

ibSMART Business Credit Reports

Created by InfoBridge Software, LLC

Small Firms let late payers off the hook

“Small businesses are refusing to charge interest on late paid invoices for fear of damaging customer relations, new research has revealed today.

A poll conducted by Begbies Traynor, business rescue and restructuring specialists, found that only 4% of small or medium sized enterprises invoke their legal right to add interest above basic rate to invoices not paid on time. Three out of four businesses surveyed said that legislation addressing this issue was impractical since it risked souring relationships with clients and losing them to competitors. Small businesses are often dependent on major customers for a large percentage of their total turnover. Nearly 60% had a major client representing over 30% of their income and few were willing to pressure them for payment, the research revealed. The findings come in the wake of recent research from Bibby Financial Services which estimated the cost of late payments in the United Kingdom to be £ 3.6 billion a year for small business firms. **Despite this, the poll suggests that small firms are not adequately protecting themselves, with 60% not performing any customer credit checks before going into business with clients.”**

A Guide to ibSMART Business Credit Reports for QuickBooks Software Powered by Experian

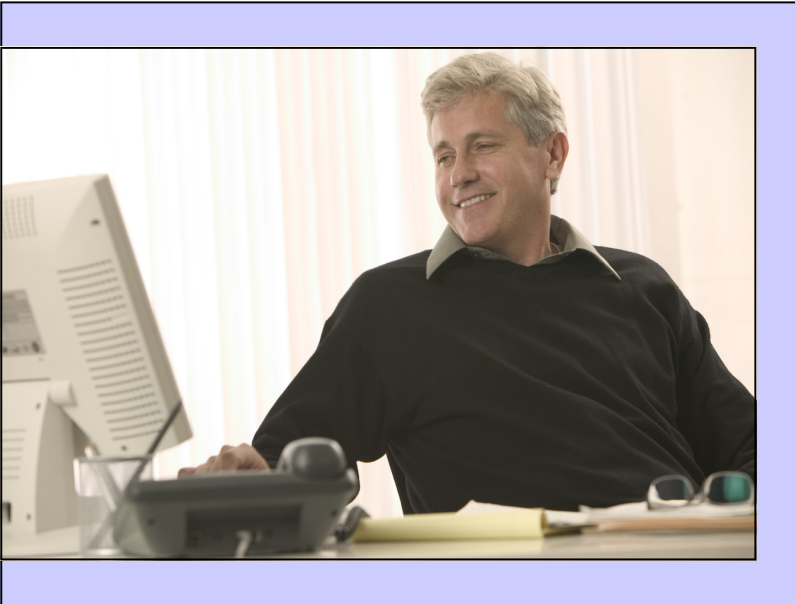
How you can benefit from accessing dynamic business information reports through QuickBooks



In association with:



What are **ibSMART** Business Credit Reports and what are their benefits?



ibSMART Business Credit Reports are specifically designed and priced for small businesses and delivered directly to the user's desktop via Intuit QuickBooks Pro, Premier and Accountant software (ver. 2004 –2008).

The business challenge

When contemplating important business transaction decisions, small and medium size companies need quick access to current commercial credit information.

Typically, access to this type of data is often provided through proprietary or specialty business information terminals, or through bureau-owned web sites sometimes requiring contracts or minimum spend commitments.

Since these systems are not usually connected to an end users desktop, further use of the bureau data sometimes requires manual re-entry into other systems such as mail, word processing or accounting.

ibSMART Business Credit Reports

Created by leading edge software organisation InfoBridge Software. LLC in association with Experian, **ibSMART** Business Credit Reports, delivered through **ibSMART** plug-ins, are the first web service based solution designed to provide access to key business credit data directly from a users desktop.

The **ibSMART** Business Credit Reports solution acts as a secure portal to a wealth of credit and business information data supplied by Experian, one of the world's leading providers of credit and business specific information, formatted and priced specifically for small businesses.

Using QuickBooks Pro, Premier and Accountant software (ver. 2004- 2008), users can take advantage of technology embedded directly within the QuickBooks application to instantly look up a specific customer's or supplier's credit profile or other business details. Such information can be invaluable for making a comprehensive assessment of that business.

ibSMART Business Credit Reports require no minimum purchase or subscription as users can pay-as-they-go for the information they purchase using a credit or debit card.

