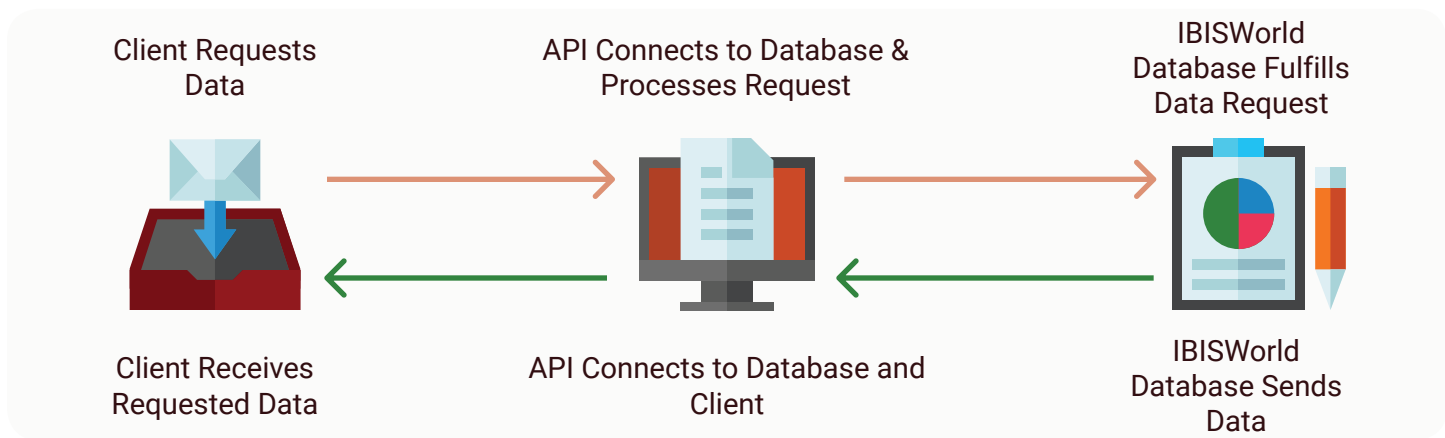


# API Solutions

## Integrate Industry Research into your Enterprise Workflow

### Product Overview

IBISWorld's API Solutions gives you seamless access to credible, up-to-date industry research to power your enterprise-wide systems, including knowledge portals, CRM systems and business applications.



#### Automate Your Workflow



Improve productivity by feeding industry information directly into enterprise systems and templates. Staff will avoid manually sifting through multiple sources for relevant industry insights.

#### Access Timely, Up-to-Date Industry Data



Provide employees with the answers they need, immediately. IBISWorld's API Solutions puts the most recent and relevant industry information at the fingertips of employees where they need it.

#### Save Time with Seamless Integration



Avoid scraping information manually from multiple sources. IBISWorld's API Solutions saves hours of time by automatically populating enterprise-wide systems with actionable industry data and analysis.

## Access all IBISWorld Data and Analysis, Including:

IBISWorld's API Solutions allows you to customize content based on your own requirements, meaning you can put only the most meaningful information at the fingertips of staff.

- Industry Research and Analysis
- Industry Revenue, Employment and Trade Data
- Company Market Share Data
- Key Industry Financial Ratios
- Risk Ratings Scores
- Industry Product Segmentations
- Call Prep Questions

“Being able to customize IBISWorld's data feed for our Relationship Managers has really enabled us to have better and more informed conversations with our clients.

Customer Satisfaction Manager,  
Global Commercial Bank

## How API Solutions is Used by IBISWorld's Clients

### Commercial Banks

Commercial banks use IBISWorld's API Solutions to automatically populate credit risk and CRM systems with up-to-date and actionable data and analysis. Credit analysts quickly assess industry risk conditions during a loan review. Relationship managers have more meaningful conversations with clients without the leaving proprietary systems. Our commercial banking clients usually combine IBISWorld's API Solutions with internal data and other third-party data within enterprise systems.

### Sales Teams

Large sales teams leverage IBISWorld's API Solutions industry data to populate internal CRM systems with industry insights to help front-line staff engage key prospects and deepen existing customer relationship across more than 1,000 industry segments.

### Marketing Teams

Marketing teams use IBISWorld's API Solutions to enrich website content, presentations and other external assets to create buyer-focused messages that talk directly to the industry pain points of their buyers.