



UC Selekt – introduction



A powerful tool for analysis, marketing and sales. Our business database UC Selekt gives you comprehensive information about Sweden's companies and organizations.

With this guide you get an overall introduction to UC Selekt.





UC Selekt guide

	SEARCH			ANALYSIS	
	→ Simple search.....	3		→ Comparison	7
	Company name.....	3		→ Cross tabulate	7
	Corporate registration number.....	3		Save cross tabulation	7
	Establishment number.....	3		Open saved cross tabulation	7
	SELECTION			IMPORT	
	→ Selection.....	3		→ File	7
	Search criterion	3		→ Save import	7
	Description of business activities	3		→ Use import	7
	My selection criteria.....	3			
	Changing a selection criterion.....	4			
	Save selection	4			
	Imported selections.....	4			
	Distribution report	4			
	→ List.....	4			
	Settings.....	4			
	→ Export list	4			
	Create new template	5			
	Export points	5			
	→ Printout of list	5			
	Remaining print points.....	5			
	Points after printout	5			
	→ Standard report.....	5			
	→ Full report.....	6			
	Decision-makers	6			
	→ Group relationship.....	6			
	→ Saved selections	6			

SEARCH

The search function is used to obtain current data on one or more companies.

Simple search

Fill in the company's name, corporate registration number or establishment number. It is also possible to search on address, zip code, city or telephone number. Then click "Search" to show a list of the companies that match the search.

Company name

Entering 'Skog', for example, in the field for company names generates a list with all companies whose name contains the word Skog.

Corporate registration number

The corporate registration number of the company. The number can either be written consecutively or with six figures, a hyphen and four figures (555555-5555).

Entering only a few figures in the corporate registration number field generates a list with all companies whose corporate registration number starts with the figures entered.

Establishment number

The unique eight-figure number assigned by Statistics Sweden (SCB) to all establishments in Sweden. Hints! A search can be refined by combining the different search fields. For example a company name can be combined with street address, city and branches.

SELECTION

The selection function is used to create target groups with the help of some hundred selection criteria.

Selection Search criterion

In the field "**Search criterion**" you can search for selection criteria in the selection tree. The criteria that match the search are opened in the selection tree and marked in bold. The selection criteria are described briefly when the cursor is moved over the respective heading. When a selection criterion has been added it is saved under the heading "**My selection criteria**". When the selection profile is ready, click on "**Show**" to see a list for the companies that match the selection criteria.

Description of business activities

To search on single words or a combination of words in the description of business activities for companies, click "**Description of business activities**", enter the words you are searching for in the description of business activities and choose a search argument. The search arguments you can choose from are "**Beginning of word**", "**Word contains**", "**End of word**" and "**Complete word**".

Examples of what the various search arguments mean:

If you search on the word "**Car**":

Beginning of word - Carton but not minicar

Word contains - Everything containing the letters car in that order.

End of word - Minicar but not carton

Complete word - Car but not minicar

When searching for more than one word the words must individually match the chosen search argument.

My selection criteria

The chosen selection criteria are listed here. It is possible to modify a selection by expanding, qualifying or excluding selection criteria and import files.

- Qualifying a selection criterion means that only the companies found in the chosen area will be included in the list.
- Expanding a selection criterion means that all companies in the chosen area will be added to the list for the selection already made.
- Excluding a selection criterion means that all companies in the chosen area will be removed from the list.

My selection criteria	Qualify/Expand	Results	Remove
<input type="checkbox"/> Geography County/Municipality/Zip code 01 Stockholm		296234	
<input type="checkbox"/> Company information Industry - principal activity C Manufacturing	Qualify ▼	8912	
<input type="checkbox"/> Company information Legal form Limited liability company - AB	Exclude ▼	4182	
<input type="checkbox"/> Company information Industry - principal activity 031110 Marine trawling	Expand ▼	4905	

Image: My selection criteria

The selection above has been created with companies in the county of Stockholm that carry on manufacturing activities and are not limited companies. In addition all companies in the whole of Sweden that engaged in minerals have been added to the selection.

