

S&P Capital IQ® Announces New Business Intelligence App Available on Salesforce AppExchange, the World's Leading Enterprise Apps Marketplace

KeyBank National Association and Mizuho Bank Among First Adopters of S&P Capital IQ App Designed to Enhance Speed and Depth in Managing Client accounts, Aid Identification of New Leads within Salesforce.

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NEW YORK, April 8, 2015 /PRNewswire/ -- S&P Capital IQ, a business unit of McGraw Hill Financial (NYSE: MHFI) and a leading provider of financial research, data and analytics, today announced the launch of a new app on the Salesforce AppExchange designed to enable sales, marketing and other professionals to rapidly identify, research and vet potential new business clients and partners. By offering easy access to company information from S&P Capital IQ's databases of more than two million public and private companies, right from within the user's Salesforce workflow, the new S&P Capital IQ app allows users to gain powerful sales intelligence, search for leads and know their customers better. KeyBank N.A. and Mizuho Bank are among the early adopters of the new app.

"We are particularly excited about this opportunity with Salesforce because our two organizations share so many similar objectives aimed at assisting client decision making, deepening customer relationships, and identifying new business leads and opportunities," said Imogen Dillon Hatcher, President, S&P Capital IQ. "Now, by using S&P Capital IQ's app, Salesforce users throughout the world will have immediate access to our robust and in-depth information on literally millions of public and private companies --- information that will give them an edge over their competitors in a very big way."

Through the new S&P Capital IQ app, Salesforce users can access global company profiles, including business descriptions; number of employees; names of competitors, subsidiaries and direct investments; background on key executives and board members; company financial data; key development information such as company announcements and transactions and more. In addition, subscribers can search by keywords, company names, executive names and titles, or by setting parameters for geography, industry, revenue or other categories of interest. From the results obtained, users can then select which companies and people to add as accounts and contacts to Salesforce.

For more information, or to trial S&P Capital IQ for Salesforce, please visit the AppExchange at www.appexchange.com or contact Dominic Camillo at dcamillo@spcapitaliq.com.

About Salesforce AppExchange

Salesforce AppExchange is the world's leading enterprise apps marketplace that empowers companies to sell, service, market and engage for the Internet of Customers. With more than 2,700 partner apps and more than 2.8 million customer installs, it is the most comprehensive source of social, mobile and connected cloud apps for business.

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About S&P Capital IQ

S&P Capital IQ, a part of McGraw Hill Financial (NYSE: MHFI), is a leading provider of multi-asset class and real time data, research and analytics to institutional investors, such as investment and commercial banks, investment advisors and wealth managers, and corporations and universities around the world. S&P Capital IQ provides 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 platform, Global Credit Portal and MarketScope Advisor desktops; enterprise solutions such as S&P Capital IQ Valuations, S&P Securities Evaluations; and research offerings, including Leveraged Commentary and Data, Global Market Intelligence, and company and fund research, S&P Capital IQ sharpens financial intelligence into the wisdom today's investors need. For more information, visit www.spcapitaliq.com.

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