Business information can now be downloaded instantly, in a format that suits your needs, and at a price you can afford.

ibSMART Business Credit Reports provide users with a simple, consistent and cost-effective method to access business information from Experian, one of the world's leading providers of information - which is now accessible via QuickBooks Pro, Premier and Accountant software (ver. 2004-2008).

Business data delivered directly to the desktop

““ The key difference between success and failure is effective planning and informed decision making ””

Business Intelligence is fast becoming an essential element that can yield answers to key organisational, strategic and operational business issues in real-time. Knowing where and how to access this valuable business intelligence can often be a challenge.

Where this issue arises, and the success of potential customer and supplier relationships is inhibited by the accessibility of business credit information, InfoBridge Software and Experian have joined in partnership to provide business credit reporting capabilities within QuickBooks Pro, Premier and Accountant software (ver. 2004-08).

ib**SMART** Business Credit Reports offer you and your organisation financial transparency and commercial decisioning, directly to your desktop whenever and wherever you need it.

ib**SMART** Business Credit Reports offer:

- Instant, self-service access to market leading business information with “pay as you go” terms
- Increased visibility, transparency and accountability of customers and suppliers
- Ongoing measurement of commercial risk exposure and liability
- Informed business insight - enabling you to instantly react to change
- Secure, efficient and confident business operations
- Cost-effective business reporting

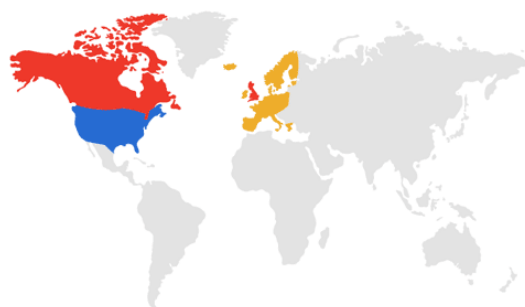
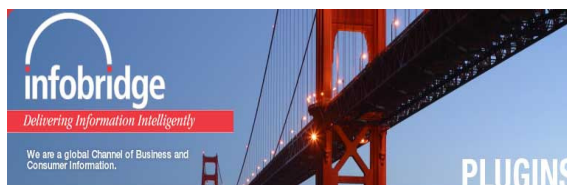
Without the right information to support your business decisions, your organisation can be exposed to serious financial losses and encounter sales and marketing barriers. These can include:

- A lack of knowledge about your customers or suppliers financial position
- Incomplete, inaccurate and inconsistent data sets
- The inability to keep pace with current financial risk and exposure
- Potential exposure to fraud and bad debt

*“ib**SMART** Business Credit Reports combined with market leading information from Experian, empowers your organisation with the knowledge to help make more profitable business decisions”*



Empower your colleagues and better serve your clients...



ibSMART Business Credit Reports

Features and Benefits

- **Access business information real-time from the desktop** – provides an easy to use interface to acquire credit and business information reports.
- **Make informed decisions** – monitor and assess client risk and exposure elements, enhance financial performance and preempt problems.
- **Use familiar QuickBooks tools** – improve resource optimisation and Return on Investment (ROI) by utilising standard QuickBooks menus and tools to access a full suite of business information reports.
- **Quality data** – clean, accurate and up to date business information supplied by one of the world's leading provider of business information - Experian.
- **Cost effective** – The software plug-ins provided by InfoBridge are free. You only pay for the reports that you need to meet your business demands. With easy pay-as-you-go terms there is no need to open an account or subscription charges, simply use your credit or debit card each time.

Download the **ibSMART** plug-ins that deliver **ibSMART** Business Credit Reports free of charge from

www.quickbooks.co.uk/creditreport

Questions about **ibSMART** Business Credit Reports or **ibSMART** plug-ins?

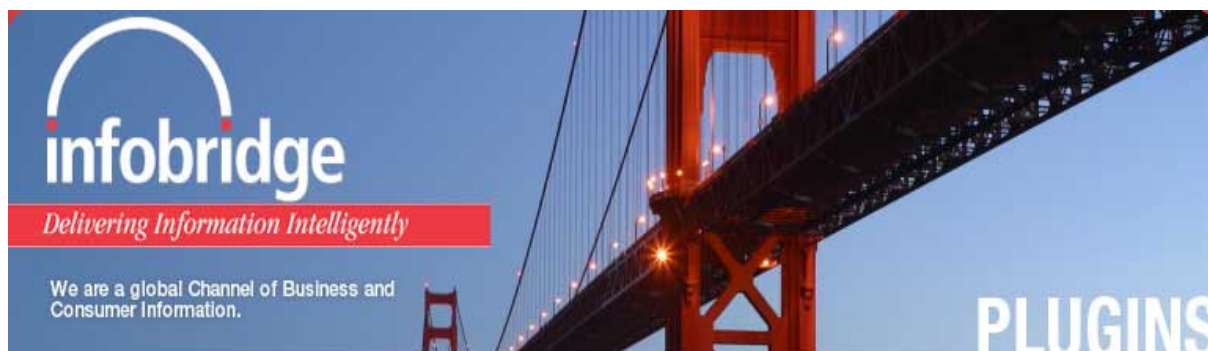
Read the FAQ (Frequently Asked Questions) at the end of this document.