Changing a selection criterion

Click the selection criterion to be changed to open it. Make the change and click **"Add to selection"**. The selection is updated with the new number of results.

To erase a selection criterion you click on the trash icon on the right of the selection criterion in the view **"My selection criteria"**. Remove the entire selection by clicking **"Clear"**.

Save selection

You can save a selection for future use. The selection is saved on UC's server.

Imported selections

Here you find the selections that have been imported to UC Selekt. These selections are not stored on UC's server. They must be uploaded for every new log in and remain until the next log out. (As a security precaution you are logged out after a certain period of inactivity).

Distribution report

With **"Show distribution"** you can see how companies in the selection are distributed by various selection criteria. At least one selection criterion must have been added in order for a distribution to be shown. For distribution, Click the plus sign to open the heading for the selection criterion. Mark the heading, it will be in bold when marked, then click **"Show distribution"**. The selection in question will be distributed by the criteria under the marked heading. The distribution report can be exported to Excel by clicking the icon **"Export to Excel"** in the toolbox.

Decision makers

Names of decision makers in management, market, sales, finance, personnel, purchasing and IT etc. are found under the selection criterion Decision makers. Contact information in the form of name, title, e-mail address and fixed and mobile numbers to decision makers can be exported from the service. The source for this information is: "UC Affärsinformation AB, Årstaängsvägen 21B, 117 88 Stockholm, 08-670 90 00".

Examples of selecting companies with the titles Head of accounting and/or Sales Manager:

My selection criteria	Qualify/Expand
<input type="checkbox"/> Company information Group status/Branches Group parent company Group status/Branches Other	
<input type="checkbox"/> Company information Decisionmaker Head of accounting Decisionmaker Sales manager	Qualify ▼

Examples of selecting companies with the titles Head of accounting and Sales Manager:

My selection criteria	Qualify/Expand
<div style="border: 1px solid #ccc; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> Company information Qualify ▼ </div> <div style="padding: 5px;"> <p>Group status/Branches Group parent company</p> <p>Group status/Branches Other</p> </div> </div>	
<div style="border: 1px solid #ccc; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> Company information Qualify ▼ </div> <div style="padding: 5px;"> <p>Decisionmaker Head of accounting</p> </div> </div>	
<div style="border: 1px solid #ccc; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> Company information Qualify ▼ </div> <div style="padding: 5px;"> <p>Decisionmaker Sales manager</p> </div> </div>	

Email addresses

To order email addresses, you first build your selection as usual, based on the criterias you want (geography, industry, turnover, and so on). Then select the decision makers to whom you want the email address under the Email addresses selection criterion. The source for this information is: " UC Affärsinformation AB, Årstaängsvägen 21B, 117 88 Stockholm, 08-670 90 00".

Examples of selecting companies with email addresses for the titles Head of Accounting and/or Sales Manager:

My selection criteria	Qualify/Expand
<div style="border: 1px solid #ccc; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> Company information Qualify ▼ </div> <div style="padding: 5px;"> <p>Group status/Branches Group parent company</p> <p>Group status/Branches Other</p> </div> </div>	
<div style="border: 1px solid #ccc; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> Company information Qualify ▼ </div> <div style="padding: 5px;"> <p>Decisionmaker Head of accounting</p> <p>Decisionmaker Sales manager</p> </div> </div>	

Examples of selecting companies with email addresses for the titles Head of Accounting and Sales Manager:

My selection criteria	Qualify/Expand
<div style="border: 1px solid #ccc; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> Company information Qualify ▼ </div> <div style="padding: 5px;"> <p>Group status/Branches Group parent company</p> <p>Group status/Branches Other</p> </div> </div>	
<div style="border: 1px solid #ccc; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> Company information Qualify ▼ </div> <div style="padding: 5px;"> <p>Email addresses Head of accounting</p> </div> </div>	
<div style="border: 1px solid #ccc; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> Company information Qualify ▼ </div> <div style="padding: 5px;"> <p>Email addresses Sales manager</p> </div> </div>	

List

You can sort the list in ascending or descending order by clicking on respective column heading. The order is governed by the direction of the arrow in the column heading. Remove a company from the list by clicking the trash icon on that line. The company in question then disappears from the list.

