

FEBRUARY II - 2015 ISSUE

Pages 2 - 3

Late Breaking News:

- Outsell and BIIA team up in Outsell's BrainGain, "Opening New Information Markets in Asia" - A special Message from Anthea Stratigos, Co-founder & CEO of Outsell Inc.
- 2015 Asia-Pacific Forum on Financial Inclusion: Developing the Lending Infrastructure for Financial Inclusion

Pages 4 - 8

Member News:

- Experian Investor Day
- Experian Data Breach Resolution and BillGuard in Partnership Creditsafe Expands in the USA
- Central Bank of Ireland Has Selected CRIF as Partner to Operate the Central Credit Register
- CRIF Launches iCRIF Business Information Platform in Austria
- TransUnion and FICO Renew Agreement
- People's Bank of China Credit Information Center and South Korean NICE Information Services in Co-operation
- Datalicious: Search Gets the Glory while Facebook and Display Do all the Work
- Cerved Group 2014 Revenues Up 5.9%

Pages 9 - 11

Industry News:

- Equifax Announces New Automotive Technology Platform at NADA Convention
- Verisign Q4 Revenue Up 4.2% - Full Year 2014 Up 4.7%
- Acxiom Q3 2014 Revenue Declined by 3%
- CoreLogic Q4 Revenue Up 5% - Full Year Flat

Page 12

BIG Data and Cyber Security

- Where do Big Data and the Internet of Things Intersect

Page 13

News from 1China:

- Baidu's 2014 Revenue Up 54%
- Alibaba.com Partners with Lending Club to Offer Loans to SMEs in the USA

Pages 14 - 15

News from Russia:

- Review of the Russian b2b Information Market
- Credinform (Russia) Expands Data Coverage

Page 16

People on the Move:

- Acxiom Announces Resignation of Chief Revenue Officer Nada Stirrat
- Standard & Poor's Ratings Services Names Thomas Bayer CIO
- Rocket Fuel Appoints Dave Sankaran as CFO
- Salesforce.com Adds Google's Susan Wojcicki to its Board of Directors

LATE BREAKING NEWS

Outsell and BIIA Team Up in Outsell's BrainGain: "Opening New Information Markets in Asia"

Your Path to Expansion in Asia Begins Here



Dear BIIA Members,

Capitalizing on new business opportunities in Asia and emerging information hotspots matters in a converging world, so I'd like to share a great opportunity with you. In partnership with the Business Information Industry Association, Outsell has put together a new event for information industry executives doing business in or seeking to expand to Asia, and I'm delighted to invite you.

BrainGain JOIN US May 19-20 in Singapore for an Outsell, Opening New Information Markets in Asia. It's truly a one-of-a-kind chance to find inspiration, connect with key players, and build tactical knowledge and plans for growth in this exciting region.

This event isn't just a first for Outsell and BIIA, it's a first for the industry. Our program of hard-hitting topics promises unparalleled and actionable insight to help your business succeed abroad. We'll discuss M&A, regulatory change, and digital strategy development as well as case studies, success stories, relationship building, and much more. And it's all happening in one of the fastest-growing information hubs in the world.

I encourage you to [register today](#), and I look forward to sharing a lineup of amazing speakers and their knowledge with you.

All the best,
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Outsell, Inc. Advancing the Business of Information

2015 Asia-Pacific Forum on Financial Inclusion: Developing the Lending Infrastructure for Financial Inclusion

This year's Forum takes place in the Philippines on March 3-4 March 2015 and will seek to bring to the next level work that has been done on a number of issues in previous years' Forums and discussions under the APEC Finance Ministers' Process (FMP). The Philippine Government is hosting the forum and is jointly organized by the APEC Business Advisory Council (ABAC), the Foundation for Development Cooperation (FDC), the Asian Development Bank (ADB).

Several sessions will focus on advancing discussions in two important priority issues that have been identified by the Finance Ministers and where the foundations for action have been laid through various discussions in past Forums and FMP workshops and seminars. These are: **To be continued on next page**

LATE BREAKING NEWS

2015 Asia-Pacific Forum on Financial Inclusion: Developing the Lending Infrastructure for Financial Inclusion (continued from previous page)

