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I. SIGN IN TO EASYBUSINESS ONLINE

Contractual requirement: You must have taken out an EasyBusiness subscription & an account will have been created using your email address and a unique password.

Technical requirements: we recommend that you access EasyBusiness preferably using Google Chrome or up to date versions of Mozilla Firefox or Safari.

Go to www.kompass.com (which can be saved under your favourites) then click on Login and enter your email address and password and then click on Login again and the EasyBusiness database will open.

Please note, at the bottom of the Kompass Home Page, you can click on Our presence in more than 60 countries to view a global list of all the Kompass portals, which are translated into their respective local languages and will allow the user to access EasyBusiness in their language of choice.
II. ABOUT THE HOMEPAGE

EasyBusiness Menu

Search - to start a new search, simply click on any of the filters, displayed on the home page, or to access additional search criteria, click on Add a filter.

Save - click to save or share a search.

Analysis – click to view a breakdown of the search results in a graph or table format (if available).

Export data – click to output company information in a PDF or XLS/CSV format.

Lists – click to view a specific list of companies you have created.

My filters – as you select search criteria, they will be listed on the left and the matching search results (company list) will be displayed on the right.

My combinations – By default as you select filters (search criteria) they are combined together using “and”, however you can use My combinations to combine your search criteria using “and”, “or” and “not”, which gives you much greater flexibility when searching.

Easybusiness video/Online help – click to view online videos and the online help file.

Username – click your username to access/modify your account as follows:

- Change your password in My profile
- Check your Subscriptions on Kompass
- Update your company profile in My company (Administrators & editors only)
- Manage EasyBusiness Account Users (Administrators only)
- Access your Saved searches and Lists
- View your Export history and Export formats
- Review EasyBusiness Usage Statistics

Language – enables you to search EasyBusiness in your language of choice.
### III. SELECTING FILTERS

#### A. Available search filters

<table>
<thead>
<tr>
<th>ADD A FILTER</th>
<th>FILTER DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOCATION</td>
<td>COUNTRY / click on the + to browse, view and select specific locations like regions &amp; districts. The level of detail available will depend on the country, for example in FRANCE there are: Regions, Departments &amp; Cities in the department</td>
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<tr>
<td></td>
<td>Postal Code*/Zip Code – City*</td>
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<tr>
<td></td>
<td>MAP – select companies using our online map</td>
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<tr>
<td>ACTIVITIES</td>
<td>Kompass Classification (search by activity, keyword or code*) lets you select Producers, Distributors or Service Providers</td>
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<tr>
<td></td>
<td>SIC – GB 2007</td>
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<tr>
<td></td>
<td>NACE Rev. 2 (EU 2008)</td>
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<tr>
<td></td>
<td>Search by code*, by word</td>
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<tr>
<td></td>
<td>Other Classifications</td>
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<tr>
<td>EMPLOYEES</td>
<td>Company size (head offices and establishments)</td>
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<tr>
<td></td>
<td>Exact company size</td>
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<tr>
<td></td>
<td>Employees (company address)</td>
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<tr>
<td></td>
<td>Exact company size (at the address)</td>
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<td>EXECUTIVES</td>
<td>Executive Function</td>
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<td>Executive Function with email</td>
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<td>Executive with a phone number</td>
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<td></td>
<td>Executive Name*</td>
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<td>FINANCIALS</td>
<td>Turnover by range</td>
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<td>Export turnover by range</td>
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<td>Detailed turnover</td>
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<td>Operating income</td>
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<td>Net income</td>
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<td></td>
<td>Gross operating income</td>
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<td>Share capital</td>
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<td>Risk class</td>
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<td>Shareholder count</td>
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<td></td>
<td>Share count</td>
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<td>(for subscribers to this option)</td>
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<tr>
<td>COMPANY INFO</td>
<td>Company name*</td>
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<td></td>
<td>Brand/Tradenames*</td>
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<tr>
<td></td>
<td>VAT/Registration number* (SIREN, SIRET*, etc.)</td>
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<tr>
<td></td>
<td>Intra-community VAT Number*</td>
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<tr>
<td></td>
<td>Executive name*</td>
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<tr>
<td></td>
<td>Find a phone/fax*</td>
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<td></td>
<td>Find an email*</td>
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<td></td>
<td>Find a website*</td>
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<tr>
<td></td>
<td>Kompass ID*</td>
</tr>
</tbody>
</table>
REFINE MY SEARCH
Select Company Information... Phone to ensure searches include co.s with phone numbers. Select Company Information... Email to ensure searches include co.s with emails.

