



**Helping SMEs to understand their customers, avoid risks and grow their business**



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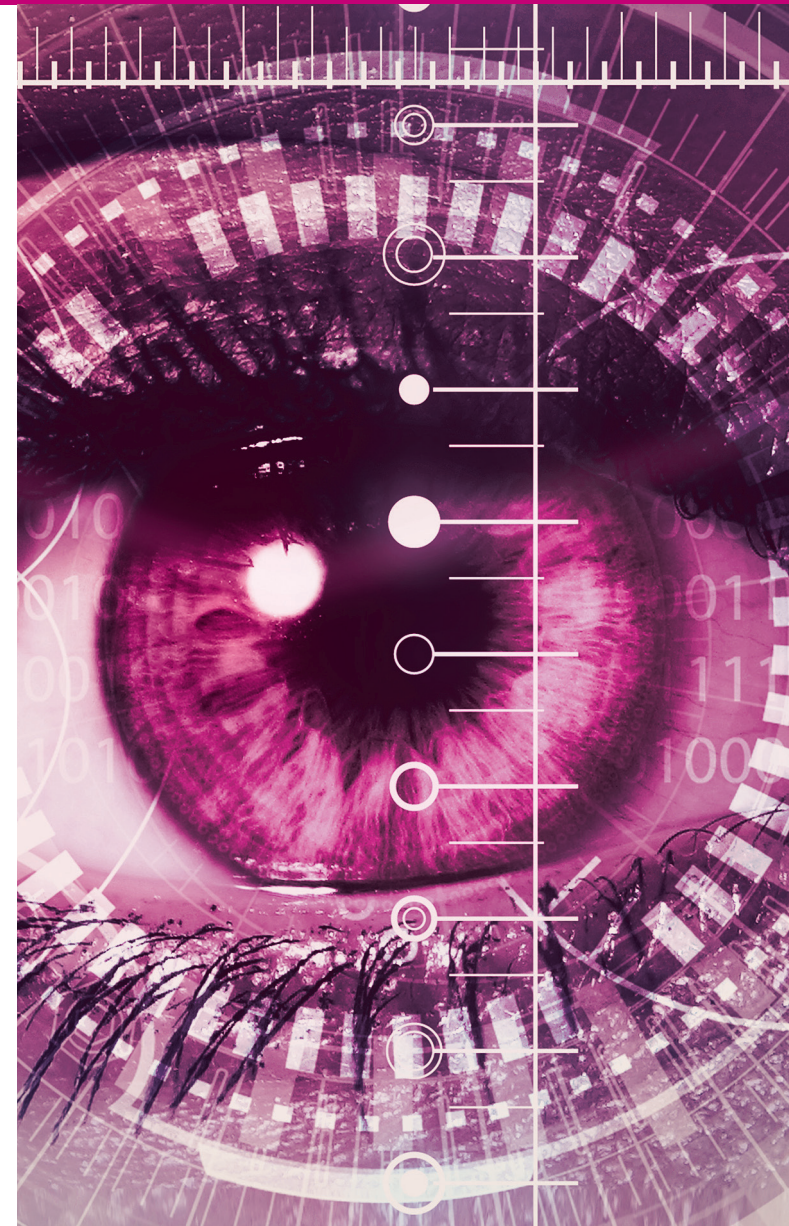




## 1. What is identeco?

Good data is the cornerstone of good business practice and all businesses should apply due diligence in knowing their suppliers' capabilities, understanding the stability of their customers' finances and executing credit health checks, to make sure that invoices will get paid and cash flow remains healthy.

identeco's Business Support Toolkit is an online portal which provides instant access to all the information needed to make better, faster business decisions. Our subscribers range from leading, global brands to SMEs - who all rely on identeco to provide accurate, realtime information to help them mitigate risk and grow their market share.