Settings

Specify your own settings for the list via the icon "Settings" in the toolbox on the right of the list. It is possible to choose which columns are to be included in the list and the number of records to be shown on each page. Click on a company name in the list to show a company report for the selected company.

Export list

Templates, either predefined from UC or your private ones, are used to export. Click either **"Private"**, **"Shared"**, **"Predefined"** or **"All templates"** to use existing templates. A list of existing templates chosen is shown. Select the template that is to be used by clicking on it in the list and then specify the number of records to be exported. Finish by clicking **"Export"**.

	Private templates	Shared templates	Predefined templates	All templates		
	Export template	Type	Created on	Last changed	Created by	Copy>Edit/Erase
1	Customer analysis	Shared	2018-02-02 14:57	2018-02-02 15:01	von Matern Henrik	
2	Campaign 2018	Private	2018-02-02 14:56	2018-02-02 15:00	von Matern Henrik	

Image: Export list

Export points

"Remaining export points" shows your current points and **"Points after export"** shows the points remaining after a complete export without restriction.

It is possible to restrict the export by filling in the fields **"From record"** and **"To record"** After clicking **"Export"** a file access dialogue appears where you choose whether the exported file is to be opened on screen or saved on the computer. After clicking **"Close"** the list remains on screen.

Contact information Decision makers

Contact information in the form of name, title, e-mail address and fixed and mobile numbers to decision makers can be exported from the service. The source for this information is: " UC Affärsinformation AB, Årstaängsvägen 21B, 117 88 Stockholm, 08-670 90 00".

To export contact information to decision makers, you first select which title (s) to export.

Available decision-makers:

- Head of communication
- Head of customer support
- Head of quality control
- Marketing manager
- Environmental manager
- Chairman
- Personnel manager
- Site manager

Export field:

Head of legal

Buttons: Add >, Add all >>, < Remove, << Remove all, Move up, Move down

Once you have selected the title, you go ahead and choose which contact information you want to export linked to the selected title (s).

In order to be able to export contact information to decision makers, the general and special conditions must be approved.

Printout of list

A choice of different types of printouts are given here. The format is pdf. To read pdf files you need the free software Adobe Acrobat Reader (at least version 6.0).

The various printout formats are:

- List as it appears on screen (this does not use up any print points)
- Telephone list for telemarketing
- Sales card, one company per page with room for notes

Remaining print points

"Remaining print points" shows current points.

Points after printout

"Points after printout" shows the points remaining after a full printout with no restriction. It is possible to restrict the printout by filling in the fields **"From record"** and **"To record"**.

When doing printouts companies that have asked to be entered on a ban publicity list (Robinson list) are not included apart from in the list. When printing a list the address and telephone data will not be included and when printing telephone lists, sales cards or labels they will not be included at all.

When you click **"Print"** a file access dialogue appears with the option of choosing whether the printout is to be shown on screen or saved on the computer.

After clicking **"Close"** the list remains on screen.

Standard report

A summary report for the selected company is shown here. For more information on the contents of the Accounting information box, place the cursor on the respective term.

To see a board member's directorships, click on the respective name. A new list is shown with the names of the companies on whose boards of directors the board member serves.

Full report

A report is shown here for the selected company. For more information on the contents of the Accounting information box, place the cursor on the respective term.

Scroll down the page to see the entire report or use the shortcuts on the left of the report to navigate easily between the different sections.

