› Api

Get connected and make your business grow

Data Integration Solutions

iberinform.es
900 213 215

Iberinform
Crédito y Caución

Tech it easy

Api

Get connected and make your business grow

Data Integration Solutions

Iberinform

Spain · Portugal

Iberinform helps finance, procurement, sales and marketing departments to find business opportunities and assess potential risks worldwide, based on information presented in a practical and easily interpretable way to aid decision-making.

A subsidiary of Crédito y Caución, one of the major global operators in the field of credit insurance, with direct presence in 50 countries.

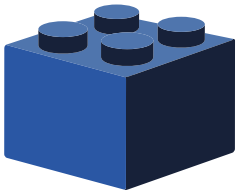
Do you want to increase the conversion on your digital marketing campaigns?

Is your sales team wasting to much time filling the information in the CRM out?

Is your phone number database lacking quality?

Do you need more information on your customers or prospects?

Is the information on your CRM updated?



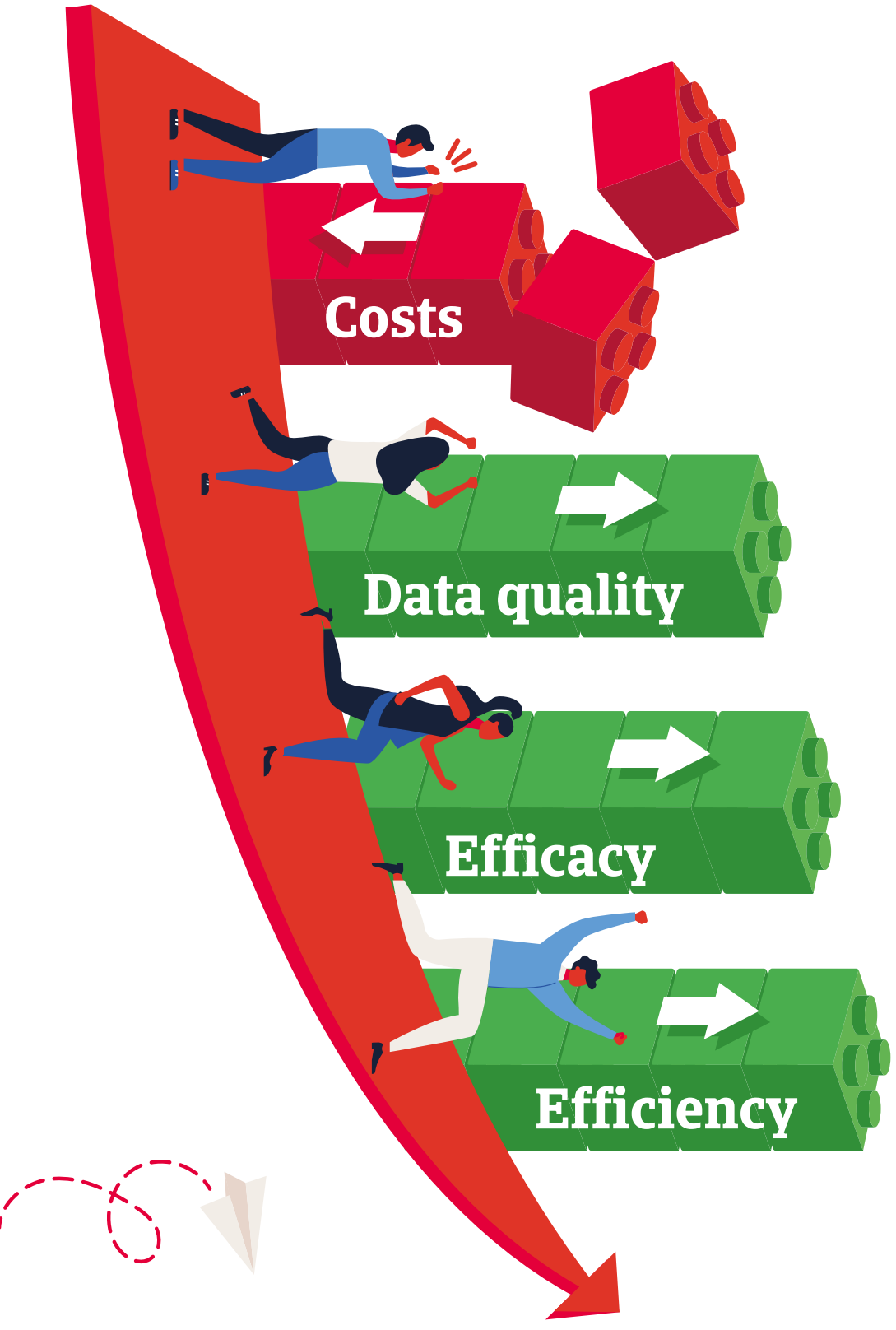
The business of companies that work with quality data **grows and average of 30% faster** ("The Insights-Driven Business" by Forrester).

