



FOR IMMEDIATE RELEASE  
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## **Ipreo integrates Bigdough data & tools into Microsoft Dynamics CRM**

**Industry-leading content & functionality make CRM experience more relevant to  
Capital Markets professionals**

**New York – March 1, 2010** – Ipreo, a leading global provider of market intelligence and productivity solutions to investment banks and corporations, announced the availability of BD For Dynamics – a powerful integration of Ipreo’s market-leading Bigdough institutional data and prospecting tools with Microsoft Dynamics CRM. The integration provides Microsoft Dynamics financial services customers with a productive and powerful CRM experience.

The Bigdough database is widely recognized as the leading source for institutional contacts data and investor profiles, covering 100,000 equity and fixed-income contacts at more than 18,000 firms in 109 countries. Capital markets professionals around the world access this information through Ipreo’s BD Suite of prospecting and CRM platforms, namely BD Advanced and BD Vision in institutional research, sales and trading, and BD Corporate in the investor relations marketplace.

BD For Dynamics combines Ipreo’s BD Advanced workflow solution, as well as the full Bigdough database of institutional contacts, via an intuitive integration with Microsoft Dynamics CRM, allowing clients to seamlessly screen, manipulate, mine and manage Bigdough information, significantly enhancing the value of the platform for sales and research professionals – helping to increase effectiveness as well as speeding adoption, usage and penetration of the CRM platform throughout the firm.

“We are very excited about this roll-out on several fronts,” said Paul Hebert, EVP and MD of Global Capital Markets Sales at Ipreo. “First, we are confident that this will enrich the experience of all financial market CRM users. Second, many CRM decisions are enterprise decisions. It can be very challenging for IT professionals to build support among divergent business segments for a common CRM platform. Adding the BD Advanced embedded solution to Microsoft’s leadership in the deployment of enterprise CRM solutions will help our mutual clients bring some of these business segments together.”

“In an ever-changing economic environment, financial organizations need to be equipped with the right technologies to help them succeed,” said Brad Wilson, general manager, Microsoft

Dynamics CRM. “This new solution demonstrates Ipreo’s commitment to keeping clients in the capital markets integrated, collaborative and competitive.”

### **About Ipreo**

Ipreo is a premier global provider of high quality data, market intelligence, and productivity solutions to investment banking and corporate clients. With decades of experience serving the capital markets, and a reputation for superior customer service, Ipreo is both a dynamic innovator and a trusted resource. Ipreo has more than 500 employees and operations throughout the US, Europe, and Asia. Ipreo is majority-owned by private equity firm Veronis Suhler Stevenson ([www.vss.com](http://www.vss.com)). For more information, please go to [www.ipreo.com](http://www.ipreo.com).

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Press contact:

Kate McKay

+1.212.849.5060

[kate.mckay@ipreo.com](mailto:kate.mckay@ipreo.com)