

SKY LINES

tips, trends and updates from **skyminder**
your online information provider

Q2 2001

SkyMinder named *Best Information Source* by Competia

Competia, North America's leading community, portal and magazine in the fields of strategic planning and competitive intelligence, has announced this year's International Competia Award winners. From a pool of more than 200 international professionals and companies, SkyMinder was named as the *Best Information Source* for 2001.

Competia calls SkyMinder "a one-stop shopping tool with extensive and in-depth coverage of European, US and worldwide company and financial information" and "an outlet for high quality business information worldwide."

SkyMinder provides access to financials, credit information and news on 31 million public and private companies and their respective industries worldwide.

"We created these awards to guide professionals and executives in choosing the best resources to excel in their work. I have no doubt this year's winners will set the standard, not only for next year's awards, but also for the industry," says Estelle Métayer, President, Competia.

The award recipients were announced on June 12, 2001 in Quebec City, Canada at the Competia Symposium, Competia's annual international event. SkyMinder National Sales Manager, Bob Schmitt, accepted the award on the company's behalf.



SKYWRITINGS

[*What users say about SkyMinder*]

Garret Cameron is a managing partner at GR C31, a competitive intelligence firm providing highly personalized consulting services to businesses.

GR C31 uncovers business intelligence and counterintelligence data on its clients' competitors, potential business partners and possible acquisition targets.

According to Garret Cameron, **"SkyMinder is especially useful when I'm looking for information on European companies.** SkyMinder delivers extensive and exclusive coverage of 15 million European companies...and this is the information our clients rely on when making business decisions in one of today's most significantly evolving economies.

"SkyMinder's pay-per-view pricing structure allows free searching, so we pay only for the reports we need, and not the time we spend searching. We pass this time and money savings directly on to the client.

"The search system is intuitive and menu-driven, and that means we can comfortably recommend this data source to our clients as a clear and comprehensive resource. SkyMinder cost-effectively simplifies the business intelligence process from the analysis stage to decision making."

S&P is a new SkyMinder source

Now you can access five critical Standard & Poor's reports direct on SkyMinder.

- **Industry Surveys** – industry and sector analysis, trends and outlooks
- **Corporation Records** – in-depth information on over 12,000 publicly-held US and Canadian corporations and 821 foreign corporations
- **Stock Reports** – the full four pages of financial information that Wall Street analysts rely on for their research
- **Register of Corporations** – full corporate profiles for 13,000 public and 42,000 private US corporations
- **Register of Executives and Directors** – 200,000 US executive profiles, including company, schooling, residence, titles and birth information

S&P was established in 1860 to provide independent insight, analysis and information to the financial community to help them determine value in the marketplace. Today, the company is a pre-eminent global financial information provider with more than 4,000 employees located in 21 countries.

The addition of S&P to SkyMinder is a strong financial complement to the extensive company and industry information already available.

"This kind of information is a fundamental business tool for business managers worldwide," says Carlo Gherardi, CEO of CRIBIS.



Rebekah Gannon,
Sales Manager, CRIBIS Europe Ltd.

Rebekah brings 10 years of sales experience in the IT sector, solution sales and software industries to her new position at CRIBIS Europe Ltd.

Most recently, she served as Sales Manager for ICC Information Ltd. where she managed a team of sales people in the competitive credit market. Through this position, she learned first-hand what credit managers need in their day-to-day operations.

CRIBIS Europe Ltd. is based in London, UK, and was established in 2000. CRIBIS Europe Ltd. offers business information to the UK and European markets through SkyMinder. After the UK launch, the company was presented with the "Best Stand Award 2000" at the Online Information 2000 show held last December in London.

tips and tricks

Improve search ability and access more relevant results with the following search tips, shortcuts and strategies from SkyMinder

Function: CREDIT INFORMATION

Content: payment history and trends, financial conditions, risk class, scores, analysis of credit capacity, balance sheets
Type the name of the company you are looking for in the relevant field, select the country from the drop-down menu and click on GO.

(This will return a list of companies matching your criteria, including significant information, company address and report source to better identify the company of interest.)

Shortcut: When writing the company name, do not include the legal status. *If you are not certain*

SKYWAYS:

of a word's spelling, enter only the first part of the company name. If your company is US or Canadian based, don't forget to select the US state or the Canadian province from the relevant drop-down menu to get more relevant results.

If you know the city where the company is located, use this information to better refine your search and get a more relevant result. When entering the city where the company is based, don't forget to use the original spelling (Muenchen, rather than Munich – Roma, rather than Rome).

Tip: **Following the same steps used above, try the COMPANY function (in addition to the CREDIT function) for other unique content, including more profiles and financials, stock reports, investment and market research, along with "current awareness."**



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SKYBYTES

[*Events, etc. from SkyMinder*]

[go]

Competia Award Winner

SkyMinder was named *Best Information Source* for 2001. Read all about it on the cover of SkyLines.

News SkyMinder now covers 230 countries worldwide.

Additions SkyMinder will soon enhance its industry surveys, executive biographies, SEC filings and credit information.

Events SkyMinder will be sponsoring and exhibiting at the Risk 2001 conference in London, UK.

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[**Road notes**]

Recent events

Frost & Sullivan, Miami, FL, US | NAPM, Orlando, FL, US | NACM, Seattle, WA, US | Online Information for the City, London, UK | SLA, San Antonio, TX, US

On the calendar

July 17 Risk 2001, The Brewery, Chiswell Street, London, UK
September 9-11 WebSearch University, Reston, VA, US
October 3-5 All South 2001 Credit Congress, Atlanta, GA, US
October 10-11 Online Information For The City, The Baltic Exchange, London, UK
October 24-26 6th Annual SCIP European Conference & Exhibit, Munich, Germany
November 14-15 Competitive Financial Intelligence Symposium, Chicago, IL, US
December 4-6 Online Information 2001, Olympia, London, UK

SkyMinder seminars

Seminar with continental breakfast in San Francisco, CA, US. August 3, 2001 9:00 am-12:00 pm at The Westin St. Francis, 335 Powell Street. Please email (info@skyminder.com) or call us to attend.

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