

VIP Report

Product Review of Zephyr

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

"Zephyr covers just under 800,000 deals from the late 1990s to date. It is easy to use, but offers powerful searching, with around 300 search criteria. Users can perform analyses on a set of deals, create rankings and charts, and monitor deals using alerts..."

July 2010



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

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About this Report

VIP Report

VIP (<http://www.vivaVIP.com/>) publishes in-depth reports on products, vendors and user experiences relating to premium content products. The monthly *VIP Magazine*, available by paid subscription, includes news analysis and highlights from the latest product reviews. Subscribers also receive, as part of their subscription, the full product review reports published each month.

Users can also purchase individual reports and back-issues of the magazine to meet their immediate needs. The free *VIP Wires Weekly* HTML newsletter offers a regular update of the material which VIP's editorial team is reviewing and commenting upon.

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Anne Jordan

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"Zephyr is a database of deal information covering M&A, IPO, private equity and venture capital deals, and containing information on rumours as well as announced and completed deals."

Introducing Zephyr

Zephyr is a database of deal information covering M&A, IPO, private equity and venture capital deals, and containing information on rumours as well as announced and completed deals. It is produced by Zephus Ltd, a wholly owned subsidiary of Bureau van Dijk Electronic Publishing (<http://www.bvdinfo.com>). The database provides company and financial information on the parties involved in the deals from Bureau van Dijk's range of company databases, such as Fame, Amadeus and Orbis.

Zephyr owes its origins to Manchester-based online publishing entrepreneur Nick Jaspan, who created a database covering corporate finance activity throughout Europe for Newsco Publications, a publisher of regional business magazines and directories. In 1999 Newsco was bought by Regional Independent Media Group plc and in April 2002 the Zephus Corporate Finance Knowledge division of Regional Independent Media Group was acquired by Bureau van Dijk, which changed the product's name to Zephyr.

Zephyr covers just under 800,000 deals from the late 1990s to date. It is easy to use, but offers powerful searching, with around 300 search criteria. Users can perform analyses on a set of deals, create rankings and charts, and monitor deals using alerts.

Zephyr has been undergoing a total upgrade with the new Zephyr launched at the end of June. This review looks at the new Zephyr (<http://www.zephyr.bvdep.com>).

"Users can perform analyses on a set of deals, create rankings and charts, and monitor deals using alerts."

Zephyr: VIP's View

- ✓ *Rigorous data collection and research process underpins the content.*
- ✓ *Various search options are available from the easy – Quick word search, common pre-defined searches, and an easy fill-out box form – to the more advanced, where experienced users can build search strings.*
- ✓ *Advanced Search has 300 search criteria, which can be combined using Boolean operators, providing a great deal of search flexibility.*
- ✓ *Powerful analysis tools provide a number of ways to analyse sets of deal reports using either pre-defined analyses or using your own criteria.*
- ✓ *The interface is clear and navigation is intuitive.*
- ✗ *Geography searching by country or world region can be applied to Acquirer, Target or Vendor in the Standard Search screen. In Advanced Search, however, geographic searches can be applied to Acquirer, Target or Vendor for any country or user-selected countries, but not for the pre-defined World Regions.*
- ✗ *Only a small proportion of deal records have 'Editorials'. Whilst recognising the resource commitment necessary to create Editorials, it would be useful to have them for all deals.*
- ✗ *Having undertaken and run an Advanced search, all the analysis functions are immediately available via a menu pane. Undertaking searches via the standard search route, this menu is not available and users need to launch the Wizard to access analysis. It would be useful for both search routes to provide access to the same menu.*
- ✗ *This review was undertaken on the new Zephyr beta in early June and minor glitches with the Help remain, though the vendor is working on addressing them. For instance, items in the Help menu refer to the new Zephyr, but the Support Centre links to information on the old Zephyr.*

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from this sample**

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