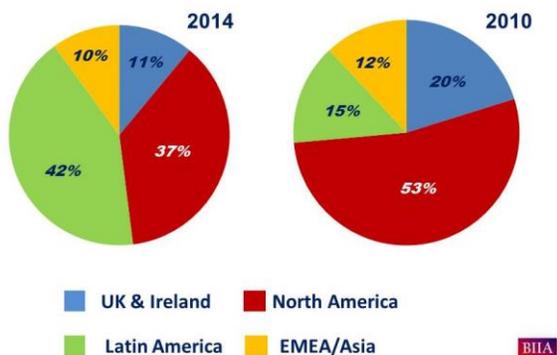
- **Credit Information Systems: How Can Public and Private Credit Reporting Services Providers (CRSPs) Work Together?** Several economies in the Asia-Pacific support both a private credit bureau (PCB) and a public credit registry (PCR). How, if at all, should PCRs engage the market? How should PCBs work with central banks to ensure commercial sustainability, financial inclusion and economic growth? Can hybrid models play a role? Can governments use PCRs to promote competition ?
- **Credit Information Systems: How to Develop More Credit Reporting Products Targeted for SME Credit?** International experience has shown that SME financing is better promoted when lenders use consumer credit reports in conjunction with commercial ones. Buttressing commercial reports with the consumer reports of owners and principals helps to fill in missing or inadequate financials. What have been the lessons from more developed markets? What are effective value-added services for SME financing? How can regulatory frameworks promote the use of consumer credit reports for SME financing?
- **Credit Information Systems: Making Public and Non-Bank Data More Accessible for Economic Growth and Financial Inclusion:** CRSPs, particularly private bureaus, perform better when they have access to public data (business registration, national identification databases, judgments, liens, bankruptcies, etc.) and non-bank credit data (utility payments, telecom payments, trade credit, retail credit, even supply chain data, turnover data). This information helps to complete the credit profiles of their data subjects and, more importantly, extend credit to those outside the financial mainstream for whom there is no other information. How should CRSPs pursue these data sources, given that understanding, regulations and incentives may be very different than in the case of banks? What can governments do to promote the collection and use of non-financial data?
- **Enabling SME Access to Finance through Improved Secured Transactions Systems (Part 1): Reforms of the Legal and Regulatory Regime:** This session explores the prospects for regional collaboration toward the adoption of relevant commercial law reforms in the region's economies, through discussions among officials responsible for introducing commercial law reforms and other relevant and related authorities, experts from the private sector, law firms and academic and multilateral institutions as well as representatives from financial (lenders) and enterprise (borrowers) sectors, including MSMEs.
- **Enabling SME Access to Finance through Improved Secured Transactions Systems (Part 2): Building Supportive Operational Infrastructure for Secured Finance:** This session will focus on the practical infrastructure needs of the secured lending sector to enable the prudent extension of secured financing to the mid-market, including accurate and accessible collateral registration systems, a developed support sector including collateral management and warehousing, and efficient enforcement regimes to incentivize risk-based credit decisions and pricing.

Participants in this Forum will include experts from international organizations, capacity-building agencies, representatives from the banking, consumer finance, microfinance and credit bureaus. **BIIA is represented at the Forum** by Peter Sheerin, committee chair of BIIA APCCIS (Consumer Credit Information), Tony Hadley, Senior Vice President of Government Affairs Experian, and Lawrence Tsong, President, Asia Pacific, TransUnion. **Source: APEC Business Advisory Council (ABAC)**

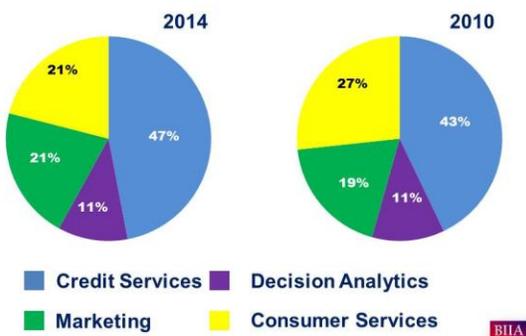
MEMBER NEWS

Experian Investor Day: Organic Growth in the Mid-single Digit Range

Experian Geographic Footprint (Percent of Revenue)



Experian Business Line Footprint (Percent of Revenue)



Experian appears to be settling down for lower organic growth according to its recent investor day presentations. When demand for credit is not growing, it quickly impacts the demand for consumer credit information. Marketing services, undergoing structural changes, and consumer services are not performing any better.

Settling down to low, single-digit growth is a prudent approach in avoiding false expectations: CEO Brian Cassin and his team indicated:

- Medium-term target of organic revenue growth in the mid-single digit range;
- The "ambition" of double-digit organic growth in newer business such as healthcare and fraud and identity management
- Lower aspirations for Marketing Services and services sold direct to consumers; No expectation of a big rebound in the economy of its third-biggest market, Brazil.

Experian is resorting to a US\$ 600 million share repurchasing program, increasing dividends and to boost EBITDA to appease investors.

Although the possibility of geographic expansion was downplayed, Experian was always good for surprises in hauling in a rare catch such as Serasa.

Market entries often come by chance when foreign investment restrictions are lifted as it happened in India, or when a market opens up for private sector involvement as it is happening in China right now. The market for credit information in China will be huge. There will be plenty of opportunities for fraud prevention and other value added services. Technology often plays a role when shareholders of incumbents do not want to make the necessary investments and decide to sell the business. In this case the first choice of a potential buyer is Experian according to a comment made at the investor day.

Source: Experian Investor Day

MEMBER NEWS

Experian Data Breach Resolution and BillGuard in Partnership



Experian and BillGuard collaborate to transform data breach response with launch of an active fraud surveillance and identity theft resolution offering. ProtectMyID® now includes payment card fraud monitoring at consumers' fingertips with the BillGuard mobile app

With the explosion of payment-card data breaches last year, Experian Data Breach Resolution has enhanced its award-winning active fraud surveillance and identity theft resolution product, Experian's [ProtectMyID®](#), by collaborating with BillGuard, a leading card fraud monitoring mobile application.

