer service.
9. **Build a community.** This is a strategy proven successful, where you control the ultimate in owned media. Follow the steps in Michael Brenner's comprehensive guide [The Content Formula](#) to attract targets to a content-rich environment where visitors get answers to their pressing business problems. Look for inspiration at Adobe's [CMO.com](#), SAP's [Digitalist](#) and Bank of America's [Business Advantage](#).
10. **Convert your social media followers to multi-channel connections.** Very likely you have followers on Twitter and other networks whose names are not in your marketing database. You can access full records of these followers through reverse append services.



About the Author: Ruth P. Stevens is a senior advisor for Consultants Collective. She consults on customer acquisition and retention, for both consumer and business-to-business clients. Ruth serves on the boards of directors of the [HIMMS](#) Media Group, and the [Business Information Industry Association](#).

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CREDIT BUREAU NEWS

South Korean Banking: Financial Services Urged to Open Up Data Assets

South Korea's financial regulator recently urged financial institutions and tech companies to widen access to client information to foster personal credit information management services here, dubbed MyData.

"To maximize customers interest, financial and ICT companies as well as fintech startups need to open up their data assets as much as possible," said Financial Services Commission Vice Chairman Sohn Byung-doo. "(The FSC) calls for industry players to come up with innovative, data-driven financial services, bringing new benefits to consumers' financial portfolios, including credit and asset management, spending as well as savings."



MyData refers to a business model that offers integrated management of personal credit information such as banking transactions or credit card records and make personalized product recommendations to customers. Legal frameworks to allow financial institutions to use personal data for commercial purposes set to be implemented on August 5. **Source:** [THE INVESTOR news](#)

Experian 2020 Global Identity & Fraud Report: 69% of Indian Consumers Believe their Data is Valuable to Businesses

Experian recently released the Experian 2020 Global Identity & Fraud Report. One of the key findings is that consumers seem to have a heightened awareness about the value of their information with about 69% of Indian consumers saying they like the changes being made to the customer experience as a result of their data being used.

Another significant finding is that the key factors to meaningful online customer engagement are identifying and recognizing consumers periodically. While Indian businesses ranked the highest at 100% in being confident in their ability to identify customers, 35% customers felt un-recognized by businesses. Additionally, about 54% of businesses in India currently use advanced analytics (a hybrid of supervised/unsupervised machine learning + business rules) for identity authentication and fraud prevention. More sophisticated authentication strategies and advanced fraud detection tools will allow businesses to accurately identify and continually re-recognize their customers, reducing their exposure to risk and ultimately leading to increased trust in such organizations.

Globally, while 95% of businesses are confident in their ability to identify customers digitally, more than half of consumers across the globe do not feel recognized when engaging with businesses online. Over half of the businesses surveyed are prioritizing the creation of targeted products and offers while collecting more personal information to do so. Additionally, 84% of businesses believe if they can better identify customers, then they will more easily spot the fraud. Over 90% of businesses feel these new identity propositions play an important role in re-recognizing their customers but no one approach has broadly taken hold yet. Many businesses are familiar with their emergence and are in 'wait and watch' mode as the technology evolves and consumer interest grows. Regardless of which identity proposition is adopted by a business, the need to establish the verifiable claims that constitute a person's identity is fundamental to doing business digitally. **Source:** [Express Computer](#)

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