



Asiakastieto CMD 2016

# ASIAKASTIETO'S BORDERLESS ONLINE WORLD

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22 September 2016

# AGENDA

## I. New globalization

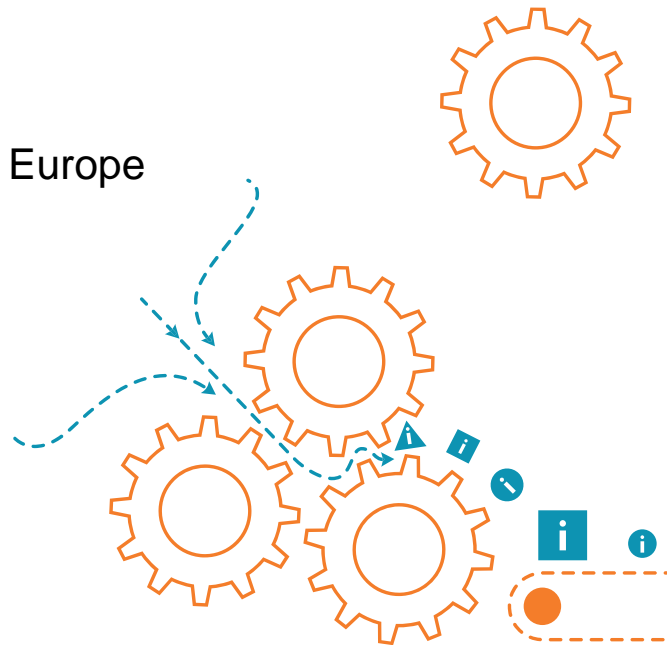
- Trends and challenges
- Finnish international trade
- Development of solvencies and collection periods in Europe

## II. Customer needs in international trade

## III. Asiakastieto's new borderless offering

- Asiakastieto's online world and new offering
- Open service offering

## IV. Summary



# I. NEW GLOBALIZATION CREATES EVEN MORE POSSIBILITIES FOR DATA SERVICES



Accelerating data flows  
More knowledge-intensive data



Growing role of small enterprises  
and individuals



More free content and services  
Instant global access to information  
Digital infrastructure becomes equally important



Innovation flows in both directions

*Source: McKinsey Global Institute*



# I. CHALLENGES FOR FINNISH FIRMS SOME OF THEM CAN BE SOLVED WITH DATA

Global value chains

International service centers

Commercialization

Digitalization

Agility and breakthrough innovations





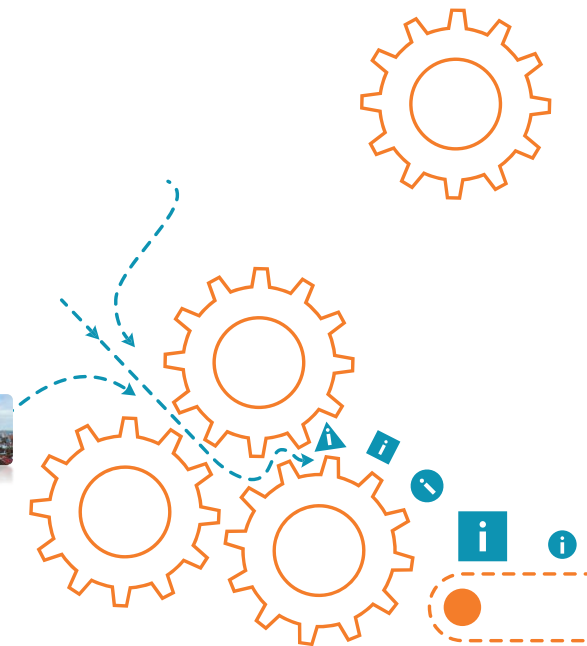
# I. CUSTOMERS AND SUPPLIERS OF FINNISH COMPANIES ABROAD