- Turnover (by range)
- Export turnover (by range)
- Company information – find companies with:
  - VAT/Registration no. (SIRET for France)
  - Phone/Fax
  - Certification
  - Website
  - Email
  - Brand/Tradename
  - EU VAT number
  - Phone/Fax not exportable
  - TPSFPS registered
  - Multi - establishment
  - Executives
- Producer
- Distributor
- Service Provider
- Importers, Exporters
- Import region
- Import country
- Export region
- Export country
- Company type (head offices or secondary establishments)
- Legal form
- Established date
- Certification type*
- Spoken languages

MY DATA
- Notes available
- Notes content search
- Notes date search
- My PDF or XLS exports (last 6 months)

MY LISTS
- Specific lists of companies you have created

*You can enter multiple criteria and for some, upload a file containing multiple criteria for these filters.

[Tip]: Before running any searches, we suggest you make a list of your requirements, find where the useful filters are in the list above, then open EasyBusiness to select them.

You can then save and share your searches and view, analyse, sort, print & download the matching companies. (See the Advice on Creating Effective Searches in Section XI on P47)
B. Select a filter

When you click on any filter, a window opens showing the available criteria which you can then select.

Example of a geographical search:

Select the Location filter: a window will open, click to display the list of available countries.

Select the country of interest and click on the + to view the regions it contains.

If available, click on the + next to the regions to view the districts and/or areas it contains.

Finally where available, click on the + next to the area to view the cities it contains. The numbers highlighted in green to the right are the number of companies listed on EasyBusiness for that country, region, district or city. To make a selection, simply select the tickbox and your selection will appear under My Filters.

Example of an executives search:

To find a purchasing contact: select the Executives filter and then click on Executive function: a window will open and a list of job functions will be displayed.

Tick Purchasing & Procurement Department to select the companies listed on EasyBusiness with any type of purchasing contact.

Or you can click on the + next to any function, to view the specific job titles that can be searched for

Then simply click to select, for example, a specific purchasing contact.

Your selection will then appear under My filters.
Example of a search to find companies by their size:

Select the **Employees** filter and a window will open.

Then select **Company Size** to find the number of employees at head offices or establishments.

You can also select, **Exact Company size** and **Employees (company address)** if you need to find out the number of people at a specific address.

The number of matching companies is highlighted in green on the right hand side.

Please note that these options are not always available for every country listed on EasyBusiness.

Your search results will be updated as filters are selected and each selection will be added to My filters, as you build and refine your search.

Each new filter is combined by default, with the other filters using “and”.

The total number of matching companies is shown as the **Current results**.

Click on **hide & disable a filter**.

Click on **delete a filter from your search**.

Click on **modify a filter in your search**.

You can also combine filters using “or” and “except” by clicking on **My combinations**.

See Section IV on P22 for more information on creating **Combined Searches**.
C. Searches using the Kompass Classification filter

Companies on the EasyBusiness database are reviewed and then listed by their products and services using our Kompass classification system. This uniquely detailed system is used to classify company data in 66 countries & translated into 26 languages.

The Kompass classification system comprises 15 families and is structured in a hierarchical list of product codes which contains:

- 67  2 - digit Sector codes  e.g. "18: rubber products"
-3,014  5 - digit Market codes  e.g. “18030: synthetic rubber”
-55,450  7 - digit Product codes  e.g. "1803001: acrylic rubber”

At all levels, when searching on EasyBusiness, you can also refine your search by **Producer, Distributor or Service Provider** as you select each product code.

Companies can be listed against multiple product codes, giving the user a detailed and specific overview of all their company activities. These company profiles are updated regularly by our local teams based in each country, to ensure information is kept up to date and relevant.

a) Kompass EasyBusiness classification structure by family & sector code:

**Agri-Food Industry**
01 - Livestock and fish
02 - Agriculture and forestry
03 - Food
04 - Beverages
05 - Organic products
48 - Agricultural & forestry machinery and equipment
49 - Food, drink, tobacco & catering industry machinery and equipment

**Business services**
24 - Hygiene and cleaning
80 - Services to businesses
82 - Financial and insurance services
83 - Hire and rental services

**Chemicals, Pharmaceuticals & Plastics**
18 - Rubber products
20 - Plastic products
21 - Chemical base materials
22 - Chemical products
23 - Health, medical and pharmaceutical
52 - Chemical industry plant and equipment
53 - Rubber and plastic industry plant and equipment
Construction, Building, Wood, Habitat
14 - Timber, wooden products, machinery and equipment
15 - Furniture, household linen and bedding
26 - Metal constructions for the building industry
27 - Metal pipework, valves and containers
28 - Hardware, ironmongery, cutlery and tools
29 - Security equipment
33 - Heating, refrigeration and ventilation
61 - Civil engineering and building machinery and equipment
70 - Civil and marine engineering contractors
71 - Building industry

Education, Training & Organisations
86 - Education and training
87 - International organisations, administrations and associations
88 - Medical care and social services