Companies that use their data well are **22 times more likely to acquire customers** (McKinsey Global Insights).

Iberinform API

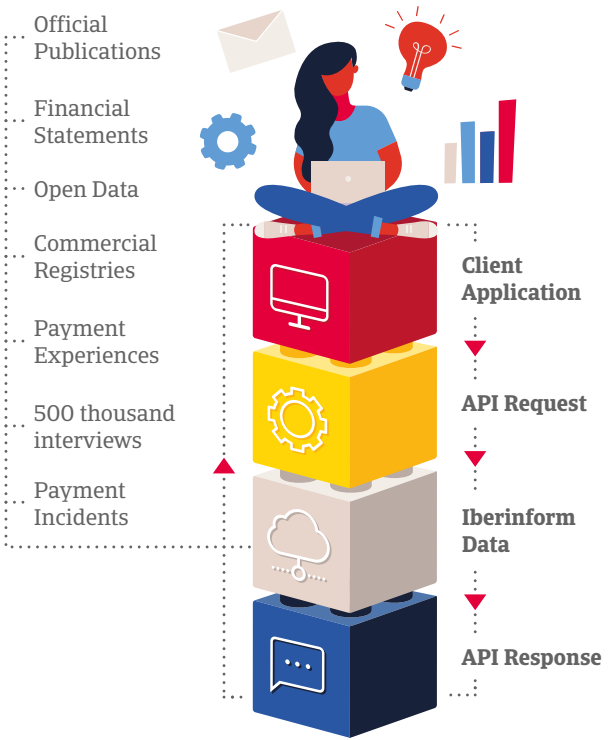
Like an application that permits interaction and communication between software and a person, an API is standard software that lets two applications exchange data.

This API provides a **set of rules (code)** and specifications **that applications use to communicate with each other,** acting as an interface between different programs and contributing examples of code in different programming languages (Java, .NET, Scala, Python, etc.) that eliminates the job of programming everything.


Costs
Data quality
Efficacy
Efficiency

How does it work?

Main sources of information



What does the Iberinform API do?

This API makes for an easy **integration** of the Iberinform catalogue of **data and functionalities** in DaaS (Data as a Service) mode to automate and improve the efficiency of internal processes. In other words, your management applications will **quickly and simply** have all the most common **data on companies and the self-employed.**

Which microservices do we have available?

Functionalities

- Search engine for companies and sole traders.
- Request for information on companies and sole traders.

