

creditsafe

Creditsafe Business Intelligence Plus

Transform sales, marketing and credit performance by integrating a universe of real-time commercial intelligence with a single Salesforce app



available on
AppExchange

Help your entire business to thrive with rich and accurate business intelligence

Business Intelligence Plus helps you to transform the performance of your business by enhancing its biggest asset, data. Whether you are looking to improve your business' cash flow, maximise sales potential or achieve a higher marketing return on investment (ROI), rich and accurate business intelligence sits at the core of your company's performance.

By integrating directly into your Salesforce CRM, Business Intelligence Plus helps cleanse your database and enrich your account and lead records with verified company information across over 160 countries. This places actionable intelligence at the fingertips of your entire Salesforce userbase, improving their productivity and confidence.

How Business Intelligence Plus helps your business thrive:



Minimise time taken up with manual data entry



Deepen your understanding of clients' needs



Better manage credit risk with real-time insights



Improve database hygiene & remove duplicate records

Keeping your data fresh throughout your customer lifecycle

Inaccurate data costs your business in time, reputation and missed opportunities. It is vital that you keep both customer and lead records up-to-date. By connecting your Salesforce records to Creditsafe's real-time business database, Business Intelligence Plus removes the frustration and challenges of out-of-date information so that you can focus on growing your business.

Connect your records to Creditsafe for accurate information at every touchpoint.



Match

Match your records to Creditsafe's business profiles across over 160 countries. Either search via the app or automatically match records across 17 countries using our powerful matching algorithms.



Enrich

Automatically populate your Salesforce lead and account records with up to 32 fields of verified business information directly from Creditsafe.



Refresh

Schedule a data refresh for companies across 17 countries every 14 days to keep your records accurate and up-to-date.



Monitor

Receive daily monitoring alerts for company changes across 44 countries. By tracking positive and negative events, you can react to account changes as they happen.

Finance & Credit

Speed up credit checking whilst improving your cashflow

Making informed decisions quickly is essential for today's fast-paced business environment. Business Intelligence Plus helps your team to deliver a smooth sale by reducing the time it takes to approve credit requests, whilst ensuring the best decisions are made to maximise cash flow.

Lead and account records are populated with up-to-date credit risk indicators so that your team is approving payment terms based on real-time affordability metrics. Credit professionals can easily spot businesses that consistently pay invoices late or have already reached their credit limit without the need to switch systems.

Regular data refreshes and monitoring alerts inform you of changes in a debtor's circumstance, including their credit risk and address changes, to supporting effective prioritisation of collections, and successful delivery of invoices.

Access valuable data including:

Credit Score

Credit Limits

Days Beyond Terms (DBT)

Legal Judgments

Invoice Address



Business Development

Allow your sales teams to discover and win the best deals

Your salespeople's time is precious, yet more than half of sales professionals rely on manually input data. Not only is this time consuming for them to maintain, but your data quickly becomes out-of-date. As a result, opportunities are continually missed, and decisions are based on outdated information.

You can now place accurate sales intelligence at the fingertips of every salesperson with Business Intelligence Plus. The app seamlessly connects your salespeople with real-time business data and populates their workspace with valuable insights. This allows them to be more efficient, identify the best leads and maximise sales potential.

With firmographic and financial data in plain view, your salespeople can quickly assess if businesses can afford your offering, make sure they are pitching at a suitable price and see whether there is a parent or sister company they can propose a group deal with.



Access valuable data including:

Credit Limit

Number of Employees

Turnover

Industry

Group Structure & Parent Company

Director Details

Marketing

Enable your marketing team to maximise their campaign ROI

Utilising customer data is the key to engaging your audience and improving campaign ROI. Research shows that audience segmentation can improve email marketing performance by up to 8 times, yet only a third of marketers take advantage of the available data to do this.

By combining your existing data with Creditsafe's rich firmographic and financial information, Business Intelligence Plus enables you to accurately segment your audience, better understand your clients' needs and develop more engaging campaign messaging. You can also use your Creditsafe fields as additional metrics within your reporting and analytics, helping to uncover new trends within your database.

