



EFFICIENT SOLUTIONS FOR DEVELOPMENT

DOINGBUSINESS.RO & KOMPASS ROMANIA

GROW YOUR BUSINESS!

DISCOVER THE COMPLETE RANGE OF ONLINE AND OFFLINE SOLUTIONS FROM KOMPASS AND DOINGBUSINESS.RO.



Access tools, applications, resources, and services that your team can use to strengthen and accelerate business development during a period of uncertainty, change, and accelerated technological transformation.

HOW CAN WE HELP?

- **Sell more** by attracting new customers, retaining existing ones, expanding sales areas, and increasing team efficiency;
- Increase your **company's and brand's visibility**, **promote your products and services** offer online, **position your company ahead of the competition**, and **communicate** to a targeted B2B community;
- **Streamline procurement** by finding the best suppliers.

UNLOCK THE FULL BUSINESS POTENTIAL OF YOUR COMPANY

BY USING OUR COMPLETE RANGE OF B2B SERVICES, APPLICATIONS, AND TOOLS, PERFECTLY ADAPTABLE TO YOUR COMPANY'S SPECIFIC BUSINESS ACTIVITIES AND GOALS.

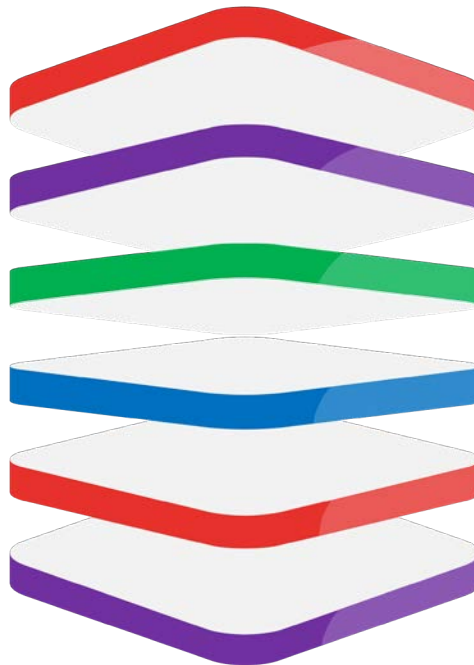
SALES & CRM

ONLINE APPLICATIONS FOR

- Prospecting and lists of potential customers,
- Complete Sales cycle management for your Team,
- Detailed promotion of your offer, positioning yourself ahead of the competition in the largest B2B community and search engines

AND OFFLINE SERVICES FOR

- Lead generation and direct meeting scheduling,
- Database updating,
- Market research and studies,
- Inbound services for customer support,
- Partnerships for B2B conferences and webinars or special events dedicated to your company



MARKETING

ONLINE APPLICATIONS AND SERVICES FOR

- Comprehensive dedicated webpage for your company in the Kompass.com B2B portal, with all relevant information for potential partners,
- Unlimited content promotion,
- Digital advertising

AND OFFLINE

Dedicated telemarketing campaigns, Precisely segmented marketing lists, Partnerships for B2B events.

PURCHASING

Access a global database of potential suppliers online and use the automated system for sending and receiving requests for quotes (RFQ).

