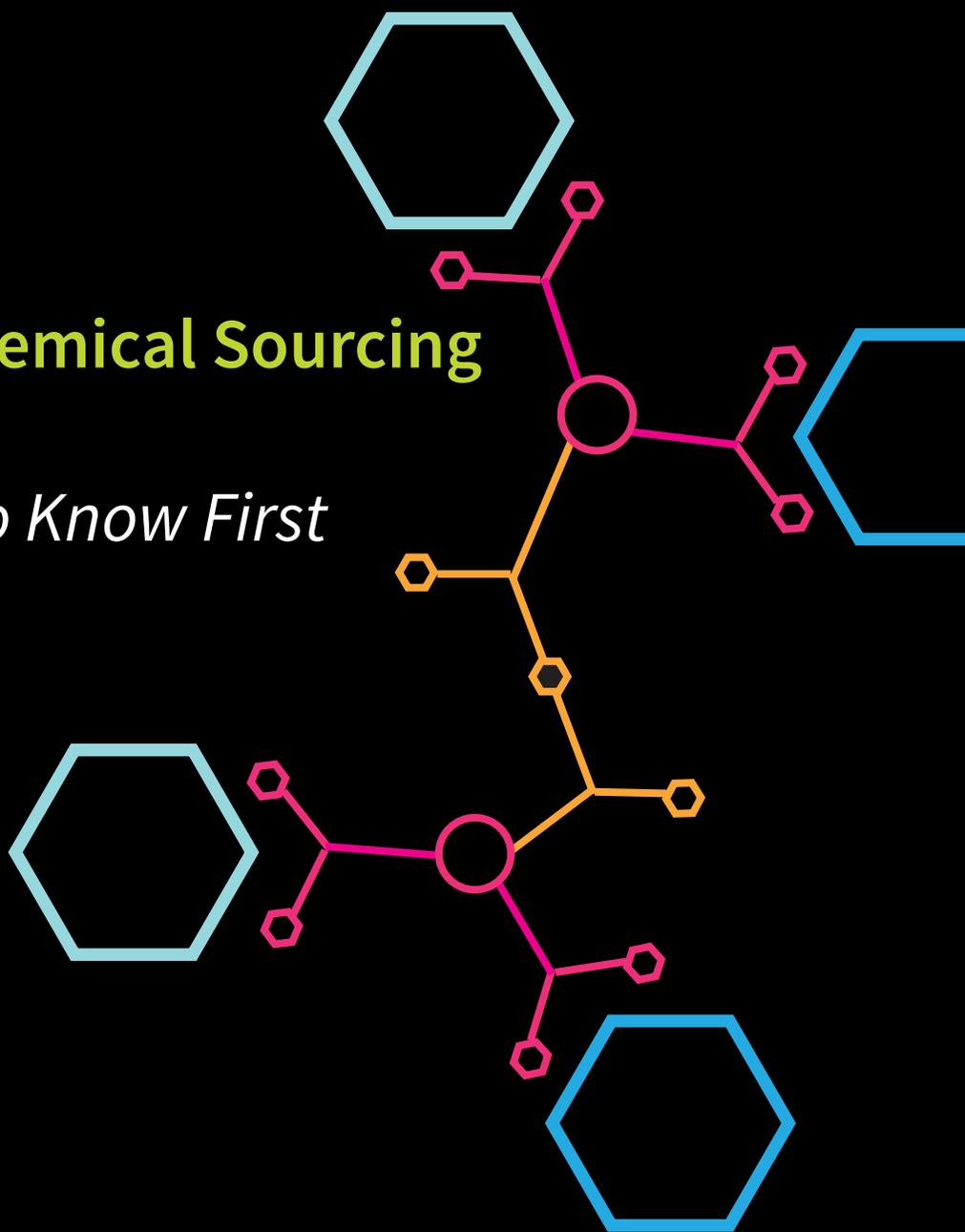


Purchasing a Chemical Sourcing and Sales Tool:

What You Need to Know First



Purchasing a Chemical Sourcing and Sales Tool: What You Need to Know First

If you're considering the purchase of a chemical sourcing and sales tool, you may have questions about what to look for in a database solution. After all, there are many options on the market, and you want to make the right decision for your business. Besides, industry intelligence comes with a price tag, and choosing the wrong solution could be costly. This paper was written to help you ask the right questions before you buy, so you can select the chemical sourcing and sales tool that suits your needs.

Assembled here is a list of questions that you should ask potential information providers, and what to listen for in the responses you receive.

How many producers are included in your database?