Electrical, electronic, optical equipment
39 - Electrical equipment. Nuclear equipment.
40 - Electronic equipment. Telecommunications equipment.
42 - Measuring and testing equipment
43 - Optical, photographic and cinematographic equipment

Energy, Environment
07 - Energy, fuel and water
59 - Oil and gas industry plant and equipment
72 - Environmental services, renewable energies

IT, internet, R&D
57 - IT and internet
84 - Technical offices and engineering consultancies, architects
85 - Research and testing

Leisure & Tourism
46 - Sports and leisure equipment
78 - Hospitality, tourism hotel and catering industries
79 - Telecommunications services, radio and television
89 - Entertainment and leisure. Culture

Metals, Machinery & Engineering
25 - Basic metal products
32 - Engines and mechanical parts
37 - Machinery and equipment for metalworking
65 - Industrial subcontractors
Minerals
08 - Ores and minerals
09 - Quarried stone
31 - Glass, ceramics and cement
60 – Mining, quarrying and stoneworking plant and equipment

Paper, Printing, Publishing
16 - Paper and board
17 - Printing and publishing
55 - Paper and board making plant and equipment
56 - Printing equipment. Office & shop equipment.

Retail & Traders
81 - General traders, department and retail stores

Textiles, Clothing, Leather, Watchmaking, Jewellery
11 - Leathers, furs and their products
12 - Textiles
13 - Clothing and footwear
45 - Precious stoneworking, watchmaking and jewellery
50 - Textile, clothing, leather and shoemaking machinery and equipment

Transport & Logistics
62 - Handling and storage plant and equipment
63 - Packaging machinery, equipment and services
66 - Means of transport
75 - Transport and logistics

[Tip]: Details on the classification by 2 digit sector code and 5 digit market code in a PDF format are available upon request from your local Customer Support team.

You can view the 7-digit codes that are available when searching the Kompass Classification, via the Activities filter on the EasyBusiness database.
b) The Kompass classification filter

The Kompass classification filter can be used to select a list of target companies in several different ways: in the following example you are searching for manufacturers of acrylic rubber.

**Method 1 - Browse categories by family:** (see page 10)

Use the [+][-] signs to view the hierarchical classification system.

Determining that rubber would be linked to the chemicals industry, click on the [+]. next to **Chemicals and Plastics**.

The system shows several 2-digit sector codes, so in this example we find code **18 Rubber products** and click on the [+]. to view the market codes it contains.

The system shows several 5-digit market codes, linked to rubber products. We find the code **18030, Synthetic rubber** and click on the [+]. to view the detailed product codes it contains.

The system shows all of the 7-digit headings linked to synthetic rubber. We find the code **1803001, Acrylic rubber**, which we can now select.

We tick the box P in the row for acrylic rubbers to search for manufacturers of that specific product.
Method 2 – Search by sector, market or product code:

If you are a regular EasyBusiness user, you may become familiar with specific Kompass classification codes. In which case you can search directly for either 2, 5 or 7 digit codes, e.g. 18030 will display the synthetic rubber heading, which you can expand by clicking on the [+ ] to view the 7 digit codes it contains.

Method 3 – Search by words (single or multiple):

To search by words that describe a product or service, simply enter them into the search box, e.g. acrylic rubber and click on the search button.

The system will look for any matching product headings (see image below).

If you select the P tick box, you will be selecting only manufacturers of that product and once selected, that criteria will be added to the My Filters area.

[Tip]: Whenever searching by keyword, remember to thoroughly check the codes and their wording, to ensure you are selecting the correct headings.

As you can see from this example: Acrylic Rubber is linked to a 7-digit product code, 1803001, which is connected to the 5-digit market code 18030.

This is in sector code 18 - Rubber Products which belongs to the family Chemicals, Plastics, Health.

[Tip]: If the word group does not exist, enter a common name that describes the activity you are searching for: think of a thesaurus - the system will suggest a list containing all of the activities which contain this word, so you can identify the most appropriate description for your search.
Method 4 - You know of a company that does the same product or service:

Select the **Company Info** filter and then click on **Company name** to open the search box. Type in the company name and, if listed on the database, EasyBusiness will display all of the matching search results in a list.

In this example we have searched for the company OMNOVA SOLUTIONS, which is located in the town of Les Ulis in France.

Click on their company name in the search results list to view their company profile.

Then click to view their **Activities**.

Click the tick box for the product code linked to your search description, e.g. Acrylic rubber,

Then click on **Add Filter**.

Your filters still include your original search criteria – the company name, Omnova Solutions, so you now need to de-select this.

The Current results and count of companies displayed in the company list will then update to reflect this change.