To see a board member's directorships, click on the respective name. A new list is shown with the names of the companies where the person in question is a board member/auditor.

Decision makers

Names of decision makers in management, market, sales, finance, personnel, purchasing and IT are found under the heading Decision makers. The names and position can be included in the export of company information as well as printing. The source for this information is: " UC Affärsinformation AB, Årstaängsvägen 21B, 117 88 Stockholm, 08-670 90 00".

Group relationship

By clicking on the link **"Group relationship"** on the left of the report the relationships within the group to which the company belongs is shown. Click on a company in the group relationship to see its report.

There are two ways of saving a group relationship. One way is to select all the companies to be saved and then click **"Save selected"**. The other way is to click **"Save group"**, and then all the companies in the group relationship with a participating interest of more than 50 % are shown. Group relationships are saved on UC's server under **"Saved selections"**.

Saved selections

Searches, selections and group relationships that are saved are on UC's server. A selection can either be saved as shared, which means that all users under that customer number can open the selection, or as a private selection, when only the person who has saved the selection can open it. Clicking **"Open saved selection"** opens a list of all saved work. Open a saved selection by clicking the appropriate selection in the list. Click the trash icon on the right of the saved selection to remove it from UC's server. Only individually created selections can be removed, which means that trash icons are not shown for selections saved as shared by other users.

If the system disconnects a user due to inactivity the current selection is saved as an **"Automatically saved selection"** in the list of saved selections.

ANALYSIS

Comparison

In order to carry out a comparison at least two company reports must be open. This is done by searching for the companies to be compared and then opening the company report for each company. Then click the icon **"Compare"**.

Mark the two company reports to be compared in the tab **"Select reports"**. Then click **"Compare"**.

The two companies are compared here using the parameters income statement, balance sheet, year-end accounts, key ratios and UC's unique credit opinion UC Credit Rating. Scroll down the page to see the entire comparison. Use the shortcuts to navigate easily between the different parts of the comparison report.

Cross tabulate

A distribution report on companies in a list, selection or all companies in webSelect can be generated with the help of cross tabulation. First select the companies for which you want to see the distribution by clicking either **"All"**, **"List"** or **"Saved selection"**. If the two last are chosen a list appears with open lists or saved selections so that a choice can be made by clicking on the list or selection to be used.

After that, in the selection tree, indicate the data on which the cross tabulation is to be performed by clicking on the icons **"Add in columns"** and **"Add in lines"**. The chosen criteria are then added in the boxes **"Columns"** and **"Lines"**. There is a limit to the total number of lines and columns. If that limit is exceeded the message **"You cannot add more lines/ columns in your tabulation selection"** is shown. In that case, divide into more cross tabulations and then merge them again in Excel.

Save cross tabulation

Save cross tabulation To save the choices of **"Columns"** and **"Lines"** made, click the icon **"Save cross tabulation"** in the tab **"Tabulation selection"** and choose **"Save private"** or **"Share with other users under your customer number"**. Then click **"Save"**.

Open saved cross tabulation

Click the icon **"Open saved cross tabulation"** and click the cross tabulation to be opened.

IMPORT

When an imported file has been added to a selection it can be used to expand a selection (included) or be left out of a selection (excluded). The import result can also be analysed by qualifying the selection with the import file, which is then allocated to various headings in the selection tree.

File

The file to be imported must be a text file (.txt) and contain the corporate registration number or the establishment number. Click on the icon Import. Access the file by first clicking **"Browse"**. Find the file on the hard disk, mark it and click **"Open"**. Then click **"Import"**.

Save import

The file is read and matched with the corporate registration numbers/establishment numbers in webSelect. Name the imported file and click **"Save"**.

Use import

The imported file is now saved under the heading **"Imported selection"** in the **"Selection"** dialogue. To add the imported file to your selection and process it further, click on the green cross (**"Add to selection"**). An imported file can either be added to a selection with active companies or a selection with discontinued companies.

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