With this extra layer of protection, breached organizations offering [ProtectMyID](#) to their affected customers, employees and patients are providing the most comprehensive product in the market for any kind of data breach, including exposure of Social Security numbers or credit-card and debit-card numbers.

Members of Experian's ProtectMyID can now download the BillGuard mobile app and access both their ProtectMyID alerts and BillGuard features within the BillGuard mobile app. Named one of the [Best Apps of 2014](#), BillGuard is available for download for iPhone® and Android™ devices via the [Apple App Store](#)SM or [Google Play](#)TM store.

Creditsafe Expands in the USA: Selects Phoenix for 2nd Office Location



Creditsafe has opened a second US office following two successful years building its business in North America. The new Creditsafe office will be based in Tempe, near Phoenix, Arizona and is predicted to grow from its current base of 30 employees to 150 by 2016. Creditsafe opened its first US office in Allentown,

Pennsylvania in September 2012 and this now has 150 employees. Overall, Creditsafe has 5,000 customers in the US.

Information provided by Creditsafe comes from a range of public and private sources, including payment behavior. It can provide data on 47 million US businesses and customers will have access to 70 million records for European companies as well.

Matthew Debbage, President of Creditsafe's US Operations said the company picked the Arizona location because it would provide the ability to better serve customers in western time zones. "We are delighted with the success of our North American operation so far, which is part of Creditsafe Group's ambitious international growth strategy. The quality of the workforce and the business environment in Phoenix led us to choose the Tempe office and we look forward to expanding our operation there still further over the coming years."

Creditsafe aims to replicate the success of its business in Europe, which has grown over the past few years to include offices in the UK, Germany, France, Sweden, Ireland, Italy, Belgium and the Netherlands, with its US operation.

Source: [Creditsafe Press Release](#)

MEMBER NEWS

Central Bank of Ireland Has Selected CRIF as Partner to Operate the Central Credit Register



The Central Bank of Ireland has selected CRIF SpA as its partner to establish and operate the Central Credit Register (CCR). Contracts have been signed with CRIF Ireland Limited, a wholly owned subsidiary of CRIF SpA.

The Central Credit Register (CCR) is a database of personal and credit information to be created by means of a national mandatory credit reporting system being established by the Central Bank under the Credit Reporting Act 2013. The Credit Reporting Act 2013 provides that the Bank is responsible for the establishment and operation of the Central Credit Register. The Act aims to address weaknesses identified in the current credit reporting system in Ireland by making it mandatory for lenders

- to submit information on credit agreements and payment histories to the CCR (over a threshold of €500); and
- to check credit information on the CCR when considering credit applications (over a threshold of €2,000).

The credit reporting obligations will apply to over 500 lenders, such as banks, building societies, credit unions, local authorities, NAMA, asset finance houses and money lenders. The obligations to report are likely to be introduced on a phased basis. The mandatory centralisation and sharing of credit data will help Irish lenders to make even more sophisticated informed decisions through an advanced model based on quality data.

“The CCR credit bureau will play a fundamental role in the improvement of a mature credit culture in Ireland’s financial system, further enhancing the profile of the country’s consumer credit market and global competitiveness. As CRIF has already experienced in other countries, evolution of the financial sector depends heavily on the availability of effective and quality information systems which streamline credit risk management and consequently support the financial needs of businesses and consumers”, said **Sara Costantini**, Director of CRIF Ireland Ltd. **Source: [CRIF Press Release](#)**

BIIA Editorial Comment: We applaud the decision of the public sector to outsource the development and operation of the Credit Register of Ireland to the private sector. We are aware that the Bank of England is considering the formation of a Credit Register. If such a step is taken we would also hope that the private sector is being considered as the first option.

CRIF Launches iCRIF Business Information Platform in Austria

iCRIF, CRIF’s business information service, has been launched in Austria. iCRIF offers flexible business information and financial reports. Providing different types of report, iCRIF supports clients in turning data into insight, helping them make informed decisions and develop business strategies. The online platform has been specifically developed to meet the needs of SMEs and individuals who would like to search easily and quickly for information on the financial situation of a company they want to do business with or of a building company to decide whether to use them for a home renovation project. **Source: [CRIF](#)**

MEMBER NEWS

TransUnion and FICO Renew Agreement

FICO and TransUnion announced a renewed multi-year agreement to provide FICO® Scores to the U.S. banking community. TransUnion will continue reselling FICO Scores and provide FICO access to its consumer data for the purposes of developing and marketing new analytics that will meet the changing requirements of businesses.

As part of the new agreement, FICO will be able to sell FICO® Scores based on TransUnion credit data to lenders and third-party resellers. Consumers will continue to have access to their FICO Score based on TransUnion credit data at www.myfico.com. FICO Scores based on TransUnion credit data will also be available to consumers through third parties. **Source: FICO Press Release**

People's Bank of China Credit Information Center and South Koran NICE Information Services in Co-operation

The People's Bank of China Credit Information Center announced that it has entered into cooperation with the Korean National Information and Credit Evaluation Corporation (NICE) headquartered in Yeouido, Seoul.

