

VIP Report

Comparative Review of Russian Databases - Ruslana and EMIS - Russia

In-depth, independent review of the products,
plus links to related resources

"Despite global economic woes, the emerging economies of Brazil, Russia, India and China (familarly known as the 'BRIC' economies) continue to attract investors' interest. This has grown considerably in recent years as Western investors realise the potential for a real return."

April 2010



[SAMPLE]

VIP Volume: Reports on Products

Contents

Comparative Review of Russian Databases

5



In-depth review of products by experienced researcher, including screen shots and commentary

Russian Database Product Review	5
VIP's View	5
Product Review of Ruslana	6
Ruslana Overview & Key Features	6
<i>Table 1: Number of accounts per year in Ruslana</i>	6
<i>Table 2: Number of companies with type of accounts per country</i>	6
<i>Table 3: Types of accounts</i>	6
<i>Table 4: Turnover by NACE rev 1.1 sectors</i>	7
<i>Screenshot Figure 1: Ruslana homepage</i>	8
<i>Table 5: Data types available in Ruslana</i>	9
<i>Screenshot Figure 2: Ruslana geographic filter</i>	10
<i>Screenshot Figure 3: Ruslana city lookup</i>	11
<i>Screenshot Figure 4: Ruslana filter by number of employees</i>	12
<i>Screenshot Figure 5: Ruslana search narrowing</i>	12
Results and Report Formats	12
<i>Screenshot Figure 6: Ruslana list customisation form</i>	13
<i>Table 6: Financial data formats in Ruslana</i>	13
<i>Screenshot Figure 7: Ruslana Ukrainian accounting terms</i>	14
<i>Screenshot Figure 8: Ruslana company report extract</i>	14
<i>Screenshot Figure 9: Ruslana graphing function</i>	15
Customisation, Saved Searches and Alerts	16
Ruslana Help & User Support	16
Costs - Ruslana	16
Conclusion - Ruslana	16
Contact Details - Ruslana	16
Product Review of Emerging Market Information Service (EMIS)	17
EMIS Overview & Key Features	17
<i>Screenshot Figure 10: EMIS homepage</i>	17
<i>Screenshot Figure 11: EMIS market calendar</i>	18
Content Types	19
<i>Screenshot Figure 12: EMIS news homepage</i>	19
<i>Screenshot Figure 13: EMIS news article</i>	20
<i>Screenshot Figure 14: EMIS company search</i>	21
<i>Screenshot Figure 15: EMIS company profile</i>	22
<i>Screenshot Figure 16: EMIS report builder</i>	23
<i>Screenshot Figure 17: EMIS analysts' reports</i>	24
<i>Screenshot Figure 18: EMIS industry classification (extract)</i>	25
<i>Screenshot Figure 19a: EMIS industry statistics</i>	25
<i>Screenshot Figure 19b: EMIS industry statistics</i>	25
<i>Screenshot Figure 20: EMIS macroeconomic indicator</i>	26
<i>Screenshot Figure 21: EMIS financial markets page</i>	27
<i>Screenshot Figure 22: EMIS research reports</i>	28
<i>Screenshot Figure 23: EMIS Who-is-Who</i>	29
<i>Screenshot Figure 24: EMIS sources page</i>	29

<i>Screenshot Figure 25: EMIS tenders</i>	30
Customisation, Saved Searches and Alerts	31
EMIS Help & User Support	31
Costs - EMIS	31
Conclusion - EMIS	31
Contact Details - EMIS	31
Ruslana and EMIS Company Reports Compared	32
<i>Screenshot Figure 26: EMIS company report</i>	32
<i>Screenshot Figure 27: Ruslana company profile extract</i>	33
<i>Screenshot Figure 28: EMIS large company information</i>	34

Other Products 35

Related VIP Product Reviews

Web Resources 37

Web-based resources relating to company

About the Reviewer 38

Biographical notes about the product reviewer

About this Report

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Comparative Review of Russian Databases

By Jonathan Gordon-Till



Jonathan Gordon-Till
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"Both databases successfully exploit the limited availability of data registered by companies with the relevant tax and national statistics authorities in Russia and present this data in a harmonised format..."

Russian Database Product Review

Despite global economic woes, the emerging economies of Brazil, Russia, India and China (famously known as the 'BRIC' economies) continue to attract investors' interest. This has grown considerably in recent years as Western investors realise the potential for a real return. Yet despite such interest in the BRIC economies, it is often thought that reliable and useful business information of the sort taken for granted in developed markets such as the United States or European Union is difficult to find. Whilst it may be true that the number and quality of resources is limited, particularly where free Internet resources are concerned, there is a small number of subscription services available to the business information specialist and investor covering BRIC economies, and Russia in particular.

In this report we look at two online databases covering the Russian market, Ruslana from Bureau van Dijk and EMIS - Russia from ISI Emerging Markets. Both databases successfully exploit the limited availability of data registered by companies with the relevant tax and national statistics authorities in Russia and present this data in a harmonised format – in English as well as Russian – for a simple and intuitive search experience.

Whilst each service has a particular strength (in the case of Ruslana, the relative ease with which advanced searches for groups of companies meeting certain criteria can be carried out, and for EMIS the comprehensive range of full-text sources and customisable reports), the fundamental weakness common to both services is that information about named directors, shareholders or advisors is very limited.

Russian Databases: VIP's View

Ruslana

- ✓ Powerful search capabilities
- ✓ Very easy to build up marketing lists
- ✓ Quick filtering of companies of specific criteria (e.g. size) very simple
- ✓ Intuitive
- ✓ Data sourced from national tax or statistics authorities
- ✓ Data are as authoritative as they can be
- ✓ Simple, clear user interface
- ✓ Parallel Russian / English site content
- ✓ Standardised content
- ✓ Good helpfile aids the understanding of Russian accounting terms
- ✓ Customisable reporting
- ✓ Data exportable to Excel with Addins to PowerPoint
- ✓ Covers Ukraine and Kazakhstan as well as Russia
- ✓ Wide range of companies including smaller enterprises
- ✗ Inconsistent transliteration of Russian source text
- ✗ Absence of premium content such as industry reports or analysts' reports

EMIS

- ✓ Extensive range of resources, many difficult to find
- ✓ Parallel Russian / English site content
- ✓ Standardised content
- ✓ Simple, clear user interface
- ✓ Extensive archive or historic content
- ✓ Extensive company profiles for larger companies
- ✓ Rich report builder for creating customized reports
- ✓ Full-text where relevant
- ✓ Premium content such as analysts' reports in full text
- ✓ Detailed filtering of content by e.g. industry
- ✓ Data exportable to Excel
- ✓ Up-to-date and frequently updated
- ✗ No customisation of page content
- ✗ Who-is-Who only in Russian
- ✗ Limited alerting



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