6 News Update

Direct marketing tool on CD-ROM

Equifax and The Business Database, a division of Yellow Pages, have launched *Business Select TM V2.0*, a ground breaking sales and business marketing CD-ROM. It allows marketers to effortlessly and precisely identify and target prospective customers for highly targeted direct marketing campaigns.

The CD-ROM gives marketers greater functionality to profile businesses by search criteria such as the number of employees or turnover, analyse the results of a search and view the data **without charge**. Marketers only begin to pay once they export, print or download the results of their searches.

Using a metering system whereby pre-paid units are deducted as you view, print or export data from the CD-ROM, in simple terms the user pays nothing until they output data, and to help manage their output the user is informed of the unit cost before any output.

Combining up to 1.6 million trading UK business locations from The Business Database, and directors' information and financial performance data on each business from Equifax's commercial database, *Business SelectTM V2.0* has been tailored to meet the needs of business to business marketing and sales decision makers. This powerful and flexible marketing tool contains both the information and the analytical tools marketers need to explore and investigate existing or prospective markets and to successfully implement direct marketing campaigns to grow their businesses.

Updated quarterly, the database can identify prospects that match certain criteria, and build and manage marketing databases and lists to execute profitable sales and marketing campaigns.

Eddie Cheng, New Media Services Director, Yellow Pages comments: "With its new and enhanced graphics, commercial information, analytical tools and output capabilities *Business SelectTM V2.0* gives desktop marketers greater access to the power of Equifax's financial and directors' data and The Business Database's trading address information. This depth of information cannot be found on one CD-ROM anywhere else in the commercial marketplace"

For more information, call 0845 609 0150. www.equifax.com

Facilities Managers knock on Boardroom Door

Workplace privacy: one of the issues under discussion at the World Workplace conference

The fledgling discipline of facilities management will make an ambitious bid to engage the attention of the Boardroom this summer. Facilities management bodies from around the world will come together for *World Workplace*, afive-day programme of meetings and seminars built around a three-day conference to be held at The Scottish Exhibition and Conference Centre in Glasgow from 9th to 13th June.

Topics for discussion include bottom-line issues, such as e-procurement and cost reduction strategies, competitive issues (breeding breakthrough innovations, the role of the intelligent customer, benchmarking), and workplace issues (catering, architecture, design, privacy at work, health, knowledge management and changing workplace lifestyles).

For further information, contact the British Institute of Facilities Management on 01799 508 603

Free access to the business benefits of Information Management Technology

An audio tape and management guide highlighting how information technology tools can streamline business activities and improve competitiveness throughout all sectors of industry are now available free on request from the Computing Suppliers Federation (CSF).

The deliverables are just part of a new CSF initiative called *Information Management – Doing the Business.* The project aims to focus the attention of senior managers in small and medium sized enterprises on the ways in which information management technology and e-commerce can reduce costs, enhance cash flow and increase productivity in today's challenging business markets.

The A5 publication is written in a simple, non-technical style to allow any business to maximise its profit potential through the application of currently available technology. Electronic copies of the project's summary guide – and further information on the initiative - can also be obtained by accessing the CSF's Website.

As well as giving a valuable insight into topics such as imaging, workflow, electronic document management and storage, the booklet provides real-life examples of the benefits gained by companies operating throughout the financial, local government, manufacturing, utilities and business services sectors. In addition, it gives a step-by-step implementation guide to enable users to maximise the return on their information management investments.

"Doing business electronically is frequently cheaper, quicker, more responsive and more collaborative – improving profits and performance," says the foreword to *Programme for Business*, a DTI Information Society Initiative.
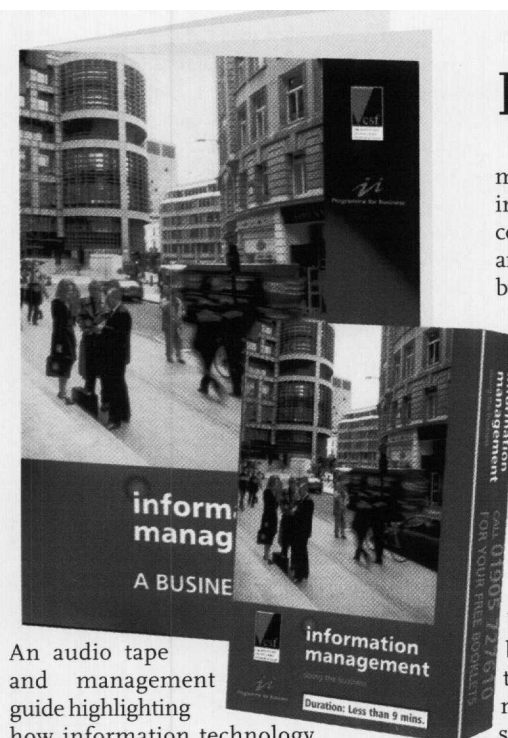
Our project is also endorsed by the DTI Information Society Initiative and opens the way for UK managers to exploit the benefits of solutions that are both well-established and industry proven," says CSF project co-ordinator, Paul Reith.

"To drive our message home, we are organising a series of briefings at locations throughout the UK, where senior managers can come and see for themselves how the technology can be harnessed to maximum effect within their own organisations."

The seminars will include presentations on all aspects of the CSF initiative, along with the opportunity for face-to-face discussions with industry experts and the chance to see live demonstrations of computer based IT systems in action.

Comprising more than 200 member companies, The Computing Suppliers Federation is a not-for-profit industry body which promotes the benefits of information technology throughout industry.

For further information, or to request copies of the management guide booklet, audio tape and details of the nationwide seminar series, please contact Claire Garbitt at the Computing Suppliers Federation on: 01905 727610; **email:info@csf.org.uk,** *or visit the CSF's Website:* **www.csf.org.uk**