




creditsafe<sup>+</sup>

## DATA CLEANING & ENHANCEMENT

Restore confidence in your  
database with company data  
everyone can depend on

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Your customer database is the cornerstone of your business, driving everything from customer experience to strategic direction. However, without faith in the accuracy of the data it holds, having absolute confidence in your actions is near impossible.


Due to the speed of change, customer, supplier and prospect databases can often become an organisation's most neglected asset. With Creditsafe Data Cleaning, you can immediately renew the accuracy and quality of your database records, and with it restore faith in your decision-making as well.

# DRIVE SUCCESS WITH DATA EVERYONE CAN TRUST

Millions of business changes occur each year, leading to an average data decay of at least 30%. When one in three records requires an update each year, your database can quickly become inaccurate and a catalyst of inefficiency rather than a driver of success.

Creditsafe Data Cleaning enables you to restore faith and confidence in data-driven decisions to support your business' growth. We ensure your entire company is working from up-to-date company and director information, helping to preserve your brand image, avoid wasted efforts and reduce credit risk.

Using our industry-leading company information and unique matching algorithms, Data Cleaning detects duplicate, expired, missing and inaccurate information in your records, replacing these with refreshed and verified data.



Identify the gaps  
in your records

Overcome manual  
inputting errors

Enrich your records  
with additional  
company insight

Update expired  
records with new  
information



**DELIVERED  
BY GLOBAL  
LEADERS  
IN BUSINESS  
INTELLIGENCE**

We are proud to hold one of the largest wholly owned company information databases in the industry, allowing us to offer data cleaning and enrichment across over 500 fields globally.

Our data is gathered from more than 8,000 sources, providing rich firmographic and financial insights that help companies of all sizes to maximise sales, increase efficiency and reduce exposure to credit risk.

Refreshed daily from official registries, local publications, debt collection agencies, trade payment partners and many other trusted sources, our data undergoes vigorous data processing to ensure its authenticity, uniqueness, and consistent formatting.

# Cleanse, validate and enrich hundreds of fields across 11 countries

UK, Ireland, Netherlands, Italy, Germany, France, USA, Norway, Sweden, Belgium and Japan.



Company Information



Credit Score & Limit



Contact Information



Director Information



Financials



Group Structure



Negative Data



Additional Information



Internal Information



**PROMOTE EXCELLENCE WITH  
ACCURATE DATA FOR YOUR  
ENTIRE ORGANISATION**



# CREDIT MANAGEMENT

Enhance credit decisions with a clearer view of risk.

Enrich your customer records with key risk indicators such as Credit Score, Credit Limit, average Days Beyond Terms (DBT), County Court Judgment (CCJ) information and more, to ensure your credit management team are approving payment terms based on accurate data.

Regular cleansing informs you of changes in a debtor's circumstance, including credit risk and address changes, to supporting effective prioritisation of collections, and successful delivery of invoices.



Credit Score

Credit Limit

Invoice Address

Days Beyond Terms

Director Details

CCJ (Volume)

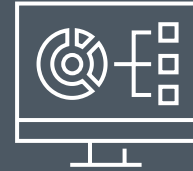
CCJ (Value)

Company Status

# SALES & ACCOUNT MANAGEMENT

Build strong relationships that are vital for long-term loyalty.

Our rich firmographic profiles help your business development team to keep track of company circumstances and director changes so that they can engage in informed conversations. By including additional data fields, sales and customer account managers can gain deep insights into company financials, group structures and more, to help with further opportunity identification.



Telephone Number

Director Details

Group Structure

Turnover

Industry

Website

TPS Flag

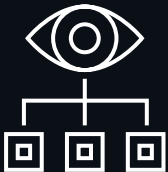
Office Type

# MARKETING COMMUNICATIONS

Protect and strengthen your brand with engaging, targeted campaigns.

Increase the performance of marketing activities with tailored content that resonates with your audience. By enriching your company profiles, Creditsafe Data Cleaning and Enhancement allows you to effectively identify your ideal customers and segment your database accordingly to target prospects that match that profile.

Our director details and company addresses are obtained from official sources, so when your campaign is ready to go, you can rest assured that they will reach the right person, every time, reducing the cost of undelivered mail and maximising your Return on Investment (ROI) opportunities.



Director Details

Company Address

Industry

Number of Employees

Age of Business

Net Worth

Region

Marketing Allowed

# KNOW YOUR BUSINESS

Verify the details of your customers and suppliers with official registry data.