## **2. identeco subscribers have unlimited and uncapped access to the following services - 24 hours a day, 365 days a year**

- 📍 Company reports on over 6m UK registered companies
- 📍 Director and shareholder structures with insights into associated directorships
- 📍 A detrimental data service providing details on any CCJs or negative activity
- 📍 A unique financial health rating to help set realistic payment terms
- 📍 Data audit reports to keep data GDPR compliant, accurate and increase return on investment
- 📍 Bespoke marketing and prospecting lists to help businesses target and engage with potential customers
- 📍 Access to a Business Names Database providing information on any non-registered UK businesses
- 📍 Account Monitoring and alerts allowing you to adapt to changes in business

### 3. Company reports

Are you asking the right questions in business? Are you sure that you are going to get paid for the service or product you provide? Savvy businesses know the importance of asking the right questions and digging a little deeper into financial stability, trading behaviour and history when it comes to setting payment terms for a customer. identeco's Business Support Toolkit provides these details, allowing a subscriber to make informed business decisions, set realistic payment terms and avoid the domino effect of bad debt.

identeco's Company Report Service is part of the Business Support Toolkit and gives comprehensive, accurate information on over 6m UK registered companies. Unlike other company checking offerings, access to **this service is unlimited.**





### CONTROLACCOUNT PLC (02765607)

#### Registered Office

Company name	CONTROLACCOUNT PLC
Company type	plc
Companies House number	02765607
Incorporated	18/11/1992
Address 1	COMPASS HOUSE
Address 2	WATERSIDE
Address 3	HANBURY ROAD
Address 4	BROMSGROVE
Postcode	B60 4FD
	<a href="http://www.controlaccount.com">www.controlaccount.com</a>
	<a href="mailto:enquiries@controlaccount.com">enquiries@controlaccount.com</a>

#### Financial Health Rating

Score	Active (gold)
Details	Gold companies will have traded for many years, have strong and have an unblemished credit history. Trading with Gold companies would be quoted companies, large private groups or been traded
Creditor Days	11
Credit Limit	17,786,330

#### Trading Address

Address 1	Compass House, Waterside
Address 2	West Gate
Address 3	West Gate
Town	Bromsgrove
County	Worcestershire
Postcode	B60 4FD

#### Company Details

SIC	64999: Other financial service activities, except insurance and n.e.c., 82911: Activities of collection agencies
Auditor	Collins
Comments	
Bank Name	

Search by company name or registration number to access the following information:

- Company name and type
- Companies House number
- Incorporation date
- Address
- Website
- Email
- Telephone and whether TPS registration is active
- 12 month accounting period
- Date of last accounts filed
- Date of last annual return filed
- Trading status
- Description of the type of business
- Financial health rating (gold, silver, bronze, amber, red flag 1, 2, & 3, insolvency, not trading, dissolved, business discontinued)
- Company details including auditors, where available
- Group companies, if any
- County Court Judgements, if any
- Detrimental data, if any
- Filing history – all documents submitted to Companies House
- Profit and loss – revenues, costs and expenses
- Balance sheet – assets, liabilities and capital
- Ratio analysis – an indicator of business financial performance
- Directors, shareholders and office structure and any other cross associations
- Mortgage details, if any
- Previous company names



#### **4. Director and Shareholder Intelligence**

Our director and shareholder search facility will provide our subscribers with insights into exactly who they are dealing with.

Search by full name to discover current and previous directorships and other company associations.

Filters can be applied for date of birth, town, county or postcode to enable accurate reporting.

## 5. Financial Health Ratings

All identeco company reports include a unique financial health rating, which provides an at-a-glance insight into a company's financial health.

Companies are categorised by gold, silver, bronze or amber, as well as red flags 1, 2 or 3 for companies where a more cautious approach is advised.

For all companies, identeco subscribers have the option to add these to our account monitoring services, which will notify you on any further changes — positive or negative — allowing you to take a second look, if necessary.





## 6. Account Monitoring

Ever changing trading conditions continually impact business, affecting stability and opportunities to grow existing business relationships. Ensure your customer records contain the most up to date information by taking a proactive approach with identeco's account monitoring service.