Both companies agreed to cooperate in the development of South Korea's financial infrastructure and related information exchanges and joint research credit assessment methods.

NICE Corporation is South Korea's largest credit bureau, providing both personal and corporate credit information services. **Source: People's Bank of China**

Datalicious: Search Gets the Glory while Facebook and Display Do all the Work

It's time for marketers to mix-up their love affair with search advertising when allocating media budgets, according to ground-breaking research released by **Datalicious, a company of the Veda Group**.

The study by [Datalicious](#) of more than 700 million media touch points examined each of the advertising channels consumers 'touched' – a method known as 'multi-touch attribution'. Their framework challenges the commonly used 'last-click attribution' approach that gives all credit to the last campaign touch point in the purchase path.

According to the CEO of Datalicious, Christian Bartens, display advertising is undervalued in most current models, which has led to ineffective media budget allocation over the years. Accurate attribution results from the study demonstrate that display and Facebook ads should be credited for 830% more revenue on average than previously thought. Datalicious found, that Facebook advertising in particular still holds significant growth potential compared to other more established channels as it provides a high average ROAS yet comparatively does not receive a lot of media spend.

Datalicious produced this research in partnership with Facebook, however the attribution model and analysis was developed independently by Datalicious. The research is based on a sample size of 702 million media touch points across 104 million purchase paths and 75 thousand conversions across five months and seven brands (Suncorp, AAMI, APIA, BUPA, Aussie, St George and GE Money), which makes it the biggest study of its kind to date. **Source: Veda Press Release**

MEMBER NEWS

Cerved Group 2014 Revenues Up 5.9%

Cerved Group announced its unaudited preliminary financial results for the fiscal year of 2014:

- Revenues: Euro 331.9 million, +5.9% compared to 313.5 million in 2013;
- EBITDA: Euro 160.1 million, +5.6% compared to 151.5 million in 2013, resulting in an EBITDA margin of 48.2%;
- Net Financial Position: Euro 487.6 million as of 31 December 2014, equating to 3.0x last twelve month EBITDA;
- Expected dividend distribution of approximately Euro 40 million.

Gianandrea De Bernardis, Chief Executive Officer of the Group, commented: "I am very

satisfied with the results for financial year 2014 which, in addition to confirming once again the resiliency of Cerved's business model, show continuing growth despite the enduring situation of financial difficulty in Italy. In addition to the underlying organic growth in Revenues (+4.0%) and EBITDA (+4.5%), the results also include the contribution of the M&A strategy which has resulted in two deals closing in the last months of 2014.

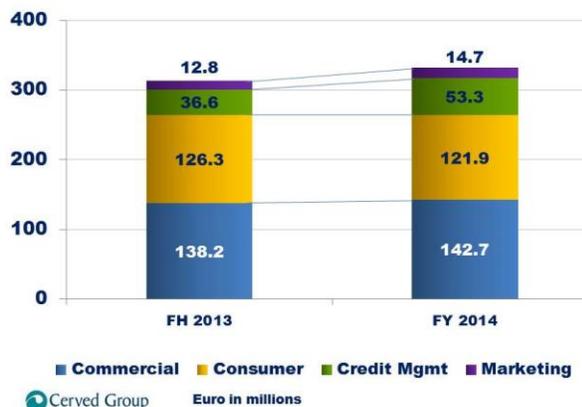
The largest contributor to the group's growth comes from the Credit Management division, also in virtue of the acquisition of Recus S.p.A.. The stability of revenues within the Credit Information division continues to reflect the difficult macroeconomic situation in Italy and its influence on both the industrial and financial sectors. Nevertheless, the operating leverage of the group and our prudent approach to costs in each of our divisions has allowed EBITDA to grow at a very interesting pace.

Cash generation during the course of 2014 was positive and in line with our expectations, and has allowed us to reach a ratio between net financial position and EBITDA of 3.0x. The results are in line with our objectives therefore we confirm our intention to submit to the shareholders' meeting on 27 April a dividend payment of approx. Euro 40 million, as anticipated in the press release regarding Q3 results."

Analysis of Quarterly Revenues: With respect to the fourth quarter of 2014, total revenue growth was 6.7% compared to the same period in 2013 (2.2% on an organic basis). The Credit Information division contracted by 2.0% compared to 2013, and this results from an increase of 0.7% in the Corporate segment and a decline of 5.2% in the Financial Institutions segment. The Corporate segment however had positive results in terms of the consumption of information by clients. The results of Financial Institutions segment are not truly indicative of the underlying performance as they are impacted by the redefinition of the business perimeter during the course of 2013. The Credit Management division grew by 60.9%, continuing to benefit from the expansion of the business, as well as from the acquisition of Recus S.p.A.. The Marketing Solutions division grew by 4.6% in Q4. **Source:**

[Cerved Group Earnings Release](#)

Cerved Revenue Growth



INDUSTRY NEWS

Equifax Announces New Automotive Technology Platform at NADA Convention

Equifax unveiled at the **National Automobile Dealers Association (NADA) Convention and Expo 2015** its automotive technology platform, AutoConnect, which will enable partners to deliver credit, marketing, risk and verification solutions seamlessly to their clients. With the automotive industry experiencing significant growth and evolution in the consumer online shopping experience the last several years, Equifax is making this crucial investment to deliver a platform as well as capabilities that allow partners to quickly deliver the next generation of solutions to their customers.