In this example we will now see only companies in France that produce acrylic rubber.
Method 5 - Multiple code searching:

This method can be used if you want to search for multiple Kompass codes (up to 100). First identify and create a list of activity codes, selected from the Kompass classification system, in an XLS file. Select the Activities filter and click on Kompass Classification and select the Multiple search option.

Should you want to identify specific types of companies, e.g. Producers, Distributors or Service providers, select the relevant option.

Copy & paste the codes into the Criteria box. The system will identify how many companies are listed on EasyBusiness for each code and will display a Company count for each.

Then click Add all and the codes will be added, along with their corresponding description, into the My filters area.

[Tip]: Multiple searching can be applied to all of the filters listed below:

1. Postal code  
2. City  
3. Kompass classification codes  
4. NAF 2008 classification codes  
5. Executive name  
6. Company name  
7. Brand/trade name  
8. Registration no.s (SIREN/SIRET in France)  
9. European VAT number  
10. Tel number  
11. Fax number  
12. Email address  
13. Website address  
14. Kompass ID number  
15. Certification type
D. Searches using the SIC or NACE Classification filter

The SIC or NACE filters can also be used to select a list of target companies. However this will only apply to specific countries that classify their data using these systems. In addition there are a number of Other classifications that can also be searched on, whilst using Kompass EasyBusiness.

To search by either, click on the Activities filter and select the relevant system. The five methods listed above using the Kompass Classification are also suitable for searches based on the SIC or NACE Classification.

Method 1 – Browse categories by family:

Use the [+] and [-] signs to view the hierarchical classification system and select the relevant tick boxes to select the headings.

Method 2: Search by code: Enter the classification code and click on the search button.

Method 3: Search by words (single or multiple): Enter the search words and click on the search button.

Method 4: You know of a company that does the same product or service

Select the Company Info filter and then click on Company name to open the search box. Type in the company name and if listed on the database, EasyBusiness will display all of the matching search results in a company list.

Click on their company name in the search results list to view their company profile. Then click to view their Activities and products and you will see if they are listed under any SIC or NACE codes.
Click the tick box for the product code linked to your search description and then click on Add Filter. Your filters still include your original search criteria – the company name, so you now need to de-select this. The Current results and count of companies displayed in the company list, will then update to reflect this change.

Method 5 - Multiple searching

This method can be used if you want to search for multiple NAF codes (up to 100). First identify and create a list of activity codes, selected from the NAF classification system, in an XLS file.

Select the Activities filter and click on Other Classifications and select the Multiple search option.

Copy & paste the codes into the Criteria box. The system will identify how many companies are listed on EasyBusiness for each code and will display a Company count.

Then click on Add all and the codes will be added, along with their corresponding description, into the My filters area.

When using this method, you can identify specific types of companies, e.g. Producers, Distributors or Service providers.

To do this select the Refine my search filter and then tick the relevant option within Producer/Distributor/Service provider.
E. Load a file

If you are searching for more than 100 different criteria, e.g. a list of postcodes, you will need to use the **Load a file** function. This option is available for the following filters:

1. Postal code
2. City
3. Kompass classification codes
4. NAF 2008 classification codes
5. Executive name
6. Company name
7. Brand/trade name
8. Registration no.s (SIREN/SIRET in France)
9. European VAT number
10. Tel number
11. Fax number
12. Email address
13. Website address
14. Kompass ID number
15. Certification type

This feature allows you to update, analyse and add to information from your own databases, perhaps to avoid duplication of your customers or prospect lists, when comparing them to the data on EasyBusiness.

For example, if you had already downloaded a list of companies from EasyBusiness, you could upload those companies and then exclude them from any subsequent lists or perhaps you want to update the company information for companies already held on your own database.

Step 1 - Here we have a list of email addresses in an XLS file, which we copy into Notepad and save as a txt file (with no commas/separators, just each email on a separate line).

Step 2 – Open the search filter matching the criteria, e.g. **Company Info...Find an Email** & select **Load a file**.

Then click **Choose File** and browse to select the file containing your email list.
Step 3 – The file will be analysed and the number of matching companies found will be indicated.

Step 4 – Click on Validate and this set of companies will be added as a filter.

This filter or set of companies, can then be used as a search criteria and combined using and, or or except.

See Section IV on P21 for more information about creating Combined Searches.
IV. COMBINED SEARCHES

a) Searching explained...

Using the Boolean logic operators “AND”, “OR” and “NOT”, you can combine your filters in alternative ways to the default combining operator which is AND.

To explain how these work we have illustrated, along with examples, what is included and what is excluded when you combine your filters together using each of these operators.

**Searches using AND:**

- **Companies in the search results must match the two criteria chosen:** they must be both blue AND pink.
- **This type of search gives the most specific search results.**

For example, if you are looking for companies with more than 20 employees AND more than a £2 million turnover, if the company has 30 employees but only a £1 million turnover, then it won’t be included in the results.