Asiakastieto offers reports from these countries

Mrd € Q1/2016



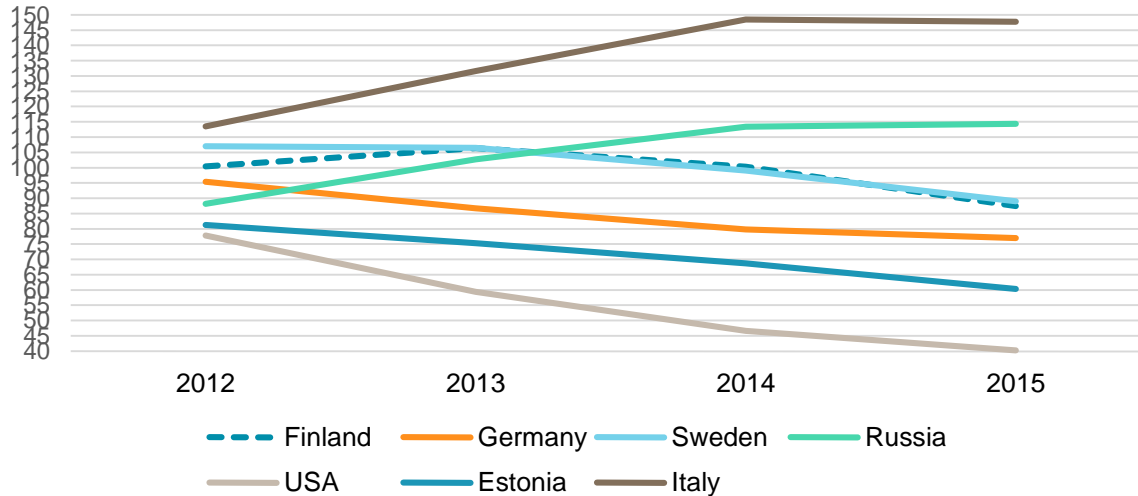
Source: Customs



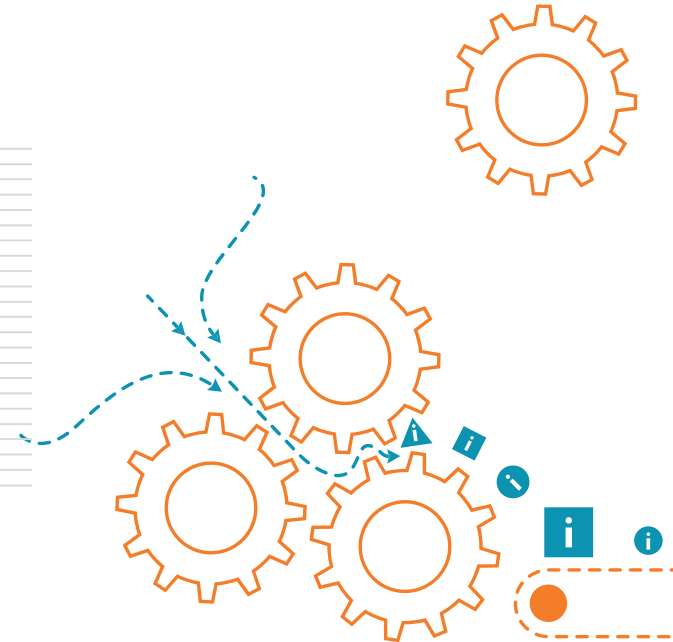
# I. THE LEVEL OF THE RISK COMPANIES IS STILL HIGH - CREDIT INFORMATION IS VITAL