Recent partner, **CreditMiner**, a top industry consumer qualification solution provider, has announced they will be leveraging Equifax real-time technology platforms and data to empower delivery of their products.

AutoConnect will also provide third parties access to unique data from Equifax, such as verification of income and employment, which is accessible through an API designed for the auto industry. This will open up new opportunities for partners who deliver solutions to dealers, lenders and OEMs and help to propel their business forward.

About CreditMiner: With its proprietary process, CreditMiner allows dealers to instantly Pre-Screen consumers in Real Time, without the need for a consumers SS# under rooftop with DeskMiner, Online with VCC, and in the service lane with Service Miner. Our competitors? They provide Dealers with static, dated credit data with static decisioning models. CreditMiner is the only automotive solution that allows Dealers to instantly receive live bureau pre-screened leads from their website, replacing their long form Credit Application page. With extreme conversion compared to your current application page, CreditMiner averages over 286% conversion increases. If we don't at least double your online application conversion, you don't pay that month's fee. It is that simple.

Source: Marketwatch.com

Verisign Q4 Revenues Up 4.2% - Full Year 2014 Up 4.7%

VeriSign reported revenue of \$256 million for the fourth quarter of 2014, up 4.2%. For the year ended Dec. 31, 2014, Verisign reported revenue of \$1.01 billion, up 4.7 percent from \$965 million in 2013. Verisign reported net income of \$355 million and diluted EPS of \$2.52 in 2014, compared to net income of \$544 million and diluted EPS of \$3.49 in 2013. The operating margin for 2014 was 55.9 percent compared to 54.7 percent in 2013.

Business Highlights: Verisign Registry Services added 0.59 million net new names during the fourth quarter, ending with 130.6 million .com and .net domain names in the domain name base, which represents a 2.7 percent increase over the base at the end of the fourth quarter in 2013.

In the fourth quarter, Verisign processed 8.2 million new domain name registrations for .com and .net, the same as for the fourth quarter in 2013. During 2014, Verisign processed 34 million new domain name registrations, the same as in 2013.

The final .com and .net renewal rate for the third quarter of 2014 was 72.0 percent compared with 72.7 percent for the same quarter in 2013. Renewal rates are not fully measurable until 45 days after the end of the quarter.

Source: Verisign Earnings Release

INDUSTRY NEWS

Acxiom Q3 2014 Revenues Declined by 3% (Quarter Ending Dec. 30th, 2014)

Acxiom® reported total revenue down 3% compared to the third quarter of fiscal 2014 as a result of expected IT Infrastructure Management declines. AOS and LiveRamp saved the day.

- Marketing and Data Services revenue was \$208 million, up 1% compared to the third quarter of fiscal 2014.
- Combined AOS and LiveRamp revenue was \$21 million, up approximately 40% compared to the second quarter of fiscal 2015.
- Gross media spend enabled by the AOS platform was \$73 million, up 265% compared to the prior year period and up 97% compared to the second quarter of fiscal 2015.
- IT Infrastructure Management revenue was down approx. 16% compared to the same period a year ago.
- Operating cash flow from continuing operations was \$111 million for the trailing twelve months, down 43% compared to the same period a year ago.

Acxiom Revenues Quarter Ending December 31st 2014
(Fiscal Year Ends March 31st 2015)



Source: Acxiom (000,000)

BIIA

Third Quarter Business Highlights

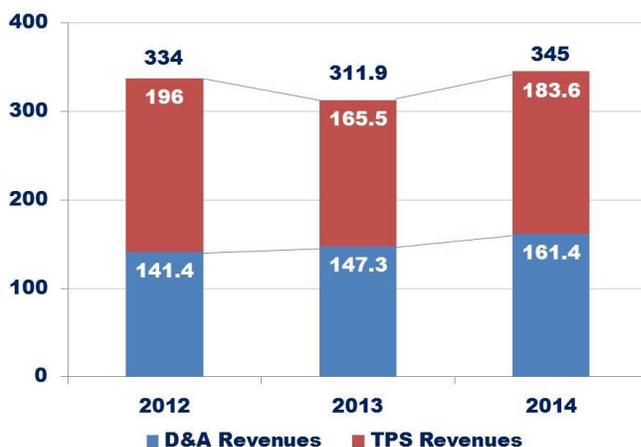
- Acxiom signed several Marketing and Data Services agreements during the quarter including new database contracts with Payless ShoeSource and Guardian Media Group, as well as renewals with a major telecommunications company and a leading insurance firm.
- The Company signed 25 new AOS and LiveRamp agreements during the quarter. The AOS and LiveRamp client roster now totals 195 and includes 22 Fortune 100 companies.
- LiveRamp expanded its strategic partnership with Datalogix, which now runs through the end of 2017. Datalogix will continue to leverage LiveRamp as an important partner for data onboarding services used to connect its syndicated and custom segments and its clients' firstparty data assets to digital media.
- Acxiom data is now being distributed to more than 20 partners, including most of the major demand side platforms and leading enterprise software companies. In the quarter,
- Acxiom joined the Salesforce Analytics Cloud Ecosystem to provide consumer recognition, data assets and value-added analytic insights to Salesforce users.
- Acxiom extended the duration of its existing share repurchase program for an additional year, through November 12, 2015. The Company did not repurchase any shares in the quarter. Since inception of the share repurchase program in August 2011, Acxiom has repurchased 12.9 million shares, or approximately 16% of the outstanding common stock, for \$202 million.