**Searches using OR:**

- **Companies in the search results must match one of the two criteria chosen:** they must be either blue OR pink.
- **This type of search gives the biggest or broadest search results.**

For example, if you are looking for companies with more than 20 employees OR more than a £2 million turnover, if the company has 30 employees and a £1 million turnover, then it will be included in the results.

**Searches using NOT:**

- **Companies in the search results must match only one of the criteria and exclude the other:** they must be blue but NOT pink.
- **This type of search excludes a set of criteria from the search results.**
b) Combined search example

A typical search might be searching in a country for companies with more than 250 employees and more than £20 million turnover.

Step 1: Select the relevant filters and in this example, the Current result is 2188 companies.

This is the equivalent of creating a combined search using AND because EasyBusiness will always by default, combine different filters using AND to generate your Current results.

There are 2188 companies that are in the UK AND who have more than 250 employees AND who have a turnover greater than £20 million.

Step 2 – However you already have a database of customers and you want to find out how many of these 2188 are potentially new customers.

To do this you can use the Load a file function in order to cross match this list with your own database list. See Page 19 for advice on the possible fields you can use to match against your own data. In this example we are going to use the Company Registration number as the field to try and match with our data.

Firstly you need to prepare a txt file which contains the registration numbers you wish to try and match – each number should be on a separate line. Select the Company Info filter and then VAT/Registration number and then click on Load a file and on the Choose File button. Click Browse and find & select your saved txt file.

Any matches found will be shown and when you click on Validate, these companies will be added as a filter to your search.

EasyBusiness now shows you the number of companies who are in the UK AND who have more than 250 employees AND a turnover greater than £20 million AND have a registration number which matches your list.
Step 3 – Is to find out which of those companies are not your customers by excluding those with the matching registration numbers. Click **My combinations** and then **Add a combination**.

Click on the drop down arrow to view your filters – you can select either the filter or any individual criteria.

However in this example we want to firstly re-create our original search, so will select **Location** in the first box. Click and select **Company size** in the second box.

Click on the + to add another box and then select **Turnover**.

Click on **Confirm** and your first combination will be created which matches your original search results of 2188 companies.

Step 4 – Now we need to exclude those companies with the matching registration numbers from this combination.

To do this, click on **New combination** then click the drop down arrow to select the combination **C1**.

In the second box, select the txt file, change the combine operator to **except** and then click **Confirm**.
The new combination C2 will be displayed showing the number of matching companies. You can click on the **Search** icon to view those companies as a list.

**[Tip]:** If you save your search, any filter combinations you have made will also be saved.

**[Tip]:** If you have saved the search, to re-open it, from the EasyBusiness toolbar, click on **Search** and then **Open** to view your saved searches. Click on the **Search** icon to open the saved search.

Then click on the **My combinations** button to view the combinations – if prompted, you may need to refresh the results.
V. SAVE, OPEN AND SHARE SEARCHES

A. Save a search

After creating a search click on **Save** on the EasyBusiness toolbar.

A dialogue window will open prompting you to name your search.

When you click on **Save**, remember that the search filters, not the companies, are being saved. So when you re-open your search the number of matching companies may go up or down.

**[Tip]**: To start a new search, simply click on **Search** on the toolbar and then on **New search**.

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B. Open a saved search

To open a saved search, click on Open on the EasyBusiness toolbar. Your list of Saved searches will be displayed, with the most recently saved search at the top of the list.

The Results show how many companies were found in that search.

Click on the X to delete a search.

Click on the Search icon to open any of the searches.

Users can only view their own saved searches, so if you wish to share searches amongst members of your team, please refer to the next section Share a saved search.

C. Share a saved search

You can share your searches in two different ways – with your colleagues who have access to your EasyBusiness subscription and via a downloaded xml file.

Option 1 - click on the icon and a list of users will be displayed. Then simply click to select which colleagues should receive the search and then click on Share.
Option 2 - if you click on the Export icon for any search, the file will be downloaded, so you can also share it as an XML file. Depending on your browser you will be prompted to open or save the XML file locally - save the file and then you can email it as an attachment as required.

The email recipient, having saved the attached XML file locally, should login to EasyBusiness and then click to view their Saved searches. They should click on Choose File and browse to find the XML file, then once selected, click on Open. The file will be imported and once complete, will be displayed at the top of their list of searches.

Similar to opening any saved search, they can simply click on the Search icon to open the saved search and EasyBusiness will display the criteria and matching search results.
VI. VIEW SEARCH RESULTS

A. Modify company list

By default the search results will be displayed showing the first 20 companies on the list, including a range of data fields such as company name, country, & telephone number.

a) Modify format

You can personalise this format to suit your needs, by clicking on Customize to change the number of companies on each page and modify the data fields that are shown.