KOMPASS SMART APPS



KOMPASS ONLINE PLATFORM

MAIN FUNCTIONALITIES AND THE DEPARTMENTS THAT CAN USE THEM



EASYBUSINESS

Smart prospecting app to access and select data and create of customizable lists

It can be used at the same time by **Sales, Marketing, Purchasing**



SALES ACCELERATOR

Smart module for Sales process management and optimization

Growth and efficiency tool for **Sales**



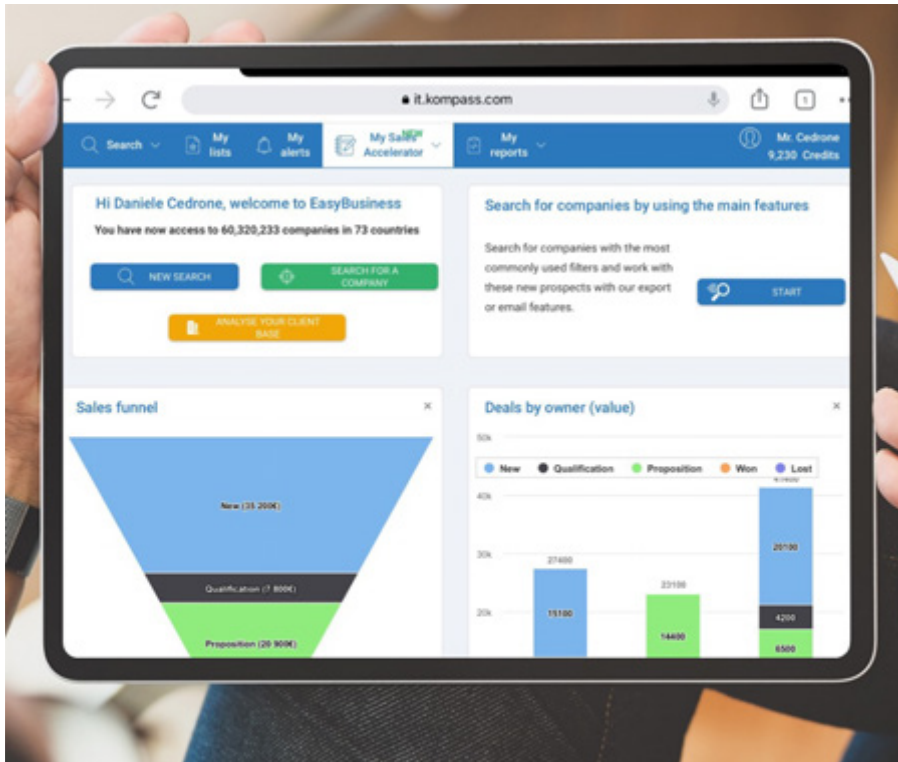
BOOSTER BUSINESSPLACE

Extended online presence of your company and its offer, to generate opportunities and awareness

It can be used at the same time by **Sales, Marketing, Purchasing and PR**

EASYBUSINESS + SALES ACCELERATOR

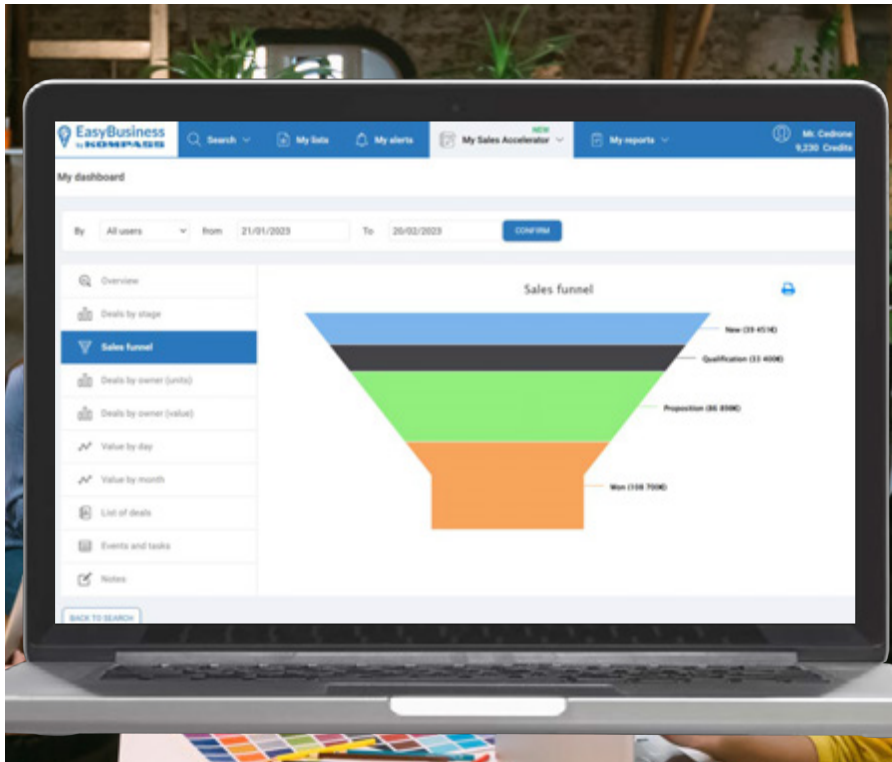
INTELLIGENT APPLICATION FOR COMPLETE SALES CYCLE MANAGEMENT, WHICH INCLUDES RESOURCES FOR PROSPECTING AND EXECUTIVE CONTACTS FROM SOCIAL MEDIA.



- Access to a database of over 60 million companies (> 650K from Romania)
- Comprehensive company data (contacts, activity, list of products and services, financial data, managers, registration codes, etc.)
- Advanced filters for precise segmentation
- Unlimited access to all companies and contacts
- Custom exports in XLS and PDF formats
- Alerts for changes in companies of interest
- Intelligent functionalities, including:
 - Logical combinations of over 60 selection criteria
 - Saved searches
 - Statistics and distributions of search results by desired fields
 - Alerts for companies of interest
 - Insertion and sharing of notes
- Multicontact - simultaneous email messaging to selected companies
- Teamwork, list sharing, etc.
- Company data constantly updated.