Financial Outlook: Acxiom continues to expect revenue from continuing operations for the fiscal year to be down roughly 4% compared to fiscal year 2014. The decline in revenue is primarily due to the impact of lost IT Infrastructure Management customers and the exit of the analog paper survey business in Europe. Acxiom expects earnings per diluted share to be in the range of \$0.73 to \$0.78.

Source: [Acxiom Earnings Release](#)

INDUSTRY NEWS

CoreLogic Fourth Quarter 2014 Revenue Up 5% - Full Year Flat



CoreLogic Q4 2014 Revenues (US\$ millions)

BIIA

Strategic Transformation Program Drives Double-Digit Data & Analytics Growth

Revenue for the fourth quarter was up 5% to \$345.5 million driven by 16% growth in Data and Analytics (D&A) segment. Technology and Processing Solutions (TPS) revenues outperformed estimated U.S. mortgage volume trends. Operating income from continuing operations increased \$55.4 million to \$36.2 million reflecting the impact of lower operating expenses including a 2013 non-cash impairment charge with no 2014 counterpart. Net income from continuing operations was up \$25.8 million to \$16.5 million. Diluted EPS from continuing operations of \$0.18 per share compared with

a \$0.10 per share prior year loss. Adjusted EPS was up 12% to \$0.28 per share. Adjusted EBITDA is up 16% to \$84.1 million; adjusted EBITDA margin of 24%.

Full-Year Highlights: Revenues of \$1.4 billion, unchanged from 2013 levels - 13% growth in D&A and the benefit from TPS share gains offset the impact of an estimated 40% decline in U.S. mortgage market volumes. Operating income from continuing operations was up 19% to \$169.8 million reflecting the impact of lower operating expenses and impairment charges partially offset by higher depreciation and amortization. Net income from continuing operations was down 11% to \$89.7 million primarily due to the impact of lower U.S. mortgage volumes and higher interest expense. Adjusted EBITDA was \$360.2 million; adjusted EBITDA margin of 26%.

"CoreLogic delivered an outstanding operating performance in 2014 in the face of a very challenging set of market dynamics. We finished the year with accelerating momentum as we continued to expand our D&A footprint and reap the benefits of our market leadership in TPS. Revenue, profit and cash flow were up in the fourth quarter, despite a drop of about 5% in U.S. mortgage volumes," said **Anand Nallathambi**, President and Chief Executive Officer of CoreLogic.

"We continue to shift our business mix toward data-driven, subscription based models built around scaled market-leading solutions and services. As a result of this strategy, our core mortgage operations continue to outperform market volume trends and we materially expanded and diversified our D&A revenues in the fourth quarter," added **Frank Martell**, Chief Operating and Financial Officer of CoreLogic. "The durability of our business model allows us to continue to invest in product and service innovation, technology leadership and operational improvements and, at the same time, return significant amounts of capital to our shareholders and reduce our debt balances."

Source: [CoreLogic Press Release](#)

BIG DATA AND CYBER SECURITY

Where Do Big Data and the Internet of Things Intersect?



You are likely benefiting from the Internet of Things (IoT) today, whether or not you're familiar with the term. If your phone automatically connects to your car radio, or if you have a smart watch counting your steps, congratulations! You have adopted one small piece of a very large IoT pie, even if you haven't adopted the name yet. The Internet of Things (IoT) may sound like a business buzzword. In reality, it's a technological revolution that will impact everything we do—a gigantic wave of new

possibility poised to alter the face of technology.

First, some background: IoT is the interconnectivity between things using wireless communication technology (each with their own unique identifiers) to connect objects, locations, animals, or people to the internet, thus allowing for the direct transmission of and seamless sharing of data. In essence, it refers to everyday devices that are able to automatically exchange information over a network. IoT will also impact on our everyday lives by changing how we monitor traffic, weather, pollution, and the environment, and how we collect relevant data.

So what if two of the biggest technology trends -- Big Data and the Internet of Things (IoT) -- actually converged or intersected? Actually, they are spanning everything from kitchen appliances to smart buildings. Not by coincidence, technology giants and start-ups are seeking to help CIOs and CFOs make sense of the convergence.