However any changes you make to the layout of the company list will only remain during your current session. Having logged out of EasyBusiness, when you return, the list will go back to the default layout.

b) Sort the list

You can click on the title of any data column in the list to sort the search results in ascending order. Then click again on the title to re-sort in descending order.

e.g. Ascending                           Descending

c) Browse the list

Use the arrows to browse and view each set of companies in the list. You can view 20, 50 or 100 companies on each page, by customizing the display.

d) Save/open a list

Click the List icon to save a specific company to a list (this is different to saving a search, where you are saving the search criteria.

You will be prompted to Add a list or save to an existing list.

An indicator will be added against the company to show they are saved to a specific list.

You can also save a company to a list whilst viewing their company profile & open your saved lists via the Lists button on the menu bar.

e) View companies on a map

Click on the globe button to view your search results on a map. There are several zoom levels available, although you can only display lists of less than 5000 companies.
VII. VIEW COMPANY PROFILE

A. Content

To view any company profile, simply click on the company name on the company list.

Company profiles contain eight sections which includes Company information, Contact details, Key figures, Activities, Products, Executives, Financial information (optional) and My notes.
Company Details Example

Activities and Products Example
B. Features

a) You can click on the links to view the information within each section.

b) Click the tick box next to the company name, to select that particular company (to save or to export).

c) Click the List icon to save a specific company to a list (this is different to saving a search, where you are saving the search criteria).

d) Click on the arrows to browse/view each company.

e) Select Contact details and click on their weblink to view their company website.

f) Select Activities and then tick to select specific product headings, then click on Add Filter to identify other companies on EasyBusiness listed under those categories.

g) Select Executives to send emails directly to specific contacts within that company.

h) Select My notes to add a personalized note against a particular company, which can then be searched for or used as a filter (e.g. research & create a contact list for a particular month).

i) To return to the company list of search results click on the search icon at the top of the page, next to the count of companies.

C. Email contacts

For some companies and where permitted by that particular countries email legislation, you can send emails directly to executive contacts listed on EasyBusiness, by clicking on Contact by Email.

Simply add your subject and format your message.

You can also insert a weblink to your company profile on Kompass and attach a file up to 2MB in size.

A dialogue box will be displayed once the email has been sent.
D. Add notes

You can add a personalized note against a particular company, which can then be searched for or used as a filter (e.g. research & create a contact list for a particular month).

Any notes you add will be visible to all the users who are setup on your EasyBusiness account. If more than one user adds a note for a particular company, each note will be dated and listed separately.

You can search for companies that have notes by clicking on My Data...Notes available and selecting the Personal notes available option.

You can also search for notes that contain specific search words, using the Notes content search.

To find notes that were taken during a specific time frame, using the Notes date search. The matching companies will be listed as a filter which can be used with your search*.

Companies with a note, if displayed in a company list, will show a note icon in the Note column.

[Tip]: *e.g. you may have a list of companies you don’t want to contact, so you could add a note saying “Stop List” onto each company, then add them as an excluded search filter.
VIII. OUTPUT: PRINT PDF OR EXPORT TO EXCEL

A. Print PDF

Printing individual company profiles is free, simply click on the Print PDF profile whilst displaying that company.

To print more than one company, you will use credits (1 credit per company). The profiles are output as a PDF file which can then be printed or saved locally as required.

Step 1: Having created a search and found the companies whose profiles you would like to print, click on Export data

Step 2: You can select which companies you wish to print – all, selected, de-selected or specify a range of companies.

Step 3: Then select which data fields you would like to include on each company profile:
- General information
- Executive information
- Activities
- Financial information
- Notes

You can also select whether you want each profile to be separated by a page break.

Finally click on Print and your PDF file will be created.
Step 4: Click on **Open My File** to save/download the PDF file locally and click on the X to return to your current search.

Step 5: Files that are exported in a PDF format are saved for six months under **My Account...Export history**.

This means that not only can you re-download the file again at a later date, but you can also use the companies output in a PDF as a search filter.

For example, you could exclude the companies that had been output in a particular PDF from a new search.

To do this, click **My Data.....My exports** and select the relevant PDF.

The file will then be added as a search filter, which you can combine with your other search criteria and exclude those companies.
B. Exports to Excel (or CSV)

Downloading company information in an xls or csv format will use 1 credit for every company that is downloaded. A credit will be used each time you export a company, even if it has already been exported previously.