You may need to locate only one or several producers, but an incomplete selection limits your ability to make informed decisions based on product availability, delivery time, quality and – most importantly – price.

If your business is global, database size and breadth becomes even more critical because you have to be able to find the right producers in the specific country and region where manufacturing will take place. Make certain that your provider's reach is global as well as comprehensive.

What general producer information does your service provide?

The database should include the information you need to contact the company as well as research them online: mailing address, phone number, fax, website URL, general email address, company type, DUNS number and company description.

Of course, product information for each producer is also a "must have". Do you sometimes find that a producer on whom you've come to rely has suddenly stopped making the product you need? In a fast paced market this can happen frequently, so you want a database that provides the latest product information for each producer. If you don't have time to contact producers who no longer have what you need (and who does?) then having access to the freshest product data available is crucial.

"...you want a database that provides the latest product information for each producer."

What contact details are provided?

Not only does producer product information have to be up to date, company contact information must also be current. Personnel changes frequently at most organizations, which means the email address or phone number you've been using may suddenly become out of date. Again - here's another reason why continuous updates are so important –we'll say more on this a bit later.

Don't assume that your potential data resource includes contacts, much less current contact information; you must ask. You want access to individual contact names and titles– not just general department details – as well as email addresses, job functions, direct phone numbers and even mobile numbers when available.

How is producer information updated? What data sources are used?

Some chemical information providers get their data primarily from publicly available open sources such as online directories or even phone books. Some also rely on web crawlers to automatically search for similar resources online. Neither approach hits the mark. Paper sources quickly become outdated, and web crawlers don't have the ability to judge whether the data they capture is current.

What are the most trusted data sources for updating? First and foremost, the companies themselves are the best source of current information, so ask your potential provider if they have a team of researchers that contacts companies directly to verify information, and also provides producers with the means to update their own information.

Public websites, tradeshow attendee and exhibitor lists, recent journals and publications, industry events, industry partners and user-submitted information are all excellent sources for most up to the minute data.

Is contact data updated continuously?

You may be told that no company performs continuous updates but that simply is not the case. A few providers actually do update regularly; seek them out. The chemical and pharmaceutical industries are constantly changing and you shouldn't have to make do with last year's or even last month's information.

What internal resources are dedicated to continuous data improvements?

It's not enough to just have able bodies performing research in a highly technical field of chemical and pharmaceutical sourcing. Research should be conducted by in-house chemists who understand the industry and the products, so that you're assured that all data is well vetted and correctly categorized.

“Research should be conducted by in-house chemists who understand the industry and the products...”

Look for researcher backgrounds in either Organic or Inorganic chemistry-related fields with laboratory experience and a specialty in at least one of the following areas: pharmaceuticals and healthcare, synthesis, industrial chemicals and dyes.

What happens when you don't find information on a particular producer?

Who do they contact for information? Typically, no one. Whether performing your own search or requesting custom research, you're paying for timely, complete data; if your provider comes up empty and stops looking it's simply not acceptable. Expert researchers are persistent and thorough, and will proactively contact suppliers to obtain the latest information.

Can I request specific research?

Not only should the provider's answer be yes, you should have direct, online access to submit research requests the minute such needs arise. Ask whether they provide this service.

Can I ask questions about specific information in your database before I make my decision to purchase your service?

The last thing you want to do is put money down and discover later that the intelligence you need is not available. Before you buy, you should have the opportunity to ask questions about your provider's research team regarding the data they feature, including specific producer or chemical information. It is also worth asking what type of regulatory information or certified manufacturing credentials are provided to ensure listing accuracy for companies, especially those listed as chemical producers.

What data is downloadable and in what formats is it available?

Data should be available for you to download directly to an Excel file with columns clearly labeled. There should be options so that you can select which fields you want to include in your information download. Company descriptions should also be downloadable in convenient PDF format.

In addition, you should be able to download a single product profile that includes all available company information, have the ability to look up a particular chemical and download an inclusive list of suppliers.

Finally, there should be a print option for all screens and search results.

“...you should be able to download a single product profile that includes all available company information...”

Do you provide access to import/export data? If so, is there an additional fee?

All import/export data should be included in the service you choose, searchable by product. Look for a provider that gives you access to a trusted source – such as Descartes’ Datamyne data – updated quarterly so you have accurate information on manufacturer bulk shipments of chemical products and pharmaceuticals from around the world.

Import/Export data should include product name and be matched to a producer whenever possible. It’s also helpful to have a wide range of countries covered in shipping data as well as the ability to download the information to an Excel file. It also helpful to have current data that is preferably less than 3 months old.