If you examine Gartner's Top 10 Technology Trends for 2015, the Internet of Things (IoT) will create opportunities to manage, monetize, operate and extend IP systems. Within that same trend report, Gartner mentions that advanced, pervasive and invisible analytics will emerge. Gartner states: "Analytics will take center stage as the volume of data generated by embedded systems increases and vast pools of structured and unstructured data within and outside the enterprise are analyzed."

Some 4.9 billion connected "things" will be in use in 2015, up 30% from 2014, and will reach 25 billion by 2020, according to recent research from Gartner Inc. The Internet of Things (IoT) has become a powerful force for business transformation, the firm says, and its disruptive impact will be felt across all industries and all areas of society.

The Internet of Things will expand beyond small, remote devices, sensors and beacons to blanket much larger IP deployments including physical buildings. Market research firm Frost & Sullivan sees "Big Data as an enabler for Smart Buildings" -- suggesting that three big trends will drive the development of smart buildings: 1 - Urbanization 2 - Connectivity and convergence of smart technologies; and 3 - Connectivity between smart devices.

The result: Watch for new partnerships between data analytics companies and building technology providers.

The Internet of Things is the Internet of Threats for us. We expect attacks on smart TVs, watches, smart glasses. As the number of connected smart devices expands fast, more and more of them will be targeted to obtain criminal profit".

Source: [Cyber Security Intelligence](#)

NEWS FROM CHINA

Baidu's 2014 Revenue Up 54% - Announces Business Restructure

Baidu reports revenues of US\$7.9 billion – representing overall growth of 54%. The company posted net income in 2014 of US\$2.1 billion, an increase of 25% over the previous year. Diluted earnings per share in the period were RMB 37.32 (US\$6.01).

The majority of Baidu's revenues were generated from its online marketing services. In 2014, the company had about 813,000 active online marketing customers, up 8% compared with 2013. Revenue per customer was US\$9,574 in 2014 – representing year-on-year growth of over 40%.

Separately, Baidu announced the company plans to integrate its existing business groups and business units into three major business groups: the mobile service business group, the emerging business group and the search business group.

Source: Business Strategies Group Hong Kong – www.bsgasia.com

Alibaba.com Partners with Lending Club to Offer Loans to SMEs in the U.S.

The Alibaba Group's B2B e-commerce arm, Alibaba.com, announced the formation of a partnership with the Lending Club, a San Francisco-based lending company listed on the New York Stock Exchange, to provide credit loans to small- and medium-sized businesses (SMEs) in the U.S.

U.S.-based SMEs can now apply for credit lines from US\$5,000 to US\$300,000 through Alibaba.com to finance purchases of goods from Chinese suppliers. Named Alibaba.com e-Credit Line, the new service is provided by Lending Club and aims to provide efficient supply-chain financing at lower costs than banks and conventional lenders. *Source: Business Strategies Group Hong Kong - www.bsgasia.com*

Alibaba Q4 2014 Revenue Up 40%

Revenue – Revenue for the quarter ended December 31, 2014 was RMB 26,179 million (US\$4,219 million), an increase of 40% compared to RMB 18,745 million in the same quarter of 2013. The increase was mainly driven by the continuing rapid growth of our China commerce retail business.

(000,000)	2013		2014		% Revenue	YoY Change
	RMB	% of Revenue	RMB	US\$		
China Commerce	16,761	89%	22,135	3,568	82%	32%
Intern. Commerce	1,264	7%	1,763	284	7%	39%
Cloud, Internet, Oth	720	4%	2,281	367	8%	216%
Total	18,745	100%	26,179	4,219	100%	40%

NEWS FROM RUSSIA

Review of Russian b2b Information Market

BIIA member Credinform Russia has provided this review of the Russian b2b information market.

For the Russian economy, just like in any market driven economy, the availability of reliable, accurate and timely information is a critical element in risk prediction and economic growth. Especially for Russia this a highly relevant topic given the current economic volatility and competitiveness

In May of 2012 the President of the Russian Federation formulated a plan to provide access via Internet to all public data sources. By July 2013 over 1,000 public data sources had become available. Over time more and more public data sources became available currently accounting for approximately 5,000 data sources. In spite of this progress Russia still ranks 33th amongst 60 countries rated by the Open Knowledge Foundation in terms of unencumbered access to public data. The UK, the UK and Denmark are considered pioneers in the sphere of open data and thus rank tops.

Credinform lists some trends in development of the information services market in Russia:

Growing interest in information services shown by the business community	Market for information technologies and resources has shown solid growth
High degree of market concentration	Constant improvement of quality and complementing services range
Growing demand for XML-service	Government is actively involved in information support for businesses. For example the State program «Electronic Russia» has been implemented as well as regional & international projects for information support for entrepreneurs.