<table>
<thead>
<tr>
<th>Export Data Fields (where available)</th>
<th>Export Data Fields (where available)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Information about Executives</strong></td>
<td><strong>3. General information</strong></td>
</tr>
<tr>
<td>Title</td>
<td>VAT number</td>
</tr>
<tr>
<td>First name</td>
<td>Type of company</td>
</tr>
<tr>
<td>Second name</td>
<td>Fax</td>
</tr>
<tr>
<td>Surname</td>
<td>FPS (Fax preference service)</td>
</tr>
<tr>
<td>Direct line phone number</td>
<td>Email</td>
</tr>
<tr>
<td>Job title</td>
<td>EMPS (Email preference service)</td>
</tr>
<tr>
<td>Function code</td>
<td>PO Box</td>
</tr>
<tr>
<td>Type of function</td>
<td>Company type</td>
</tr>
<tr>
<td>Gender</td>
<td>Legal form</td>
</tr>
<tr>
<td><strong>2. Common information</strong></td>
<td>Established date</td>
</tr>
<tr>
<td>Kompass ID</td>
<td>Gross turnover</td>
</tr>
<tr>
<td>Company name</td>
<td>Gross turnover range</td>
</tr>
<tr>
<td>Acronym</td>
<td>Gross turnover year</td>
</tr>
<tr>
<td>Trade name</td>
<td>List of other locations</td>
</tr>
<tr>
<td>Address 1</td>
<td>General activity</td>
</tr>
<tr>
<td>Address 2</td>
<td>Export country</td>
</tr>
<tr>
<td>City</td>
<td>Export region</td>
</tr>
<tr>
<td>Postal/zip code</td>
<td>Import country</td>
</tr>
<tr>
<td>Country</td>
<td>Import region</td>
</tr>
<tr>
<td>Country code</td>
<td>Export turnover</td>
</tr>
<tr>
<td>Area</td>
<td>Export turnover year</td>
</tr>
<tr>
<td>Department/district</td>
<td>Export turnover range</td>
</tr>
<tr>
<td>Phone number</td>
<td>Spoken languages</td>
</tr>
<tr>
<td>TPS (Telephone preference service)</td>
<td><strong>4. Financial information</strong></td>
</tr>
<tr>
<td>Website</td>
<td>Turnover (2013-2016)</td>
</tr>
<tr>
<td>Employees (company address)</td>
<td>Operating income (2013-2016)</td>
</tr>
<tr>
<td>Exact company size</td>
<td>EBITDA (2013-2016)</td>
</tr>
<tr>
<td>SIC 2007/SIC 2007 code</td>
<td>Share capital</td>
</tr>
<tr>
<td>NAICS 2007/NAICS 2007 label</td>
<td>Shareholders and subsidiaries</td>
</tr>
<tr>
<td>NACE 2008/CNAE 2009</td>
<td>Share count</td>
</tr>
<tr>
<td>Brand/Tradename</td>
<td>Risk class</td>
</tr>
<tr>
<td>Associations</td>
<td>Bank</td>
</tr>
<tr>
<td>Registration number</td>
<td>Company effective over four years</td>
</tr>
</tbody>
</table>

Activites as a separate file (Kompass ID, product code, description, P/D/S, Import/Export can also be downloaded.
a) How to export to Excel

Step 1: To download a list of companies to excel or in a csv format, having completed your search, click on **Export data**.

You can download up to 10,000 companies at a time, so select which companies you want to export – e.g. **All companies**, **Selected companies** (having used the tick box on the company list/profile), the **De-selected companies** or a **range** of companies.

Having selected the file type xls or csv, click on **Continue** to customise and export your file.

**[Tip]**: It may be quicker whilst viewing a company list or company profiles, to select the companies you **don’t** want (using the tick boxes), rather than the ones you do, if there are less of them.

You can then choose the De-selected option when you go to Export the data.
Step 2: By default, most of the data fields will be selected. However you can click and drag your mouse to select or de-select the data fields as required and then use the arrows to move the fields across.

You can use the up/down arrows to reorder the data list fields. Once finished, click Continue.

Step 3: Select the type of contacts you would like included in your download file. You can browse and select specific job titles and/or functions and choose to include either one or several contacts per company.

[Tip]: Remember - if your search contains executive contacts as a search filter, you need to make sure that you select the same function/job titles, to ensure that every company downloaded includes that contact. Obviously you can add more contact selections to this, but this is to ensure that you at least include the contacts that you might have searched for.
Step 4: Your selected data fields and contacts will be summarised and the number of credits that will be used when downloading will be displayed. You can also name the file.

Step 5: Click on Export and once downloaded, click on Open My File to save the file locally and display the file in excel.
Step 6: Files that are exported in xls/csv format are saved for six months under Your Account...Export history.

This means that not only can you re-download the file again at a later date, but you can also use the companies output in the xls/csv format as a search filter. For example, you could exclude the companies that had been output in a particular download from a new search.