## Development of insolvencies in Europe and USA

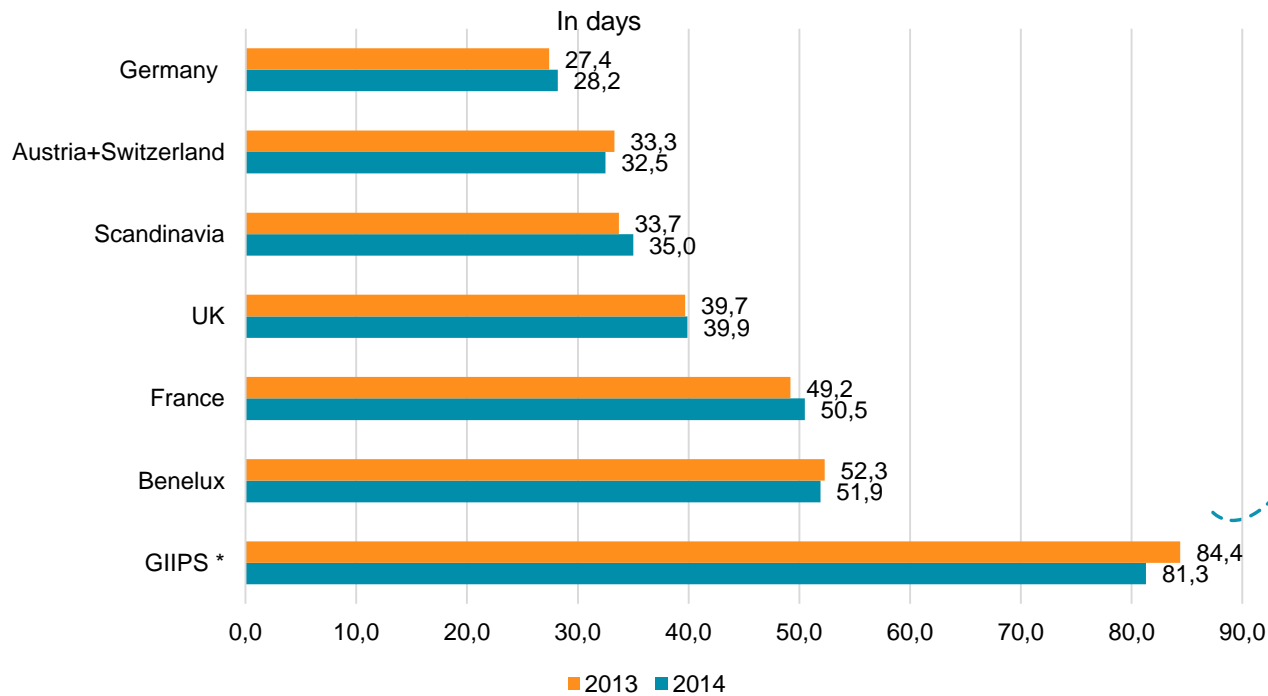
Index 2011=100



Source: Creditreform

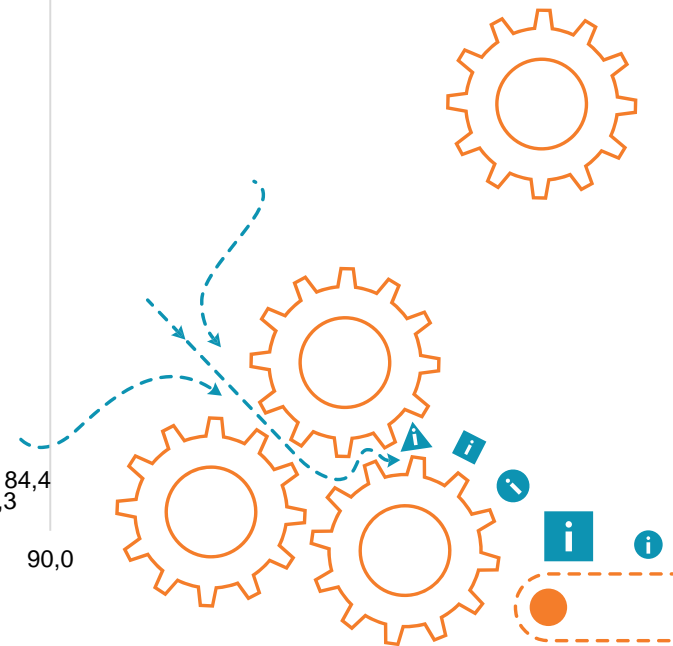


# I. COLLECTION PERIODS IN EUROPE HAVE NOT REDUCED



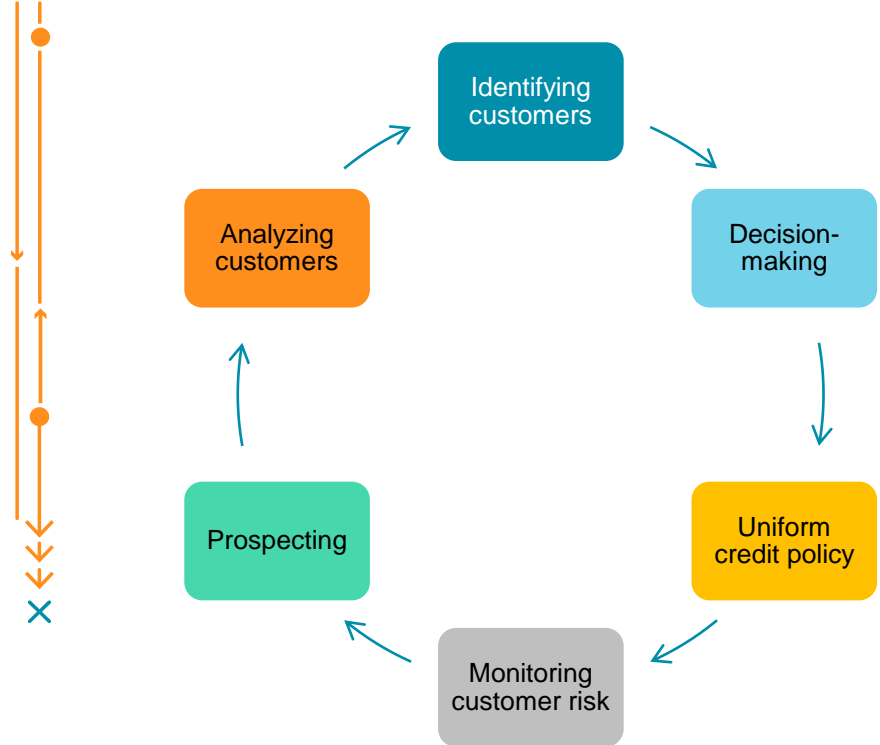
\*GIIPS: Greece, Ireland, Italy, Portugal, Spain

Source: Creditreform



## II. CUSTOMER NEEDS IN INTERNATIONAL TRADE ASIAKASTIETO'S SERVICES COVER THEM ALL

- Along with the money laundering legislation, knowing customers' background concerns more and more companies
- Customer selection and credit decisions have to be made even faster
- Decisions have to be uniform irrespective of the decision-maker's location
- Customer management also includes the monitoring of customer risk