The following b2b services are quite popular in Russia:

Management & tax consulting	Legal advice and accounting services
Website development and promotion	Software development
Advertising	Market research
HR research	

When the Russian b2b information market opened there was only raw data. Today the market of business information is rather diverse with many providers offering different kind of databased services: on-line systems for company data processing and analysis (similar to what Credinform offers), ERP-systems, management consulting, consulting systems of legal documentation etc. The segment of B2B information services makes up one-third of the common IT-market and is estimated to be approximately EUR 3.6 billion. Providers of company data, services in the field of company database processing and analysis, in particular, generate over EUR 36 million in annual revenues (1% of the total market). *Continued on next page*

NEWS FROM RUSSIA

Review of Russian b2b Information Market (Continued from previous page)

Company reports and services relating to company data processing and analysis are in high demand by wholesalers & retailers (ca. 1/3 market), real estate developers, insurers, construction, transportation and telecommunication companies, food & drink manufacturers. Users of information services have a wide network of counterparties – customers, suppliers, business partners – seeking to enter new markets.

To be successful in the Russian market of b2b information a competent supplier should meet the following requirements:

1. Competitive price / quality ratio
2. Providing product support: prompt feedback, technical support
3. Being able to offer a diverse product range
4. Reputation as a reliable supplier
5. Qualified staff – ongoing training
6. Strong customer relationships

More and more data providers strive to win customers by offering value added services with user-friendly interface, analytical content & tailored flexible decisions.



Source: [Credinform Russia](#)

Credinform (Russia) Expands Data Coverage

BIIA Member Credinform (Russia) has expanded coverage of company records in its **Information and Analytical System GLOBAS-*i***: In addition to company records in its Russian database (data on 9 million companies + 7 million individual entrepreneurs), Kazakhstan and Ukraine, it has added company records from Belarus. The data is now available online. Over 150 000 Belarus company records were added to Credinform's system including over 100 000 with the status "active" and over 400 000 individual entrepreneurs including over 200 000 with the status "active". The following data fields on Belarusian companies are available in the GLOBAS-*i*:

- Company name, legal form and status;
- UNP/TRN (taxpayer's registration number);
- key financial and economic indicators (on 3085 largest companies);
- announcements about bankruptcies and legally relevant events;
- plans of oversight bodies to inspect;
- type of economic activity (CCEA/OKED codes)

For the foreseeable future there are plans to add data on trading in stocks of Belarusian companies as well as service that enables one to request extracts from the Unified Register of legal entities and individual entrepreneurs of Belarus.

Source: [Credinform Russia](#)

PEOPLE ON THE MOVE

Acxiom Announces Resignation of Chief Revenue Officer Nada Stirratt

Acxiom® announced that Nada Stirratt will step down as Chief Revenue Officer to pursue other opportunities. Ms. Stirratt's resignation is effective March 31, 2015, the end of the Company's current fiscal year. Until that time, she will assist the Company in the transitioning of her responsibilities. Ms. Stirratt joined Acxiom in 2012 as Chief Revenue Officer and Executive Vice President.

Acxiom CEO Scott Howe will lead the sales organization until a permanent replacement has been hired. The Company has engaged a recruiting firm to assist in the search for candidates. **Source:** [Acxiom Press Release](#)

Standard & Poor's Ratings Services Names Thomas Bayer Chief Information Officer

Standard & Poor's Ratings Services announced the appointment of Thomas Bayer as Chief Information Officer. Based in New York, Mr. Bayer reports to Neeraj Sahai, President, and is a member of the Standard & Poor's Executive Committee.

In this role, Mr. Bayer has responsibility for shaping the firm's business systems' direction and delivering its business systems worldwide. He also manages the information technology (IT) teams that support the ratings groups and enable employees to perform the ratings process in a globally consistent way. **Source:** [Standard & Poor's Ratings Services](#)

Rocket Fuel Appoints Dave Sankaran as Chief Financial Officer

Mr. Sankaran brings more than 20 years of experience to this key role at Rocket Fuel, including extensive experience in the software and internet services industries, as well as a mix of operating and financial management experience with high-growth companies.

Mr. Sankaran's experience includes serving as Chief Executive Officer and Chief Financial Officer of SupportSpace, Inc., a SaaS-based company specializing in cloud based/remote technical services for computers and devices. Previously, he served as Executive Vice President and Chief Financial Officer for Nighthawk Radiology, Inc., a publicly traded SaaS telemedicine company. Prior to his SaaS leadership roles, he served as the Senior Vice President and Chief Financial Officer for Accelrys, Inc., a publicly traded subscription analytic software provider. **Source:** [VBprofiles.com](#)

Salesforce.com Adds Google's Susan Wojcicki to its Board of Directors

Salesforce.com's Board of Directors is starting to read more like a Who's Who list of tech, finance, and government figureheads. The latest addition is Google stalwart **Susan Wojcicki**, who currently serves as CEO of YouTube.

The Salesforce board, which now stands at 11 members total, is overseen by the company's CEO and co-founder, Marc Benioff. In Monday's announcement, Benioff lauded Wojcicki as "extraordinary executive who has been instrumental in helping to build the world's largest consumer cloud company, where scale, reliability and security are of critical importance." **Source:** [Zdnet.com](#)

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