Identifying information on companies and freelancers

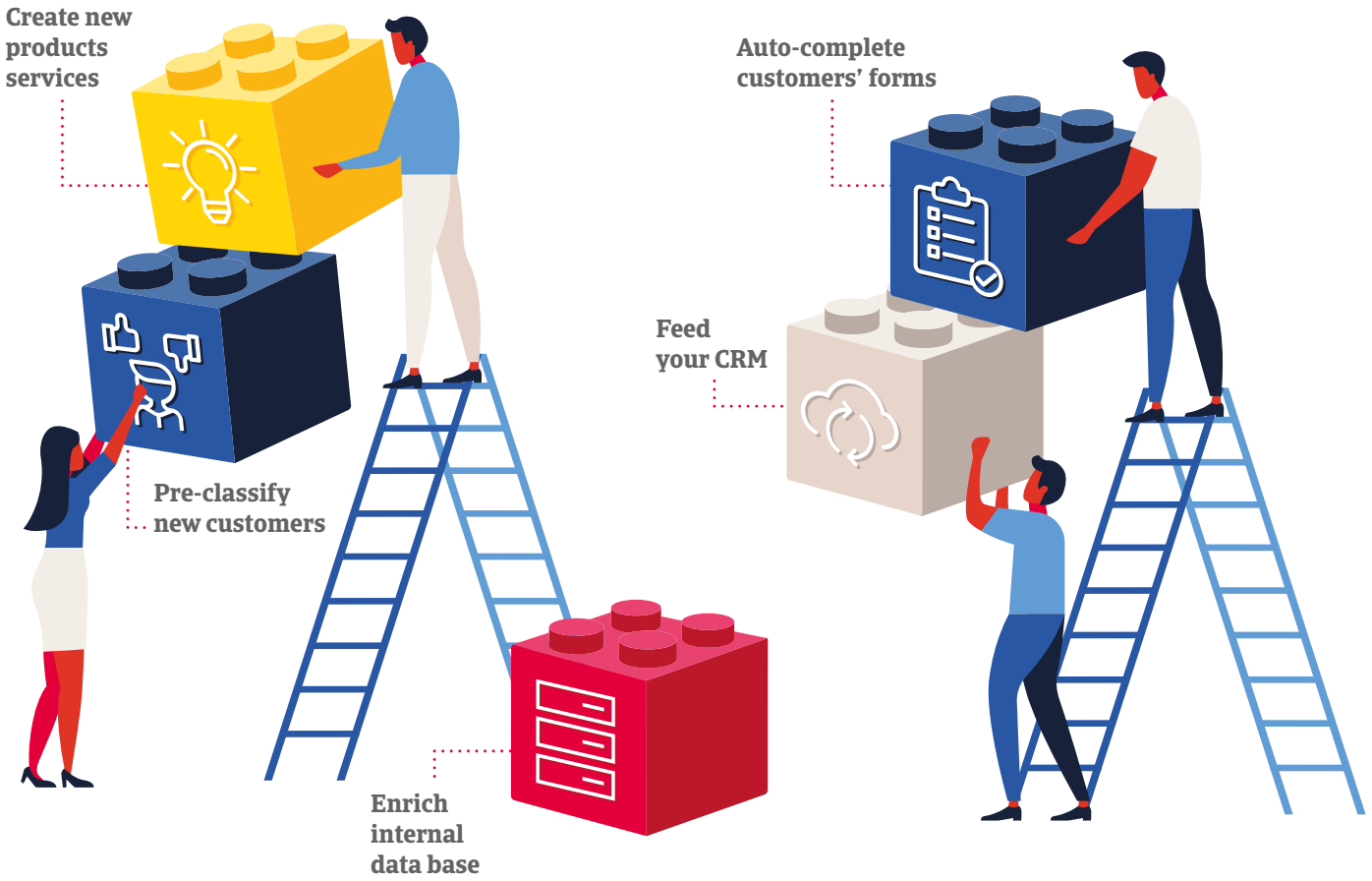
- Company name.
- Status (active/inactive).
- Contact details (commercial and tax address, phone number).
- Business sector.
- Company size.
- Beginning of operations.

If you don't find the information you need, we will help you look for it.

Business, financial and risk information

- Rating (assesses the company's ability to fulfil its payment commitments in the next 12 months).
- Recommended credit limit.
- Main financial information.
- Filling of account.
- Financial ratios.
- Payment incidents.
- Information published in the Official Gazette of the Commercial Registry (Borme).
- Directors (company bodies).
- Parent company and subsidiaries.
- Trademarks.

Most common uses



This API helps you to:

01

Increase the *efficiency* of your sales team, the usability of your CRM and the effectiveness of your Direct Marketing and Telesales actions.