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Frequently Asked Questions about **ibSMART** Business Credit Reports

Q. What are **ibSMART** Business Credit Reports?

A. **ibSMART** Business Credit Reports are a specially designed group of business information reports tailored and priced for small businesses. **ibSMART** Business Credit Reports can be obtained for both Limited and Non-Limited Businesses within the UK. There are three types of **ibSMART** Business Credit Reports, two for Limited companies and one for Non-Limited businesses.

Q. Why use business credit reporting?

A. An objective, accurate business credit report provides access to critical information needed for making informed, financial business decisions about whom you do business with and at what price. The chart below presents what data might be available and how it helps:

What you get:

Business background information

Comprehensive financial information

Credit risk scores and limits

Trade and collection history

County court judgments, legal notices and bankruptcies

How it helps:

Understand the profile of the company and its management to help decide whether to do business with a company

Access key financial information to support credit decisions

Provide safe trading limits according to business status and minimise exposure to bad debt and risk

Understand how a company pays its suppliers and help you to know when you are likely to be paid

Quickly determine whether you can confidently make a credit decision concerning a new customer or whether further investigation is needed

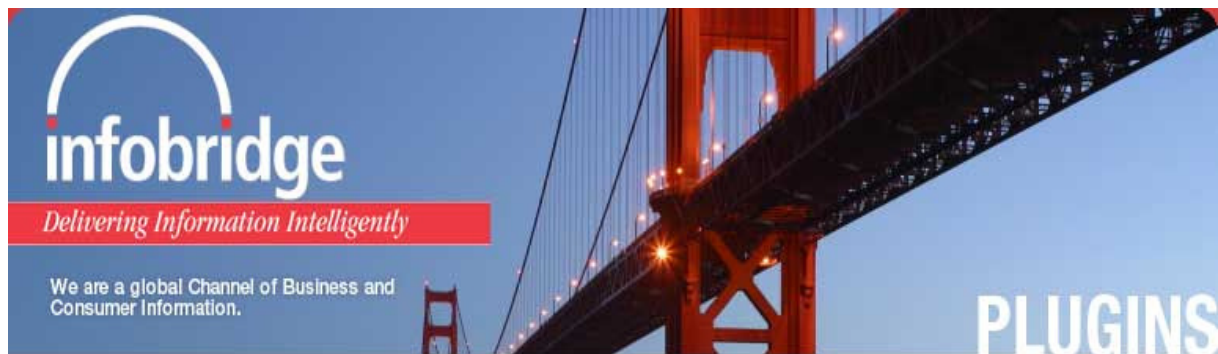
Q. When is the **ibSMART** Business Credit Reports service available?

A. The **ibSMART** Business Credit Reports service is available from 7 am to midnight GMT, Monday through Saturday and 9 am to 6 pm GMT, Sunday.

Q. How is the report Credit Ranking Score determined?

A. Experian's Credit Ranking Score is determined through a statistically derived formula that determines the risk based on multiple factors.

continued



Q. What is included in *ibSMART* Business Credit Reports and what do they cost?

A. The typical contents of a **Basic** Limited Company report are:

- Business identification
- Credit rating
- Public record information
- Summary Corporate Structure

This report costs £5.00* excluding VAT.

The **Full Limited** Company Report (BIG) is packed full of information designed to provide a complete commercial picture. The typical contents of a BIG report are:

- Business identification
- Corporate structure
- Credit rating
- Public record information
- Detailed payment information
- Financial information (latest year)
- Directors information

This report costs £14.50* excluding VAT.

The typical contents of a **Standard Non-Limited** Company report are:

- Business identification
- Credit rating
- Public record information
- Detailed payment information

This report costs £9.00* excluding VAT.