- New customers have to be acquired actively
- Customers of the right type are found by combining customer data and external data





# III. ASIAKASTIETO'S ONLINE WORLD



- Credit and business information
- Rating reports
- European business register reports
- Foreign person reports
- 120 million companies in Europe, USA, Asia
- Freshly investigated reports from anywhere



# III. ASIAKASTIETO'S ONLINE BUSINESS DATA COVERS THE IMPORTANT TRADE COUNTRIES

- About 200 million enterprises in the world

- Asiakastieto's instant online business information covers 60% of all companies at the moment

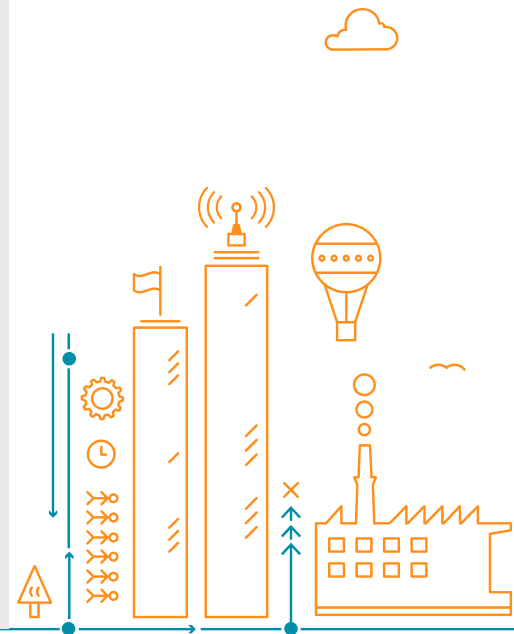
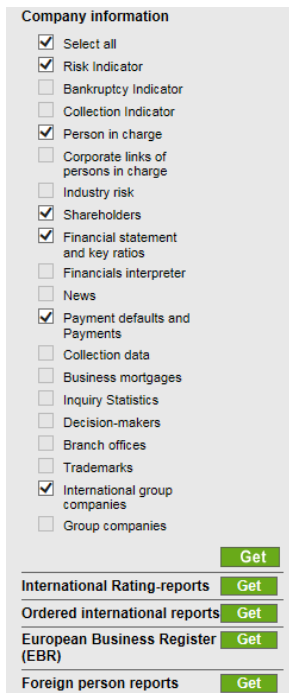
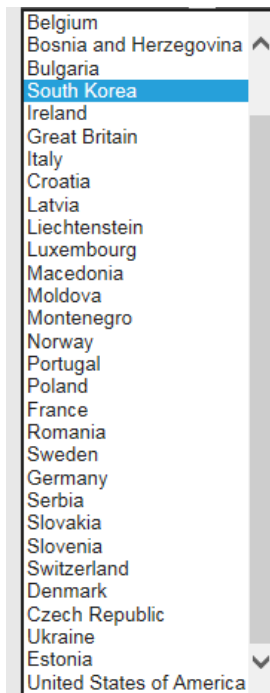