By bringing together multiple sources of official company information, Creditsafe Data Cleaning can enrich your account records with the data needed to confidently verify customers and suppliers.

Creditsafe's matching technology quickly matches your portfolio to our comprehensive business profiles to validate company registration details, confirm company directors, establish ultimate holding companies and many other details.



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Director Details

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Group Structure

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Shareholder Information

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Registration Number

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Ultimate Holding Company

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# MASTER DATA MANAGEMENT

Build into the future with data that you can trust.

Creditsafe Data Cleaning joins together disparate areas of your business with our unique company identification numbers. Our matching algorithms uses multiple matching routines to accurately identify and match companies across separate databases, to establish a single source of truth and stronger cross-department collaboration.

Once matched, each profile is cleansed and enriched with your chosen fields and returned in a standardised data format.



Registered Name

Safe Number

Formatted Address

Company Status

Legal Form

# FREQUENTLY ASKED QUESTIONS

## How regularly is Creditsafe data updated?

Creditsafe data is refreshed daily from thousands of trusted sources around the world. Our data undergoes vigorous data processing to ensure its authenticity, uniqueness, and consistent formatting.

## Does Data Cleaning override my current records?

No, we will never override your existing data. Data Cleaning will match our data to your records and provide the desired fields as new additional fields alongside your existing information.

## How do you match my database records to Creditsafe's records?

Creditsafe's matching algorithms are designed to match on 14 core data elements. These elements include business names, addresses, postal/zip code, registration numbers amongst others such as telephone numbers.

Whilst Creditsafe determine a match based on 14 core elements, it is important to note that we use a range of different matching routines, allowing us to match to different permutations of data. This means that overall, we are matching on hundreds if not thousands of different values when evaluating a potential match.

### Does Creditsafe hold information for each data field on every company?

Whilst our database is one of the most comprehensive in the industry, there are instances where we are not able to provide every detail on every company. Data availability varies per region depending on their local registries and legal filing requirements. In some instances, certain fields are specific to the country of origin. If the information is not available for a particular field, then you are not charged for it.





#### Creditsafe Belgium

Steenweg op Zellik 12, 1082 Brussel  
0032 (0)2 481 88 60  
info@creditsafe.be  
www.creditsafe.com/be

#### Creditsafe France

122 rue de Tourcoing, 59100 Roubaix  
0 810 600 397  
contact@creditsafe.fr  
www.creditsafe.com/fr

#### Creditsafe Germany

Schreiberhauer Straße 30, 10317 Berlin  
030 - 473 929 000  
info@creditsafede.com  
www.creditsafe.com/de

#### Creditsafe Ireland

Unit 1 H, Block 71, The Plaza,  
Parkwest Facilities Complex,  
Nangor Road, Dublin 12, Ireland  
01 898 3200  
info@creditsafe.ie  
www.creditsafe.com/ie

#### Creditsafe Italy

Creditsafe Italia SRL, Via Pantano 2, 20122 Milano  
011/19 46 46 00  
italiainfo@creditsafe.it  
www.creditsafe.com/it

#### Creditsafe Japan

1-8, Kamigofuku-machi, Hakata-ku,  
Fukuoka-shi Japan  
03-5797-7376  
info@creditsafe.co.jp  
www.creditsafe.com/jp

#### Creditsafe UK

Bryn House, Caerphilly Business Park,  
Van Road, Caerphilly, CF83 3GR  
Head Office - 02920 886 500  
London Office - 0203 626 0062  
help@creditsafeuk.com  
www.creditsafe.com/gb

#### Creditsafe Netherlands

Jan Pietersz. Coenstraat 10, 2595 WP Den Haag  
070-38 44 600  
info@creditsafe.nl  
www.creditsafe.com/nl

#### Creditsafe Norway

Østerdalsgata 1,  
0658 Oslo,  
Norway  
800 24 722  
info@creditsafe.no  
www.creditsafe.com/no

#### Creditsafe Sweden

Creditsafe i Sverige AB,  
Box 320,  
401 25 Göteborg  
031-725 50 00  
info@creditsafe.se  
www.creditsafe.com/se

#### Creditsafe USA

4635 Crackersport Rd, Allentown, PA 18104  
(855)551-6903  
uspainfo@creditsafe.com  
www.creditsafe.com/us