What is the average subscription duration and renewal rate of your existing customers?

This question is one of the most important ones to ask when evaluating a long-term annual membership of a data-driven chemical sourcing tool. Satisfied customers renew their memberships, frustrated customers do not. What percentage of the provider's customers has been with them for over five years? Over ten? How about twenty? Companies check their stats, and the proud ones are more than willing to share that information with potential customers.

CONCLUSION

Choosing the right sourcing, sales and marketing tool isn’t a simple task, but you will make the right decision if you ask the questions we've provided in this paper. Remember, if the provider you're evaluating cannot deliver what you need, find a different partner. It may take more effort, but in the end you will be happy you did your homework.

We've put together a useful checklist of our questions for you to reference in your search, along with our responses.

Question	ChemicalInfo Response
<i>How many producers are included in your database?</i>	13,295 producers, 486,600+ products, 85,200+ chemical structures, 241,200+ CAS numbers, and 143,450+ synonyms
<i>What general producer information do you provide?</i>	Mailing address, phone number, fax, website URL, general email address, company type, DUNS number and company description, Proof of Manufacturing certifications such as ISO, cGMP, FDA and EDQM files
<i>What contact details do you provide?</i>	Individual contact names, titles, email addresses, job functions, direct phone numbers and mobile numbers when available, across a variety of departments within each company
<i>How is producer information updated? What data sources do you use?</i>	We contact producers directly and rely on other dependable data sources including our relationships with trade associations and our network of global affiliates. We also refer to public websites, tradeshow attendee and exhibitor lists, recent journals and publications, industry events, industry partners and user-submitted information
<i>Is contact data updated continuously?</i>	Yes
<i>What internal resources are dedicated to continuous data improvements?</i>	Research team of chemists with backgrounds in either Organic or Inorganic chemistry-related fields, laboratory experience and a specialty in at least one of the following areas: pharmaceuticals and healthcare, synthesis, industrial chemicals and dyes
<i>What happens when you don't find information on a particular producer?</i>	Our researchers contact providers directly to obtain the information we need
<i>Can I request specific research?</i>	Yes. We provide direct, online access for our subscribers to submit research requests
<i>Can I ask questions about specific information in your database before I make my decision to purchase your service?</i>	Yes. We are happy to oblige!
<i>What data is downloadable and in what formats is it available?</i>	All database information is downloadable. Excel files and PDFs are provided, plus print options
<i>Do you provide access to import/export data? If so, is there an additional fee?</i>	Yes, we provide Trade Data powered by Datamyne for an additional fee to subscribers that use trade data to make business decisions. The data is searchable by product, spans over 200 countries, is updated each month, included the "exported to" and "imported to" locations, Weight (kg), Value (USD) and number of shipments all downloadable to an Excel file.
<i>What is the average subscription duration and renewal rate of your existing customers?</i>	70% of our customers have been with us for 15 or more years.

If you would like to discuss the answers to these questions with us please [click here](#).

ChemicalInfo, now an IQVIA company, has collected, verified and distributed vital information for over 45 years, including our producer and bulk pharmaceutical data to global buyers and sellers of chemicals and pharmaceuticals. Our products include the Directory of World Chemical Producers (DWCP), FinishedForms, PathFinder and ContractManufacturing. Each offering helps streamline sourcing, sales and marketing processes to find accurate producer information. We continually update our databases with the help of our in-house Research Department. Our goal is to save our members time and add value by ensuring they have access to the most accurate information, when and where it's needed.

“Thank you to the ChemicalInfo Research Team — your support and the DWCP are helpful for our daily work!”
Klaus Fink, Purchasing Manager, Haenseler AG

“I like that ChemicalInfo vets its suppliers. Most other sources are packed with distributors and brokers pretending to be manufacturers.”
Chris Hodge, Head of Global Sourcing, Suterra LLC

“The Directory of World Chemical Producers (DWCP) consistently meets our business needs when searching for new supply sources of chemical raw materials.”
Solvochem FZCO





ChemicalInfo

an IQVIA company

ChemicalInfo is a global information resource for buyers and sellers of chemicals and pharmaceutical products and materials. The company has collected and distributed vital information for the chemical and pharmaceutical industry for 45 years.

Contact our National Sales Team to learn more about our databases, and to schedule a demo to see how we can help your business.

Phone: +1 (214) 349-6200

Email Address: sales@chemicalinfo.com

Website: www.ChemicalInfo.com