EASYBUSINESS + SALES ACCELERATOR

INTELLIGENT APPLICATION FOR COMPLETE SALES CYCLE MANAGEMENT, WHICH INCLUDES RESOURCES FOR PROSPECTING AND EXECUTIVE CONTACTS FROM SOCIAL MEDIA.



- Complete management of the entire sales cycle, with all necessary functionalities: accounts, transactions, agenda, actions, meetings, and events.
- Completion of own accounts with selections of prospects from the Kompass database.
- Lead generation and management.
- Acquisition of contacts and managers from the Kompass database.
- Executives and their contacts from professional social networks (available for the top 10 European countries).
- Synchronization and completion of company data with data from the Kompass database.
- Synchronization of the calendar with Outlook.
- Collaboration and information sharing.
- Fully customizable control panel for team members, team leaders, and managers.

BOOSTER BUSINESSPLACE

PROMOTE YOUR OFFER AND COMPANY ON THE MOST IMPORTANT B2B MARKETPLACE!



- Marketplace - Promote your offer and company on the most important international B2B marketplace
- Detailed product presentations with the option of automatic upload for a large number of products
- Links from product listings to video presentations, detailed catalogues, or the company's website
- Promotion of special offers
- Comprehensive company profile, including video and catalogues, easily editable by sales and marketing teams
- Unlimited content posts about the company and offers
- Preferential positioning ahead of the competition in search result pages within the portal
- Efficient SEO for Google and other search engines

PURCHASING WITH EASYBUSINESS AND CONTACT+



Select the best suppliers from the Kompass.com portal or using EasyBusiness.

Insert requests for quotes (RFQ) in the Contact+ form, and Kompass will search for and find the right suppliers. You will receive the best offers directly from trusted suppliers.

You can receive RFQs for your products and services from your product pages or from the contact form on your company profile if you have the Booster module.



A business meeting in a modern office. A man in a suit and glasses stands at the front, presenting to a group of people seated around a table. A large screen behind him displays a 'Digital Distribution & Sales Analysis' dashboard with various charts and graphs. A prominent red banner is overlaid on the left side of the image, containing the main title.

LEAD GENERATION & TELEMARKETING CAMPAIGNS

COMPLETE ROMANIAN COMPANIES DATABASE

WITH MORE THAN 30 SEGMENTATION FILTERS
FOR A PRECISE TARGETING



3000

Top Companies

- Complete company profile
- Managers and decision-makers
- Detailed classification of activities
- Financial profile

+50.000

B2B Companies

- Extended information
- Management
- Extended activity
- Rankings by specific activity

+600.000

Companies that have reported revenues in the last fiscal year

- Identification data
- Contacts (public addresses and phone numbers)
- CAEN classification
- Financial profile, with a 5-year historical overview

LEAD GENERATION

WE ARE READY TO USE OUR KNOWLEDGE AND EXPERIENCE TO EFFICIENTLY TAKE OVER THE PROCESS OF GENERATING NEW SALES OPPORTUNITIES!



WHY LEAD GENERATION?

- Experienced B2B communication team
- 40-65% of your prospects will receive the detailed presentation/offering via email
- 2-5% will confirm interest in meeting (online or offline) with a sales representative from your company
- 10-12% people interested to participate to your events

- Expand your potential customer database, obtaining lists of decision-makers and GDPR “ok-to-contact” for future communications
- Detailed campaign questionnaires and reports
- One-on-one meetings with potential partners in Romania and abroad.

CALL-CENTER AND DATABASE SERVICE

CONTINUOUS QUALITY IMPROVEMENT THROUGH MORE THAN 1200 PROJECTS DELIVERED

TELEMARKETING CAMPAIGNS

Well-targeted B2B campaigns for excellent efficiency

Customized and measurable results

Efficient mix of communication channels: phone calls, email, web pages, social media.

MARKET STUDIES AND RESEARCH

Strategic decisions based on complete and accurate data

New market opportunities, both locally and internationally

Learn more about your customers' satisfaction and expectations through a customer satisfaction survey

Monitor your competition.

DATA SERVICES, PERSONALIZED LISTS

Customized lists for sales and marketing teams, selected from our database

Over 30 criteria to select the right target audience for your campaigns

Complete and updated information due to constant data updating

Custom database formats that can be easily imported into your CRM.

INBOUND & CHAT CUSTOMER ASSISTANCE

Assist customers throughout the entire sales process

Offer excellent post-sales assistance

Guide customers on how to use the company's products or services

Get customer suggestions and complaints.

