



Decide with Confidence

## BWW online

*Optimise your prospecting time with Australia's premier source of business intelligence.*



**It's not what you know, but who...** and what better way to obtain corporate information than the Business Who's Who of Australia (BWW). BWW, the premier source of business intelligence on large and medium-sized public and private companies in Australia, now has over 40,000 records available to you.

For over 40 years, the BWW has been the most trusted source on Australia's leading companies.

BWW empowers you to:

- ▶ **Identify** new sales prospects in a specific industry.
- ▶ **Locate** customers in their state, suburb or Postcode.
- ▶ **Research** potential business partners or study competitors.
- ▶ **Communicate** with key personnel across all functions.
- ▶ **Evaluate** suppliers and link companies together.
- ▶ **Link** directors to the Boards on which they sit.
- ▶ **Identify** exporters and importers plus the regions in which they trade.
- ▶ **Check** credit worthiness.
- ▶ **Source** timely, accurate and comprehensive information instantly online.

Data is updated nightly and easily exportable for all your direct marketing campaigns.

Typically a BWW record contains the following:\*

DUNS Number®	Annual revenue
ABN/ACN	Number of employees
Company/Business name	Year started
Former company/Business name	Issued capital
Street address	Control year/AGM
Region/Country	Business structure
Registered office	Ultimate parents
Private/Public company	Parents/Subsidiaries
Toll free number	Branch & Agent locations
Phone/Fax	Quality accreditation codes
Internet/Email	Executive name & Title
SIC codes/Industry	Directors & Key personnel
Line of business	Bank/Solicitors
Product range	Auditors/Accountant
Brands/Tradenames	Insurance brokers
Importer/Exporter	
Export to/Import from	

\*where available

### BWW Annual Licence fee (incl. GST)

Single user licence	\$2,292 <sup>95</sup>
3 concurrent user licence	\$4,833 <sup>95</sup>
4-10 concurrent user licence	\$6,763 <sup>90</sup>
11-20 concurrent user licence	\$12,039 <sup>50</sup>
Unlimited user corporate licence	P.O.A.



*BWW online is the most comprehensive service of its type on the market. It is an essential reference tool, which gives us the edge in increasing our membership database. We really do find it an invaluable resource. You can't get a better wrap than that.*

The Australian Institute of Company Directors





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www.dnb.com.au/bww

Now with 40,000 Top Australian Companies, 150,000 Company decision-makers, 87,500 Company directors, 20,000 Branches, 17,000 Subsidiaries 33,000 Company websites and 34,000 Tradenames & Agencies, BWW gives more detail and accuracy than any other business reference source.\*

Search by Company Name, Parent Company, Branches/ Agents, Location, ACN/ABN/DUNS, Annual revenue, Employees, Personnel, Trade Names, Agencies, Private/Public Company, Listed Company, SIC code, Professional services, Exporters & Importers.



Because we sell directly to end users, customised target marketing is a priority. The information must be relevant and generate a good response. BWW ensures that we're talking to the right people at the right time. The thing that drives Dell Marketing is a healthy return on investment. BWW helps us to achieve this.

DELL



### What can I see for free?

Anyone can use the free search facility to see how many companies fit their search criteria. You will see the first 20 companies that fit your search displayed with their Company names, Postcode & State. The company details are available to subscribers only.

Simply log on to [www.dnb.com.au/bww](http://www.dnb.com.au/bww)

### If you are listing

1. Attract and secure new business by adding depth to your listing with detailed product information and selling structures.
2. Attach a Premium Profile to publish high quality information about your business in the online directory that is highly prized for its integrity. You decide content, as well as look and feel of the message you wish to send to your customers, suppliers and potential business partners.

### D&B customer discounts

Current subscribers of PTG and/or Jobsons Online are entitled to 10-20% reductions on BWW online subscriptions.

\*Figures are approximates only and correct as at June, 2007

Subscribe to BWW today!

For more information, contact us on 13 23 33 or by email at [customerservice@dnb.com.au](mailto:customerservice@dnb.com.au)

www.dnb.com.au/bww