Access valuable data including:

Company Turnover

Business Location

Industry

Age of Business

Credit Score

Number of Employees





Information Technology

Build into the future with data that you can trust

Missing and inconsistent data quickly leads to frustrations across an entire business. With Creditsafe Business Intelligence Plus, you can address the underlying causes of poor data hygiene and adopt a strong data governance program across your organisation.

By matching to the Creditsafe database, the app establishes a single source of truth for company financial and firmographic information across your Salesforce database. Once our unique company ID is assigned to each record, you can quickly verify that the business is active, identify duplicate accounts and make sure that key business data is accurate. All enriched fields are standardised with consistently formatted data and available to your Salesforce users across the business.

Access valuable data including:

Business Registration Number

Connect ID

VAT Number

Legal Form

Company Status

Company Registration Details

International Data Coverage

Access a universe of global business intelligence

Business Intelligence Plus delivers extensive global coverage of your customers, suppliers and leads with access to real-time reports on more than 365 million businesses across over 160 countries. With this, we consistently deliver 99.9% of all requested business reports instantly via the app.

Creditsafe data is gathered from more than 9'000 sources and updated over 5 million times per day from official registries, local publications, debt collection agencies, trade payment partners and many other trusted sources.

Enrich your records, view in-app reports and download PDF reports across 160+ countries

■ Company intelligence is instantly available.



Real-time business updates so you can act when it matters most

Company Monitoring allows you to keep a close eye on your customers, suppliers, and competitors without the need to regularly check their company reports. Customise both in-app and email alerts for negative and positive company events, including credit risk indicators, company financials, company status, directors and many more.

	Company Monitoring	Automatic Matching	Data Cleaning		Company Monitoring	Automatic Matching	Data Cleaning		Company Monitoring	Automatic Matching	Data Cleaning
Afghanistan	•			Ireland	•	•	•	Norway	•	•	•
Austria	•			Italy	•	•	•	Poland	•		
Belgium	•	•	•	Japan	•	•	•	Romania	•		
Bosnia & Herzegovina	•			Kosovo	•			Serbia	•		
Bulgaria	•			Laos	•			Slovakia	•		
Cambodia	•			Latvia	•			Slovenia	•		
Canada	•	•	•	Liechtenstein	•			South Korea	•		
Croatia	•			Luxembourg	•	•	•	Spain	•	•	•
Czech Republic	•			Macedonia	•			Sweden	•	•	•
Denmark	•	•	•	Malaysia	•			Switzerland	•		
Estonia	•			Mexico		•	•	Thailand	•		
Finland	•	•	•	Moldova	•			Ukraine	•		
France	•	•	•	Montenegro	•			United Kingdom	•	•	•
Germany	•	•	•	Myanmar	•			USA	•	•	•
Hungary	•			Netherlands	•	•	•	Vietnam	•		

Get started with Business Intelligence Plus



1. Reach out to a Creditsafe representative.



2. Build your bespoke data package with your dedicated representative.

At Creditsafe we believe in only selling you data that you need, so we build your package around your business requirements.



3. Install the app and start using.

Download & install Business Intelligence Plus from the AppExchange. The app can be installed and configured by your Salesforce administrator.

Get in touch today to start your journey towards a more productive and thriving business.



Frequently Asked Questions

Which Salesforce editions is Business Intelligence Plus compatible with?

Business Intelligence Plus is available for Salesforce editions with API access. This includes both Enterprise and Unlimited. Although Salesforce Professional does not come with API access as standard, this can be purchased as an upgrade through Salesforce.

Does the Business Intelligence Plus app replace the data existing already in my Salesforce records?

You have complete control over which fields Creditsafe data is mapped into. It is possible to choose existing fields within your lead and account records, however these may contain existing data that would be overwritten. To avoid overwriting existing data you can create new fields within your records to enrich with Creditsafe data.

Can I choose how often I want my account information to be refreshed?

It is possible to refresh your accounts across 17 countries automatically every 14 days. It is not possible to alter the refresh frequency.

How does Creditsafe accurately match my records to your international database of verified business records?

Using our proprietary Safe Number IDs, we verify each business and establish the uniqueness of each record, so that you can identify and remove duplicates with confidence. Please speak to a Creditsafe representative for in-depth details about our matching algorithms and Safe Number ID.



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