



Sales & Marketing
Solutions

Key Business Ratios on the Web

Get industry insight and benchmarking information instantly with Key Business Ratios (KBR) on the Web

With Key Business Ratios (KBR) on the Web, you can quickly and easily research risk, determine industry trends, and measure how a company stacks up to its peers.

KBR on the Web offers:

- Over 1 million public and private companies
- 14 key business ratios for over 800 lines of business
- Your choice of a one year or three year set of ratios
- Data that is updated twice a year in January and July
- Extensive help is available to guide users

This Web tool has flexible functionality that allows you to:

- Search by SIC (2 or 4 digits), line of business, asset range and year
- Sort and filter data
- Use a company's financial statement to create a comparison report of respective industry ratios
- Export data directly into Excel for further analysis, including the creation of graphs and charts
- Print reports
- View ratio data in a spreadsheet or report format

Three types of ratios are offered to give you a complete picture of the company you are researching:

1. Solvency ratios
2. Efficiency ratios
3. Profitability ratios

Many professionals can use this multi-use tool to gain the business intelligence they need to conduct businesses efficiently and successfully:

- Librarians and their patrons
- Consultants, financial planners, and accountants
- Marketing analysts, market research and competitive intelligence professionals
- Companies who benchmark themselves to improve their own business performance

To learn more, call us at 1.800.526.0651





Key Business Ratios on the Web

Export and print reports in a variety of formats

The screenshot shows a web browser window with the URL http://nbr-east.dnb.com/KBR_Main.asp?i=1004. The page title is "Key Business Ratios". At the top right, there are tabs for "Solvency", "Efficiency", and "Profitability", and a "Report" button. Below the tabs are "Print" and "Export" buttons. The search filters are: SIC: 1731, Line of Business: ELECTRICAL WORK, and Asset Range: \$1-\$100,000. The main data table is organized into three columns for the years 2001, 2000, and 1999. Each year column has sub-columns for "Statement Sampling: 01", "Statement Sampling: 432", and "Statement Sampling: 534". The table lists 14 key business ratios, including Solvency (Quick Ratio, Current Ratio, Current Liabilities/Inventory, Total Liabilities/Net Worth, Fixed Assets/Net Worth), Efficiency (Collection Period, Sales/Inventory, Assets/Sales, Sales/Net Working Capital, Accounts Payable/Sales), and Profitability (Return on Sales).

| Industry Ratios | 2001 | | | 2000 | | | 1999 | | |
|-------------------------------------|-------|--------|-------|-------|--------|-------|-------|--------|-------|
| | Upper | Median | Lower | Upper | Median | Lower | Upper | Median | Lower |
| Solvency | | | | | | | | | |
| Quick Ratio (lines) | 3.5 | 2 | 0.9 | 3.4 | 1.5 | 1.1 | 3.3 | 1.5 | 0.9 |
| Current Ratio (lines) | 4.8 | 2.8 | 1.4 | 4.2 | 2.1 | 1.1 | 4.4 | 2.1 | 1.2 |
| Current Liabilities / Net Worth (%) | 15.5 | 28.8 | 87.6 | 21.1 | 46 | 136.7 | 18.7 | 49.9 | 136.5 |
| Current Liabilities / Inventory (%) | 88 | 270.5 | 908.3 | 130.9 | 382.2 | 992.9 | 138.8 | 413.3 | 920.9 |
| Total Liabilities / Net Worth (%) | 27.8 | 48.8 | 149 | 31.1 | 70.6 | 181.7 | 38.2 | 67.4 | 190.4 |
| Fixed Assets / Net Worth (%) | 17.1 | 44.3 | 80.3 | 19 | 46 | 181.2 | 22.3 | 40.9 | 88.7 |
| Efficiency | | | | | | | | | |
| Collection Period (days) | 17.5 | 28.7 | 46.0 | 20.1 | 37.2 | 61.5 | 29 | 24.9 | 63.9 |
| Sales / Inventory (lines) | 142.7 | 44 | 19.0 | 151.1 | 48.5 | 17.2 | 143.5 | 48.5 | 17.2 |
| Assets / Sales (%) | 17.2 | 21.3 | 29.2 | 17.3 | 24.2 | 29.9 | 17.5 | 24.9 | 29.2 |
| Sales / Net Working Capital (lines) | 18.2 | 9.1 | 6.9 | 21.4 | 10.1 | 5.8 | 17.2 | 9.9 | 6.5 |
| Accounts Payable / Sales (%) | 1.7 | 2.2 | 5.1 | 1.9 | 2.9 | 7.2 | 1.9 | 4.1 | 7.1 |
| Profitability | | | | | | | | | |
| Return on Sales (%) | 8.8 | 2.2 | -0.3 | 7.5 | 2.5 | -0.1 | 8.1 | 3.5 | 0.8 |

14 Key Business Ratios provide reliable Ratios information for Competitive Benchmarking

Search by SIC code, line of business, and asset range

3 years worth of data is available

D&B Solutions

- Risk Management Solutions
- Sales & Marketing Solutions
- Supply Management Solutions
- E-Business Solutions

www.dnb.com

Our data is backed by DUNSRight™, D&B's unique data quality process that subjects all data to over 2,000 continuous checks. And to keep up with hundreds of business phone numbers and addresses that change each hour, this process updates our data on over 84 million businesses 1 million times a day. D&B goes beyond B2B data — we offer business insight. Insight that you can base your critical business decisions on. Insight that gives you a competitive edge. Insight that increases your revenue.