Our individual company account monitoring alerts will help you manage your customer accounts more effectively. When you set up a monitoring alert on a specific company, we will notify you of any changes to your customer's trading conditions, flag any financial difficulties or changes in ownership, helping you respond quickly to protect your business.





## 7. Detrimental Data Service

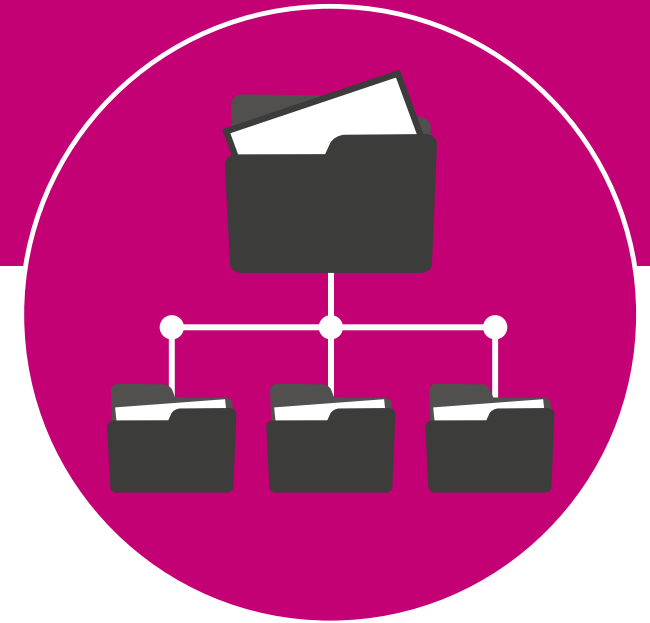
Included in our Company Reports is the disclosure of any detrimental data such as CCJs or High Court Judgements.

Using this knowledge, you can be proactive in protecting yourself and your business from the risk of non or late payment.

## 8. Document Retrieval Service

Every registered company must submit annual accounts to Companies House detailing financial activity and structures. With identeco, subscribers can view, download and print the original submitted documents, giving you a complete picture of a business.

We hold up to 10 years' of documents for over 6m UK companies.





## 9. Data Audit Reports

Here at identeco, we recognise the importance of accurate data.

Our data audit reports will help make sure that you are working with the most accurate and compliant data. We will screen your data against TPS, CTPS, GDPR, telephone and address validation, the mortality register and gone away entries. In addition, we will also identify any duplicate entries. Our data audit will flag any areas that can be improved in order to reduce costs and improve ROI on marketing campaigns.

The Information Commissioner's Office recommends screening data against all the above every 28 days in order to avoid fines and prosecution.

Our service is straightforward to use and secure.





## 10. Marketing, Mailing and Prospecting Lists

Our Marketing, Mailing and Prospecting list service provides subscribers with data to help identify and target their ideal customer, resulting in market share growth.

Create bespoke marketing lists by SIC code, keyword or industry and apply filters such as region, financial health and age of business.

This list can then be downloaded and used in marketing and sales campaigns. All list are fully compliant at time of delivery to your subscriber's dashboard.

Like all services within the Business Support Toolkit, **lists are uncapped.**



## 11. Business Names Database

Since the abolition of The Register of Business Names in 1981, there has been no central source that captures UK unregistered business information. This means that a centrally held record of all non VAT registered businesses is a rarity.

Responding to this need, identeco launched a Business Names Database which catalogues over 1.6 million businesses that operate in the UK and are not registered with Companies House.