To do this, click My Data.....My exports and select the relevant xls/csv file. The file will then be added as a search filter, which you can combine with your search criteria to exclude those companies. For help, see section IV Combined Searches on P21.

b) Save download format

If it is likely that you will be downloading further lists with the same data fields/contacts, then on the Export summary page, click on Save My Format to save those file selections.

Then on the next list you download, from the drop down, you can select the relevant saved format from the drop down list and click on Continue.

You will be taken straight to the Export summary page, where you can check

- the credits that will be used
- the data/contacts the file will contain
- add a file name if required

You can still make any changes to the data fields or contacts if you need to.
You can view your saved export formats, by clicking on Your account….My export formats. From here you can add, view, update or remove any export formats.

c) Export activities

On the Data selection page, you can select the activities option if you wish to include the Kompass classification codes in your download.

This will result in the export file being output as a zip file, which will include two files:

- The Companies.xls file will contain the data fields which you will have selected.
- The ProductInfo.xls file will contain the Kompass ID, product codes & descriptions as well as P/D/S and Import/Export indicators.
IX. DATA ANALYSIS

It will depend on your subscription, as to whether you will have access to the Data Analysis functions, which can be used to analyse your search results.

A. Graphics

You can display different parameters which relate to your search results in different graph formats. Having created your search, click on Analysis...Graphics,

Select either a 2D Pie chart or Bar chart option

Then select from the various options in the drop down lists to focus on a specific set of information related to your search and click on Confirm. These graphs can then be downloaded as PNG, JPG & SVG image files or as a PDF file.

Example of a Pie chart

Example of a 2D Bar chart
B. Statistics breakdown

You can display different statistics which relate to your search results in a table format, by clicking on Analysis...Statistics, select from the drop down lists and then on Confirm.

To refine your search further, for some filters, you can click to select those criteria and then click on Add the Selected Filters and they will be added to your search.

For example you may have searched globally by activity but when you analyse your search by country, you can see particular countries might represent a bigger opportunity.

So by selecting and adding those countries to your search results, will mean you can focus your searches more specifically.
A. EasyBusiness

Account management options are only available for subscribers with access to the Executive module. To access them, click on Your Account…User Management.

From here you can view the Total & Available credits as well as the number of access licences available. For each user you can view their access type, access limit and credits used.

a) Add/remove user accounts

Go to the bottom of the User Management page and to add a new user, input their email address and click on Send Invitation.

The invited user will receive an invitation email and when they click on the email redirect they will be asked to add/update their profile information and create a password.

Once they have confirmed their password by email, their name will be added to the list of users.

To activate their account, the Administrator will need to click on the icon beside their username in order to change it to a icon.
b) Administer credits

Users can either have access to the pool of credits, which are held against the whole EasyBusiness account as an **Unlimited** user or they can have a **Limited** amount of credits allocated to their own username.

To change a specific User’s access to credits, click on **Modify** and select either **Limited** or **Unlimited** and specify the number of credits as required.

B. Statistics

You can view statistics on operations performed on EasyBusiness and their frequency.

C. My profile

Click on **My Account**... from here you can view and update your own profile, view your subscriptions and online purchases.
D. My subscriptions

You can view the various Kompass subscriptions that have been allocated to your company.

**Booster & Web Advertising** – relates to promotional activity on Kompass

![Graph showing company statistics]

E. My company

This can be accessed only by Administrators or Editors - it enables them to update their company profile that appears on Kompass EasyBusiness.

![Dashboard showing company profile]

**Company profile**
- Company Name: Kompass UK Ltd
- Profile completion: 80%
XI. ADVICE ON CREATING EFFECTIVE SEARCHES

We hope this User Guide will prove helpful in enabling you to use EasyBusiness effectively.

We would suggest before starting to create your searches, you prepare a list of requirements, based on the questions below to help focus your searches.

- Location – are you searching locally, nationally or globally?
- Activity – will you be using the Kompass or Other Classifications search tool?
- Activity – will you focus on Manufacturers, Distributors or Service providers?
- Activity – do you need to find Exporters or Importers?
- Company Size – by number of employees or turnover?
- Contact – will you need a contact name?
- Head Offices – will you focus only on Head Offices?

Having created your search, do you need to focus more specifically....

- Are you going to contact these companies by phone?
- Are you going to create an email campaign?
- Are you going to post a mailing to these companies?
- Do you need to exclude your current customers/competitors?

To include telephone and/or email, click on Refine My Search...Company Information

XII. CONTACT KOMPASS

Should you require additional advice or support whilst using EasyBusiness, please feel free to contact your local Customer Support team.

Contact details can be found by going to My Account...Contact Kompass at the bottom of the page, where you will find your local contact email and telephone details.