- Prevent your sales team from cleaning and updating data manually on customers and prospects. Just be entering the ID (NIF) of a company or freelancer, this API will help you to **auto-complete** the majority of the fields on the **form to add** the client.
- Keep the **contact information permanently updated** with the daily uploads.
- **Prevent duplications** and ensure that your Sales and Marketing teams prioritise customers according to their purchase potential, non-payment risk level, etc.
- **Improve the efficiency** of your **marketing actions** by feeding updated information to your CRM. The Iberinform API offers you access to your database, fed on a daily basis with the main sources of public information and by 500,000 validation interviews, to help you always keep **phone numbers and addresses** up to date.

02

Improve user experience on your website, as well as conversion rates in winning new customers.

This API lets you create calls to auto-complete forms that will allow you to avoid:

- Duplicate, incomplete, invalid, contradictory and not-updated information.
- Thus, you can also minimise the number of fake new entries.

How does it work?

- Calls to this API let you complete specific fields, significantly reducing the abandonment rate for forms and therefore improving conversion rates.
- Identify and rate the potential customers that are most relevant right from the beginning.

43% of Spanish **companies,** that official registries list as active, **are actually not doing business** according to the analyses conducted by Iberinform.

03

Automate administrative tasks and prevent making mistakes when sending bills out.

- **Minimise manual data entry** and ensure that you've got all information on potential customers (companies and freelancers) updated, as well as the billing information on your active customers to prevent the return of letters and invoices.
- Provide your teams with **fast and automated access** to company and sole traders data.

04

Create *new products and services* based on information from Iberinform.

- Lets developers build products and services based on the Iberinform data catalogue, reusing the code offered by this API.

Try it with no commitment

Request a **username** and passwords to access the Iberinform API at de **api.support@iberinform.es.**

Logon in the test environment (sandbox) using the API-Key and API-Secret to consult what your development team needs and test out data integration.

Try out any of the available services and data: company search engine, identification details, risk assessment, annual accounts, etc.

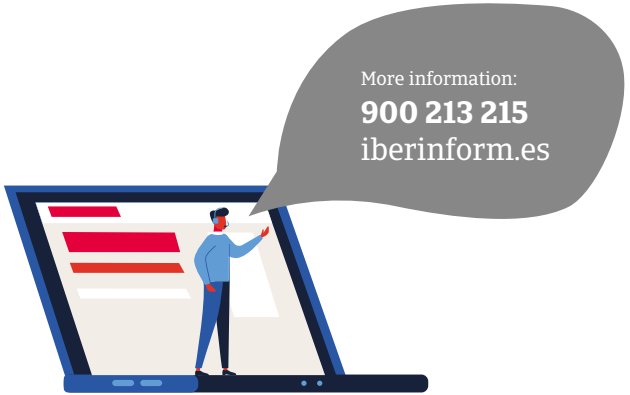
When you've got your user, you can make specific queries (via HTTPS calls) using the service search engine. In response to the query, you obtain a data set in a standard data transfer format (XML or JSON), which will contain the **fields that you select.**

View documentation

Documentation includes a description of the microservices available, the access points and examples so that **data integration** will be **easier.**

Further, our support department (at **api.support@iberinform.es**) will provide you with any help you may need during your integration.

Flat rates by data usage ranges



Iberinform in figures

€ 12 million yearly investment
on purchases and processing of information

5.4 million companies and freelancers

9 million Managerial Positions

3.3 million ratings

500 thousand investigated reports
both in situ and by telephone

175 thousand data items updated on a daily basis

200 experts
on compiling, processing and analysing information

Iberinform
Crédito y Caución

Tech it easy

Spain

Madrid · Headquarters
C/ Raimundo Fernández Villaverde 57 Bis
28003 · Madrid

(+34) **900 213 215**
iberinform.es · clientes@iberinform.es

Portugal

Lisboa · Headquarters
Av. Columbano Bordalo Pinheiro 75, 7º
1070-061 · Lisboa

(+351) **21 358 88 00**
iberinform.pt · geral@iberinform.pt

Offices

Madrid · Barcelona · Bilbao · Coruña (A) · Malaga · Murcia
Seville · Valencia · Valladolid · Saragossa · Lisbon · Porto