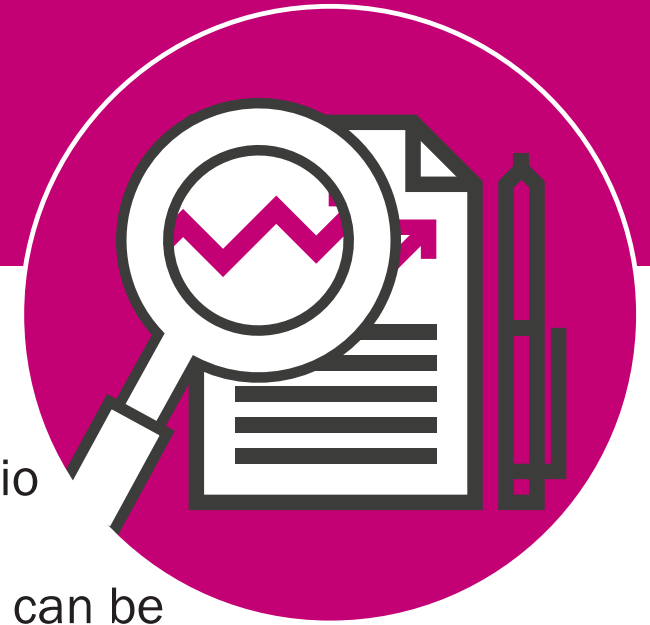
Subscribers can search any business and select the specific business from the results, and much like our registered company reporting, users can view business details, including legal status, contact details and trading address, financial health rating, any detrimental data and name of the owner or person with significant control.



## 12. New Market Entrants Database

The business landscape is continually changing - new entrants are constantly emerging, creating competition within markets as well as thousands of opportunities to add new customers to existing portfolios. The value of this data cannot be underestimated; for business start-ups it is vital that there is transparency as to how saturated a market is, or as an established player who needs to keep an eye on any new competition which might have an effect on supplier costs or customer loyalty.

With identeco's New Market Entrants service, we will provide intelligence on new ventures to enable companies to understand new market players, their services and products.



### **13. Acquisition Targets**

For an entrepreneur looking to expand their business portfolio or a business owner wanting to strengthen and grow their company, an acquisition or merger with an existing company can be an ideal investment.

identeco provides its subscribers with the ability to identify businesses that are in a distressed state and may benefit from being restructured, resulting in a cost-effective answer to your growth strategy. Using our service, you can identify targets in the right sector and capitalise on company administrations with far less initial outlay than starting a new business or buying a successful organisation that matches your expansion needs.








## 14. What can identeco do for you?

We are confident that there is no other product on the market that delivers such a wealth of business services at such competitive pricing. Similar offerings on the market have a price point somewhere between £350 - £750 per year with caps in place for usage. The Business Support Toolkit is **£79.95 per year, for unlimited use**. We have further services including data cleansing, legal and probate searches, employment and primary trace, outsourced services and market research, but unlike our competitors, these are not packaged as a 'bundle' but available as an additional service, priced at a preferential rate. All identeco subscribers benefit from account management and technical support should any business need a little hands on help using the product.

With further enhancements and additional services being continually introduced, a subscription to identeco will add value to any business, whatever its size or industry. It's a slice of reassurance for any business.



## 15. Testimonials

-  Attention to detail, excellent service from beginning to end. ★★★★★
-  I am so pleased we signed up. ★★★★★ At first, I was sceptical, but have been happy to be proved wrong! I have used the service on a few occasions to check out business' details and have been impressed with how thorough the details are, and one particular company highlighted to me that it was not safe to do business with them and so it made me think twice about engaging with them.
-  Fast and responsive service. ★★★★★ Very impressed with the service and the detail is exactly what we need to make decisions. Very, very easy to use and very good pricing.



- Great product for a small price tag. ★★★★★  
Excellent, friendly service with a fast turnaround of results.
- A quick reference product at a fair price. ★★★★★ Being able to obtain information in one place saves time, the fee charged on an annual basis is cost effective.
- The portal has become an intrinsic part of our account opening process; giving us the ability to understand credit terms for our customers and set them accordingly. For the price, it's become invaluable to our business. ★★★★★

# identeco

business support toolkit

 identeco.co.uk

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