



WOW DATA FEEDS

Flexible and bespoke WOW Data Feed Services enable automated integration of Who Owns Whom's extensive and reputable content sets into clients' internal sales, CRM, procurement, risk, compliance or other management systems.

WHO OWNS WHOM

*African
Business
Information*

BENEFITS

- **Enriched business intelligence**
- **Maintenance and currency of critical data**
- **Optimal data structuring and hygiene**
- **Corroboration of client/supplier information**
- **Identification of cross-ownership and cross-directorships amongst clients/ suppliers**
- **Enhanced operational efficiency**



THE ISSUE OF COMPLIANCE

Legislation in South Africa follows the international trend of maintaining accurate information on clients and suppliers. Recent relevant legislation includes:

- New Companies Act of 2008
- B-BBEE Amendment Bill of 2012
- FIC Act of 2001 and its Guidance Note of 2017
- Preferential Procurement Regulations of 2016

While the objectives of these laws are to support the global fight against corruption and money laundering and the local objectives of socio-economic transformation and supporting SMMEs, their implementation also achieves operational efficiencies and maximises the benefits of sales, marketing and supply chain management efforts.

Ongoing B-BBEE management and Customer Due Diligence are two key drivers for clients using WOW Data Feed Services:

B-BBEE MANAGEMENT:

Detailed B-BBEE information on South African companies enables efficient peer comparison and optimisation of procurement and business development strategies to achieve B-BBEE objectives.

CUSTOMER DUE DILIGENCE:

WOW Data Feed Services support organisations in identifying potential risk factors associated with clients and corroborating their identities, i.e.:

- Is the client domiciled in South Africa or in another country or does the client operate in another country?
- If the client is a corporate vehicle, is it part of a complex or multi layered ownership structure?
- What is the nature of the client's business activity?
- Does the client occupy a prominent public position or perform a public function at a senior level or does it have such individuals within its ownership and control structure?

- Does the client operate in an industry that is subject to specific standards or regulatory requirements?
- The name under which the legal person has been incorporated, its form and registration number.
- The client's ownership structure, directors/members and senior management.
- Its trading name if it is different from the name under which it has been incorporated.
- Its business address if it is different from the address of its registered office, etc.



WOW DATA FEED PROCESS:

- 1** Identify data sets that will inform and optimise the specific business requirement. Clients can select from a broad range of **company information categories that cover 18 000+ African companies** (90%+ of which are private entities), **ownership information for 170 000+ companies and details of 95 000+ directors** (including cross-directorships) across Africa, including South Africa:
 - Classification information, including industry detail
 - Ownership and corporate structures
 - Address and contact details
 - Supplementary information (e.g. professionals, nature of business and history)
 - Company size indicators
 - Financials for listed companies and SA SOC's
 - Directors and management
 - Director and management profiles
 - Director holdings (JSE listed)
 - Committees (JSE listed)
 - Director remuneration for SA listed companies and SA SOC's
 - BEE rating information for SA companies
 - Company change notifications
 - Takeover Talk (M&A and investment activity)
 - Industry report executive summaries
- 2** **Choose a Data Feed delivery methodology**, i.e. via API or data files.
- 3** **Automate processing of WOW data** to inform, structure and enhance intelligence rendered through internal management system(s) in an efficient manner. Automated matching of subscribers' clients/suppliers against the WOW database is also available at no additional fees to further facilitate optimal utilisation of the WOW data.

Improve the efficiency and quality of your critical business processes by contacting us today:

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About Who Owns Whom

Who Owns Whom is an independent research organisation producing high quality, holistic research on the African business and economic environment since 1980. It offers services into the disciplines of corporate marketing intelligence, procurement, private equity and corporate finance, management consultancies and state developmental and regulatory agencies.