* Prices are subject to change without notice

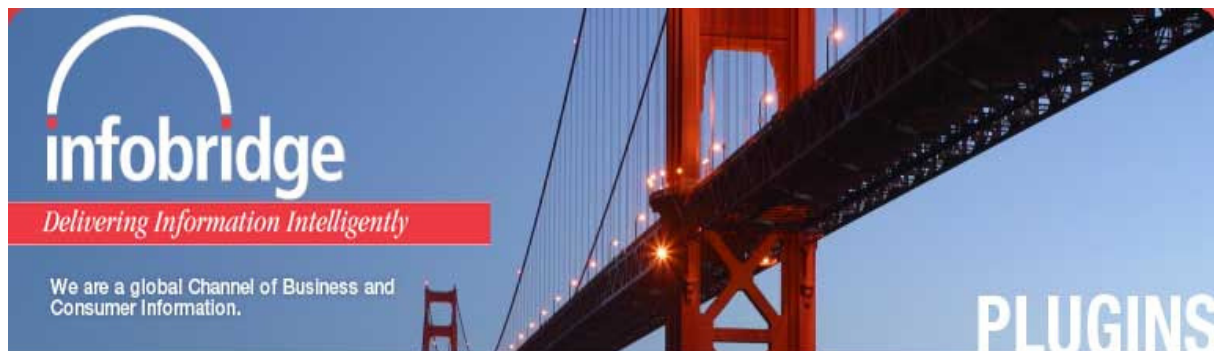
For samples of *ibSMART* Business Credit Reports visit <http://ibsmart.infobridgesoftware.com>

Q. Can *ibSMART* Business Credit Reports save my business money?

A. By reviewing public records and other business information, companies could save money every year on the costs of acquiring new business and managing liability and potential fraud. It also highlights any potential or existing customers and suppliers as high financial risks and acts as a preventative measure.

Q. How often does Experian update its information?

A. Experian receives public record information from government and supplier sources on a daily, weekly, monthly and quarterly basis. Once Experian receives public record updates from its sources, turn-around time for formatting, cleansing and loading data is generally 48 to 72 hours. Turn-around time bankruptcy reports being available is typically within 24 hours



- Q. **What are Public Records?**
A. Business public records are records of actions or incidents filed or recorded with a government agency for tax or other regulatory requirements.
- Q. **Is payment for *ibSMART* Business Credit Reports via my credit card secure?**
A. Yes. Our process uses 128-bit SSL encryption which is the standard used by the credit card industry for all online transactions. The same encryption is used for any credit card data stored locally on your computer. Neither Experian, InfoBridge or Intuit store any of your credit or debit card data during the payment process.
- Q. **What is the cost of the *ibSMART* plug-in for QuickBooks that delivers *ibSMART* Business Credit Reports?**
A. The plug-ins are **FREE** for you to download.
- Q. **Are there any subscriptions or minimum purchases required to use *ibSMART* Business Credit Reports?**
A. No. You pay-as-you-go via credit or debit card for reports and there is **NO** minimum purchase or subscription required.
- Q. **Can I buy a report on an International company?**
A. No. Currently, International reports are ***not*** available.
- Q. **Who do I contact if I have a problem with one of my reports or with billing?**
A. *ibSMART* Business Credit Reports for QuickBooks are supported by Intuit UK. Customer Service can be reached by telephoning: 0845 606 2161
- Q. **Can I use the same *ibSMART* plug-in for all versions of QuickBooks?**
A. No. Versions before 2004 are not supported. The only QuickBooks versions that are supported are: QuickBooks Pro and Accountant (2004, 2005, 2006 and 2008). **At this time, plug-ins are NOT compatible with the Microsoft Vista operating system.**
- Q. **What if I have several version of QuickBooks installed on my computer?**
A. If any of the versions you have installed are 2003 or earlier, the current plug-in will not show up in those versions when installed. Users who have QuickBooks 2004-2008 installed in any combination will see the plug-in in all of those version and be able to pull reports.
- Q. **What if different users log into the computer where QuickBooks is installed?**
A. Unlike QuickBooks, which installs itself so it can be used by any user who logs into the computer it is installed on, the *ibSMART* plug-in installs itself at the user level. This is a requirement of consumer credit laws. If the computer that is running QuickBooks requires different Windows logins for each user, then each user is required to install the plug-in separately. If all users of QuickBooks use the same Windows login, then only one installation is required.