

# SKYLINES

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

Q3 2001

## SkyMinder Consultancy delivers customized reports, hard-to-find data

Sometimes the information you're searching for simply cannot be found on standard databases. In that instance, SkyMinder offers a specialized service to search and compile reports based on your specific request.

SkyMinder Consultancy employs a worldwide team of researchers with access to information not available through the online services. This team handles customized requests for reporting, and leverages longstanding relationships with local information providers all over the world. Especially valuable is the team's ability to access reports on countries where information collection is a challenge – Asia, the Middle East, Eastern Europe and Latin America.

### Common Consultancy requests

In addition to researching within the regular SkyMinder functions (credit, company, industry, market research, executive and company lists, news and tables), the Consultancy excels in fulfilling customized research needs. When a customer requests a "Fresh Investigation" on a credit report, the Consultancy team taps into local information providers to execute an immediate search for the most current credit information on companies worldwide. The Consultancy is also commonly used for obtaining customized company lists, as well as highly-specific executive reports that detail information on executive or shareholder positions and activities. Another popular request is current events and news searches, compiled from information sources unavailable to regular SkyMinder users.



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# SKYWRITINGS

## [ What users say about SkyMinder ]

*Joel Beige, a New York professional who used SkyMinder Consultancy Service for a recent project, is just one of many who have found immense value in this unique service.*

"The SkyMinder Consultancy was extremely helpful and very cost-efficient. The consultants went 'above and beyond' to find the information I needed. If they weren't immediately able to find the answer to my needs, they then went out of their way to acquire the knowledge.

"In one particular instance, I couldn't find information on a Hong Kong company. It was not listed in the conventional databases, or any other resource I thought to look into. Eventually, I ended up searching 12 different resources looking for the information...with no luck. When I turned to SkyMinder Consultancy for help, they had to do some real legwork on my behalf, but they found the information I needed.

"The SkyMinder Consultancy became my main source of information. They were, by far, the most helpful. They were also, as an added bonus, the least expensive and the most cost effective."

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## SkyMinder Consultancy - continued

All reports are delivered via e-mail and can include not only raw information, but also strategic analysis if requested. The team continuously monitors request trends and adds data relevant to customers' changing needs.

### Tell us what you need

Let the Consultancy help. Using the Consultancy function on [www.skyminder.com](http://www.skyminder.com), fill in the specifics of your request, including when you need the information. You'll receive a timely response that tells you what information is available, and what the report costs will be, given the scope and urgency of your request. For more information, e-mail: [consultancy@skyminder.com](mailto:consultancy@skyminder.com)

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## Message from our CEO

*I am writing this message as a personal note to all people affected by the tragic events that took place in America on the 11th of September, 2001. It is a time of immense sadness and shock and I, on behalf of all of those at SkyMinder, would like to express my most sincere condolences. While none of the SkyMinder team was directly involved, some of our clients and colleagues in the New York and Washington, D.C. areas experienced the situation first hand. With this in mind, we have detailed below some useful website addresses. All of those involved in this tragedy are very much in our thoughts.*

**Carlo Gheradi**  
**CEO, CRIBIS Corp.**

American Red Cross  
[www.redcross.org](http://www.redcross.org)

New York Blood  
Donation Center  
[www.nybloodcenter.org](http://www.nybloodcenter.org)

The Salvation Army  
[www.salvationarmy.org](http://www.salvationarmy.org)

United Way of America  
[national.unitedway.org](http://national.unitedway.org)

New York Firefighter's  
Memorial Fund  
[www.firedonations.com](http://www.firedonations.com)

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**Eve Sawicki,**  
**Director of US Content**  
**Development**

Responsible for developing and maintaining information provider relationships for SkyMinder, Eve identifies opportunities and turns them into product offerings. Her investigations cover markets, vertical industry segments and countries. From those she develops content sources that include company, credit, industry, research, country and risk assessment information... data that supports product initiatives and the SkyMinder sales force.

With more than 20 years of experience in technology and publishing, Eve has held management positions at IBM, Network News Incorporated and the Maui High Performance Computing Center of the US Department of Defense. Most recently she served as Director of Content for the Comtex News Network.

With an undergraduate economics degree from Duke University and Certificates for Executive Education in both finance and business from Harvard University, Eve brings a wealth of education and experience to this important SkyMinder post.

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tips and tricks

## SKYWAYS:

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

**Function:** INDUSTRY INFORMATION

**Content:** Comprehensive information on distinct market sectors, searchable by industry description or by four-digit SIC code, NAICS code, or NACE code.

**Tip:** *Problems in identifying a specific industry you're interested in? Don't know the SIC code of the industry you'll need? Click on the "4-digit SIC code" link for a window titled*

*SIC CODE LOOKUP. This handy, reliable tool lets you search by KEYWORD, ALPHABETICAL LIST or INDUSTRY CATEGORY. Enter the information you know, and SkyMinder will identify the SIC code for you. From there, you can build reports relevant to your industry search.*

**Keep going:** Once you've profiled an industry, use the company and credit functions to research further. Identify the leading organizations in that sector, and investigate company and financial data, stock reports, investment and market research, plus news.



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The Italian Building  
41 Dockhead  
London SE1 2BS

## SKYBYTES

[ *Events, etc. from SkyMinder* ]

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### We have a winner!

The SkyMinder Sweepstakes is a hit and we have our first winner. Join us in congratulating Desmond McIlwain, an attorney at Kollman & Sheehan in Baltimore, MD, US. By using SkyMinder, he registered and won – a new digital camera.

### You can win, too!

Every time you purchase a report, you're registered for our monthly prize, as well as our grand prize. Log on now for your chance to win a PDA, a camcorder and a new notebook computer.

Get all the details at [www.skyminder.com](http://www.skyminder.com).

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[ *Road notes* ]

### Recent events

Online Information For The City | The Baltic Exchange | London, UK

All South 2001 Credit Congress | Atlanta, GA, US

Report from the SCIP Board | DuPoint Country Club | Wilmington, DE, US

### On the calendar

October 24-26 6th Annual SCIP European Conference and Exhibit,  
Park Hilton Hotel, Munich, Germany

October 25 SLA Chicago Chapter, Chicago, IL, US

December 4-6 Online Information 2001, Grand Hall, Olympia, London, UK

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