- Most European companies
- Freshly investigated reports worldwide


# III. NEW OFFERING FOR CONTRACTUAL CLIENTS AT DOMESTIC PRICES

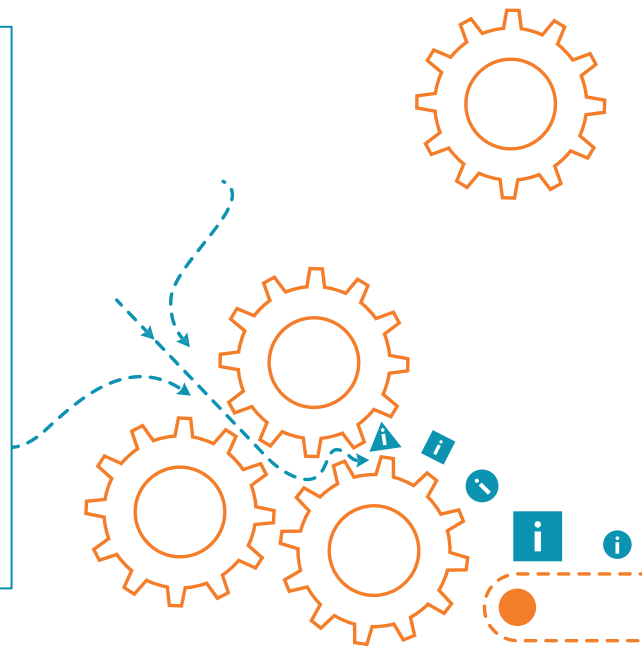
## New offering

- International company online information for credit decisions from 32 countries
- International group structure
- Nordic prospecting tool




# III. NEW OFFERING: INTERNATIONAL GROUP COMPANIES AT ONE SIGHT

International group companies			<a href="#">Help</a>
Name	Company ID	Percentage	
 MITSUBISHI HEAVY INDUSTRIES LTD	 12325965		
 MITSUBISHI CATERPILLAR FORKLIFT EUROPE BV	 12326054	99%	
 ROCLA OY	 01242941	99%	
KIINTEISTÖ OY ROCLANKUJA 1	 15492394	100%	
OOO ROCLA RUS	 11656220	100%	
ROCLA AB	 10883056	100%	
ROCLA EESTI OÜ	 12143343	100%	
 ROCLA A/S	 11149713	100%	
			<a href="#">Print</a> <a href="#">Up</a>




### III. NEW OFFERING IN OPEN SERVICE - SHOWROOM FOR OUR CUSTOMERS



**asiakastieto.fi**

Tuotteet ja palvelut

Palvelun kuvaus


**0 tuotetta**  
0,00 €

[helena.kainulainen@asiakastieto.fi](mailto:helena.kainulainen@asiakastieto.fi)



Rajaa hakua (41284 hakutulosta)

TOIMIALA

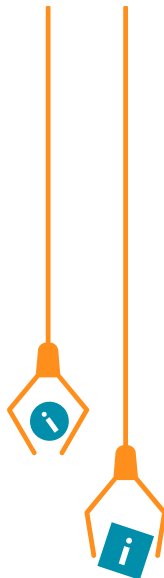
☐ Arkkitehti- ja insinöörit... (17)
 ☐ Elokuva-, video- ja... (1)
 ☐ Erikoistunut rakennus... (9)
 ☐ Hallinto- ja tukipalvelus... (1)
 ☐ Jätteen keruu, käsittely... (16)
 ☐ Kiinteistöalan toiminta... (13)
 ☐ Kintseistön... ja mais... (2)

