

S&P Capital IQ Introduces Customer Relationship Management (CRM) Data Suite Offering

Service Facilitates Management of CRM Account Infrastructure with a complete Company and Business Intelligence solution for Global Public and Private Companies

PR Newswire
NEW YORK

NEW YORK, May 21, 2012 /PRNewswire/ -- With an eye towards providing clients with a significant edge for enhancing their data infrastructure, S&P Capital IQ today announced the launch of its CRM Data Suite, a robust new data management tool powered by S&P Capital IQ's in-house award-winning data and records collection capabilities. The new CRM Data Suite enables master account level roll-ups, accumulation of ongoing business intelligence and, upon request, access to S&P Capital IQ's "people data." Maintained by a dedicated team employing robust entity management practices to minimize maintenance and eliminate duplication of records, it enables clients to seed and power both off-the-shelf and proprietary CRM systems.

"Too often today company CRM processes enable everyone in a company's sales organization to create separate client accounts, resulting in confusion and duplication, not to mention problems synchronizing billing systems and developing a view of the total relationship for a given customer," said Rui Carvalho, MD, S&P Capital IQ. "S&P Capital IQ's CRM Data Suite allows users to setup a master account along with a representation of affiliates and subsidiaries across the global company universe, creating enormous efficiencies, enabling an enterprise view of customer relationships."

The CRM Data Suite provides ongoing maintenance of account infrastructure and business intelligence for CRM implementations, updating information concurrently with S&P Capital IQ's learning of company moves, additions or changes across the publicly held universe. In addition, because of the vast amount of company data bundled from S&P Capital IQ's own extensive data library, the system enables clients to easily get to know their clients by having on-demand access to company intelligence, including name, business description, contact information, and company relationship data, including related entities, subsidiaries and affiliate relationships. Also, the system allows seamless linkage to other key data sets, including key developments, officer and director information, financial data and recent transaction information.

S&P Capital IQ's CRM Data Suite, available via the firm's on-demand solutions, enables users to pull just the data required "as needed" into their applications. The service offers instant access to the most up-to-date data on a robust set of dynamic information covering thousands of global public and private companies. Optional add-ons include data set combinations to complement selling to adjacent markets; people data to enable senior executive outreach; and business intelligence to drive smarter sales decisions.

For additional information on S&P Capital IQ's CRM Suite, contact Chandra Muliadikara, Product Manager at S&P Capital IQ, 303-721-4750 or chandra_muliadikara@spcapitaliq.com.

About S&P Capital IQ

S&P Capital IQ, a business line of The McGraw-Hill Companies (NYSE:MHP), is a leading provider of multi-asset class and real time data, research and analytics to institutional investors, investment and commercial banks, investment advisors and wealth managers, corporations and universities around the world. We provide a broad suite of capabilities designed to help track performance, generate alpha, and identify new trading and investment ideas, and perform risk analysis and mitigation strategies. Through leading desktop solutions such as the S&P Capital IQ, Global Credit Portal and MarketScope Advisor desktops; enterprise solutions such as S&P Capital IQ Valuations, and Compustat; and research offerings, including Leveraged Commentary & Data, Global Market Intelligence, and company and funds research, S&P Capital IQ sharpens financial intelligence into the wisdom today's investors need. For more information visit www.spcapitaliq.com.

Media Contact:

Michael Privitera,
S&P Capital IQ Communications
Michael_Privitera@spcapitaliq.com
(212) 438-6679

SOURCE S&P Capital IQ

<https://press.spglobal.com/2012-05-21-S-P-Capital-IQ-Introduces-Customer-Relationship-Management-CRM-Data-Suite-Offering>