BUSINESS EVOLUTION

ROADSHOW

BUSINESS EVOLUTION

11,500-13,900 EUR EARNED MEDIA VALUE/EVENT

+142,000 TARGETED COMPANIES

16 years of
excellence



+75

EDITIONS

11,200

COMPANIES

15,500

PARTICIPANTS

7,500

TOP BUSINESS
LEADERS

4,000

BUSINESS DEVELOPMENT
MEETING

BUSINESS EVOLUTION ROADSHOW & WEBINARS

Business Evolution is the business development roadshow promoting solutions and ideas, coming from the **best performing companies** and their leaders, challenging them to present **immediately applicable** and **practical solutions**, problem solving innovative concepts, proven unconventional approaches, **tools and resources** to identify **new business models and growth** methods.



PROVEN
SOLUTIONS, SMART
BUSINESS IDEAS

OPEN DEBATES
ON THE MOST
IMPORTANT TOPICS

NEW
BUSINESS
OPPORTUNITIES

NEW BUSINESS
TOOLS AND TRUSTED
RESOURCES

PERSONAL
DEVELOPMENT

VALUABLE
BUSINESS
CONNECTIONS

CALENDAR OF THE 2024

ORADEA - MARCH 26

CRAIOVA - APRIL 3

SUCEAVA - APRIL 17

SATU MARE - JUNE 12

TULCEA/CONSTANȚA

SEPTEMBER 25

BACĂU - OCTOBER 23



KEY TOPICS

STRATEGY, EVALUATION & MANAGEMENT

- Rethinking strategy
- Mastering change management
- Securing smart, green financing
- Understanding new customer behaviours

SUSTAINABILITY AND RESILIENCE

- Challenges of the transition to Net Zero
- Sustainability and ESG requirements
- Balancing transition and resilience
- Resources for business development

DECODING TECH FOR BUSINESS

- Business processes transformation
- Innovative productivity solutions
- Sales and marketing resources
- Integrated smart business solutions (AI, RPA, IoT, cloud, cybersecurity)

MANAGING TALENT

- Labour market challenges
- Employees retention and loyalty
- Filling the talent gap
- Reskilling the workforce

THE AUDIENCE



MAIN FIGURES PER EVENT

2500+

COMPANIES CONTACTED

3500+

MANAGERS CONTACTED

150-200

PARTICIPANTS

COMPANIES WITH TURNOVER
EXCEEDING 500,000 EUR

- 47%** Leaders – CEO, General Manager, Administrator, Owner
- 30%** Professionals – Consultants, Department Managers, Team Leaders
- 23%** Cx Managers - CFO, CMO, CIO, COO, Regional Managers, Division Managers

YOUR PERSONALIZED EVENTS, ONLINE & OFFLINE.

DO YOU THINK IT'S POSSIBLE TO HAVE OVER 200
DECISION-MAKERS AT A WEBINAR? ASK US HOW!

EXPENDED EVENTS RANGE

conferences, webinars,
product launches and
roadshows, client
meetings, ceremonies,
galas, teambuildings, etc.

NEW BUSINESS OPPORTUNITIES

at each event

RELEVANT DECISION MAKERS

We help you connect
and interact with the right
business segment to achieve
your objectives

INCREASE THE LOYALTY

of your clients and employees



WHY WORK WITH US?

Complete range of B2B communication and business development services, online and offline:


portals, applications, publications, conferences and webinars, databases, and a specialized telemarketing department for B2B lead generation.

Resources and the ability to accurately filter the entire B2B segment,

using over 30 selection criteria, so that for each type of project we can address the most suitable companies and decision makers.


Flexibility and high professional standards

that set us apart from the competition. Together with our partners, we offer high-quality services and solutions, with added value, as well as excellent ROI.



Extended experience and flexible approach that allows us to create personalized solutions tailored to the business needs and objectives of our clients.

The ability to ensure a target audience above the market average, both in terms of company size and roles of the stakeholders.



COMPANIES WHO TRUST US!



FIRSTBANK



Deloitte.



Life Is On



COMPANIES WHO TRUST US!



kardex

STILL

veeam



XPO



E-LEARNING
company



Tech•Con



accenture



Grapefruit



ROCOM

ABOUT US

27 years of experience
IN HELPING COMPANIES GROW THEIR BUSINESSES

PREMIUM PROJECTS

LinkLeaders, the program exclusively dedicated to the leaders of the largest companies and business organizations

BUSINESS DEVELOPMENT SOLUTIONS

An advanced portfolio of tools, solutions, and resources for business development

Let's build together the best mix of services for your company!

doing 
business.ro

KOMPASS

Contact us!

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& KOMPASS ROMÂNIA**

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