MAA

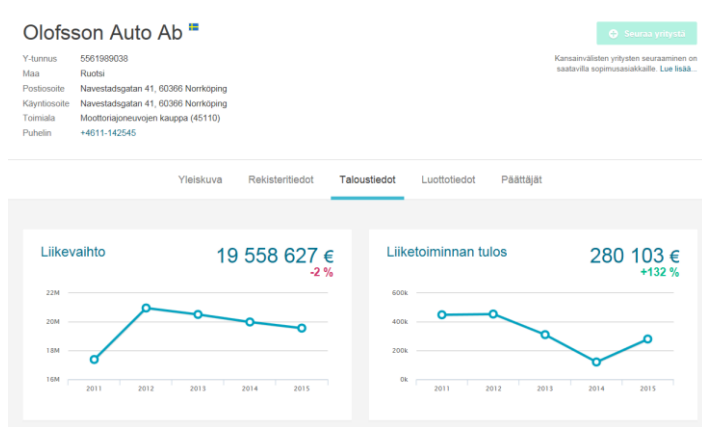
☐ Alankomaat (19)
 ☐ Belgia (1)
 ☐ Norja (528)
 ☐ Ranska (1208)
 ☐ Ruotsi (55)

YRITYKSEN NIMI	SIJAINTI	YRITYSTUNNUS	LIIKEVAIHTO (1000 €)	HENKILÖSTÖ
VV-Auto Group Oy	Vantaa	0154578-2	573 584	164
Delta Auto Oy	Espoo	0872076-6	407 911	484
STAR-G	LE RHEU	3207239190001-7	265 006	
Toyota Auto Finland Oy	Vantaa	1019670-5	259 245	82
Helkama-Auto Oy	Espoo	0195766-4	192 050	48
Gumpens Auto As	Kristiansands	98441430-7	176 774	15
MECANIQUE AUTOMOBILE	MARSEILLE 10	3000957420001-5	93 350	
Auto Indumij B.v	Dordrecht	23018211000-0	91 324	
MISTER AUTO	GENAS	5083322440002-1	91 044	
Auto Wegh Holding B.V.	OOSTERBEEK	34223817000-0	89 069	
Vallei Auto Groep Holding	EDE	08060037000-0	88 636	
Auto Lichtstad B.V.	LEUSDEN	17030713000-5	76 402	
FCA FLEET SERVICE	TRAPPES	4133601810002-3	69 725	
SOC EQUIPEMENT D'ENTRETIEN	LYON 3EME	9575008080001-1	67 530	

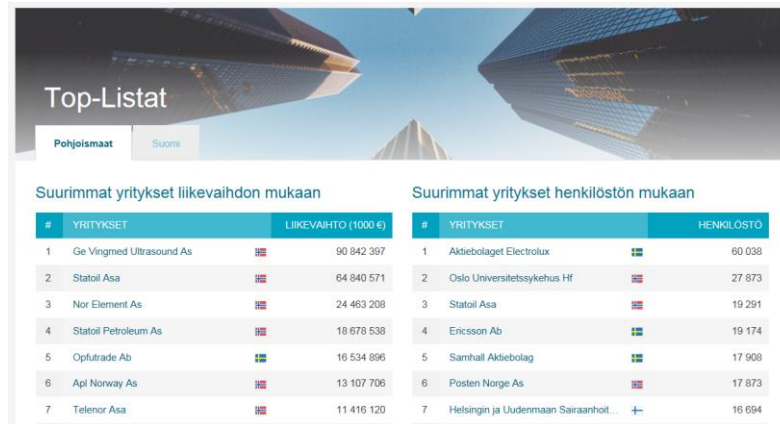
- 45 million European companies
- Advanced search by
  - Business line
  - Country
  - Region
  - Company size



# III. NEW OFFERING IN OPEN SERVICE



- Contact information from 9 countries
- Financial information from Sweden and Finland



- Top lists from Nordic and Finnish companies



# IV. SUMMARY



## Global trends

- Global and digital platforms
- Plug-and-play solutions
- Accelerating data flows
- Micromultinationals
- New foreign clients

## Asiakastieto's offering

- Digital borderless services
- Several interface solutions for each service
- More processed data and data services
- Open cross-border services
- Nordic prospecting tool

## Questions & Answers



ASIAKASTIETO GROUP PLC