

## EADP Awards 2009: Two awards for Bisnode Germany

### European Association of Directory and Database Publishers awards Hoppenstedt Firmendatenbank and sales force controlling at „Wer liefert Was?“

Prague/Darmstadt, September 28, 2009 --- The European Association of Directory and Database Publishers has assigned awards to two Bisnode companies: Hoppenstedt Firmeninformationen GmbH was honoured with the EADP award for its online company database Firmendatenbank. The innovative controlling of the sales force via SAP and TomTom navigation developed by Wer liefert Was? GmbH was awarded a special commendation. The trophies were presented on September 18, 2009 during the annual EADP gala evening in the historic Palais Lobkowitz at Prague castle.



Honoured by the EADP: Andrew Pylyp, Managing Director Wer liefert Was? GmbH, Marco Oliva, Head of Product Management Wer liefert Was? GmbH, Peter Villa, Regional Director Austria, Germany, Switzerland at Bisnode.

### Hoppenstedt Firmendatenbank: Quality and product development at its best

Hoppenstedt Firmeninformationen is delighted with the EADP award in the category „B2B content based“. This category deals with databases for paying users. The jury led by Tom Hemenstall awarded the Internet database Hoppenstedt Firmendatenbank - the flagship of Hoppenstedt Firmeninformationen. The database contains the 250,000 largest German companies including 900,000 decision makers of the top and second level management. The online version of [www.firmendatenbank.de](http://www.firmendatenbank.de) is continuously being enhanced, the data are updated daily.

„Hoppenstedt Firmendatenbank im Internet is a perfect example of the highest standards of editorial quality and product development in our industry. Hoppenstedt has successfully migrated from print, through CD-ROM, to online whilst always meeting the needs of its users“, the jury appreciated.

### „Wer liefert was?“: Efficient sales force by using SAP and TomTom

In the category “B2B advertising based” a further German Bisnode company - „Wer liefert was?“ – was distinguished. A special award was given for the sales force controlling via SAP and TomTom. The solution combines the SAP-based ERP and CRM system, which is used for current acquisitions and field sales appointments, with the navigation device in the car. Every morning the sales representative will automatically receive all appointments and destinations for the day.

During the day he can use it to collect the results of visits, change dates and, if necessary, add additional appointments. The solution is completed by an electronic signature system which allows clients to correctly sign orders digitally and legally on the spot.

This ideal and efficient combination convinced the jury: “The company developed a tool which combined the SAP system with the TOM TOM navigation system used by their sales reps. This led to a remarkable increase of personal visits and an enormous cutback in administration work. It is a great innovation but it doesn't quite fit in the existing EADP Award criteria. That is the reason why the jury decided to give it a special commendation.”

Peter Villa, regional director Germany, Austria, Switzerland at Bisnode: “Congratulations to the colleagues at Hoppenstedt Firmeninformationen and „Wer liefert was?“ for this twofold success! The awards confirm the strategy of innovation and expansion of our digital information supply, which is an essential part of the Bisnode group.“

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### **About EADP**

*Founded in 1966, the European Association of Directory Publishers (EADP) owes its existence to the aspirations of European publishers who anticipated the importance of intra-European contact and co-operation. Meanwhile, it has become the nerve centre for year-round contact and the key representative for the industry. It is the only international association in Europe to speak for the sector as a whole.*

*Today, the EADP has some 180 members in 36 countries world-wide, including member companies based in the 27 EU member states but also in the candidate countries : publishers, suppliers of products and services for the publishing industry and 5 national associations representing 340 directory publishers. More information can be found at [www.eadp.org](http://www.eadp.org)*

### **About Bisnode**

*Bisnode is one of Europe's leading providers of digital business and decision support information, with a complete offering of online services for market, credit and product information. Bisnode's business information services helps companies to increase sales, reduce business risks and improve their daily business decisions. Bisnode was founded in 1989 and has more than 3,200 employees in 18 European countries. Bisnode is owned 70 per cent by Ratos and 30 per cent by Bonnier.*

*Bisnode Germany employs 700 people at 5 locations and generates a revenue of more than 126 million Euro. The German operations include ABC der deutschen Wirtschaft, D&B Germany, Hoppenstedt Firmeninformationen, Hoppenstedt Kreditinformationen, Hoppenstedt Publishing and “Wer liefert Was?”. For more information visit [www.bisnode.com](http://www.bisnode.com)*

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