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IDM Business
INTRODUCTION

IDM Business is the first platform in the marketplace that allows users to see operating locations for companies UK-wide, understanding the DNA of the economy. As it stands, stakeholders have no detailed map or understanding of that DNA as current solutions do not show them what is happening on the ground.

IDM Business users will be able to gain quick and detailed contextual insights into a given Place. There is an increasing drive towards data-driven decision and policy making and IDM Business provides an integrated evidence base to support this.

WHO WILL USE IDM BUSINESS AND WHY?

ECONOMIC DEVELOPMENT

Private sector businesses that typically provide consultancy services to public and private sector customers will use the platform. Their interest is in using data-driven insights to win bids and improve their ability to deliver detailed analysis to their customers. Understanding the true business make-up of any given location will allow them to provide more accurate policy advice.

PUBLIC SECTOR

Public sector clients such as Local Authorities are looking to understand Place as part of policy development. Local Authorities must identify strengths and opportunities that support economic growth. They require detailed contextualised analysis in a way that manages risk and maximises the chances of success in policy development and delivery. A true picture of the business mix in their area is key to development and delivery of successful policy. The ability to understand 'where else is like us' in an instant is a game-changer.

PROPERTY

IDM Business is for Developers, Agents and Investors. Understanding Place in the context of development, planning or investment decisions is essential. By understanding any given geography, they will improve their ability to minimise risk and maximise commercial return. The business make-up of an area has a significant impact on commercial decision-making around assets, whether buy, hold or sell.

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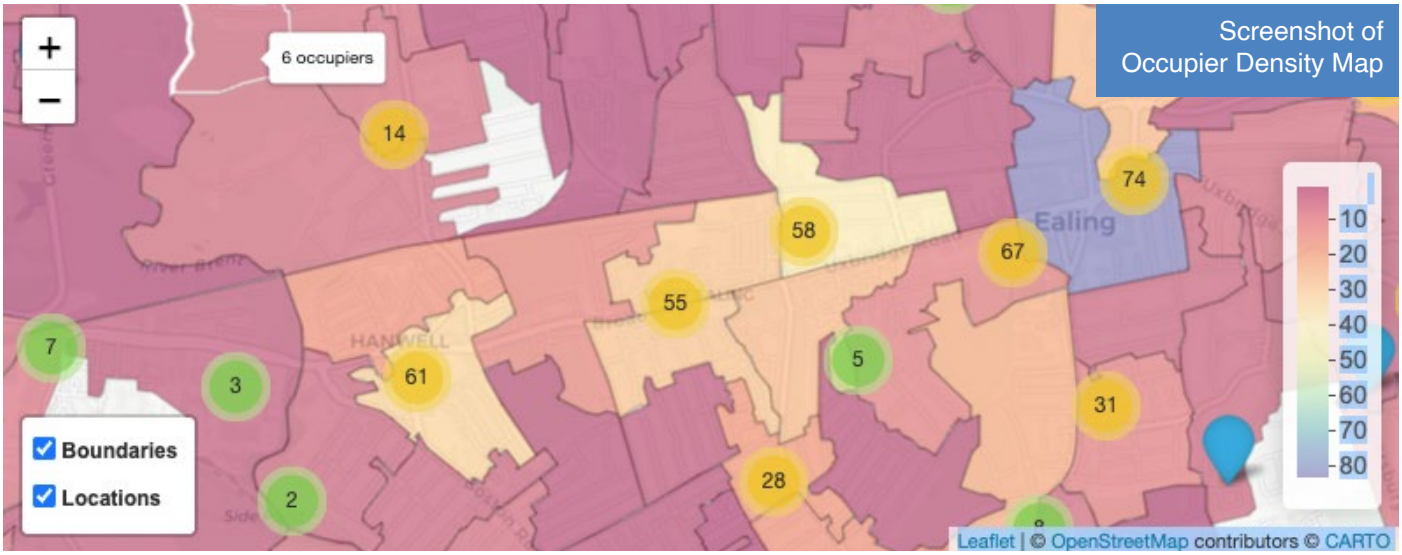
What questions will IDM Business help answer?



Screenshot of Occupier Density Map

- How many businesses are there in an area, not just businesses registered at companies house?
- What industrial sectors (SIC codes) do those businesses operate in?
- Where are those businesses located?
- How many employees do those sectors have?
- What is the turnover of businesses? (Registered businesses only)
- What is the age of a business?
- Which sectors are growing/declining:
  - by employee numbers?
  - by turnover?
  - by number of companies?
- Can I compare geographies:
  - by business numbers?
  - by job numbers?
  - by sector performance
    - for businesses?
    - for jobs?
- Can I compare sectors in the same geography:
  - by business numbers?
  - by job numbers?
  - by sector performance (growth / decline)?

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What features and benefits will IDM Business give me?

IDM Business offers a unique suite of tools to cut through the hassle of compiling information from various sources to better understand the local economy.

IDM Business is in the cloud so you don't require specialist hardware or software.

IDM Business is the ONLY platform that shows all registered and non-registered businesses so you see the full picture, the DNA of your local economy.

IDM Business is maintained to provide a real-time/ contemporary view of the local business base so you are planning with the most up to date information.

View the local business base by sector and see how all sectors are performing.

Time series allows you to look at relative growth and decline in sectors so you can see where you have come from, where you are now and what the future may look like.

The Occupier Profile shows how the local economy is broken down by sector percentagewise so you understand where your strengths and weaknesses are.

The Local Authority comparator tool allows you to see how you line up against other local authorities across England, Wales and Scotland. See who is most like you and see what makes you different.

The IDM Business Occupier Density Map allows users to view the exact location of each business down to postcode level so no one business is under the radar or out of sight.

Area Comparison gives you the ability to see how each sector within each borough compares nationally.

Use the REPORT button function to generate a report to share with colleagues or for presentation purposes.

IDM Business provides a more accurate view of workforce by industry sector.

We do not just give you access to the data, we can use our platform to customise reporting for your precise needs.

Need different data adding? We can add it.
Need the report changing, or adding to? We can do it.
Need to access our team of experts to create new views of data or develop deeper insight using AI tools? We are here to help.

IDM is your AI and analytics partner.

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IDM Business

OTHER IDM DATA SETS

In addition to IDM Business, our datasets, with around 4 billion records, cover all aspects of Place across the UK, including:

Work – employment, unemployment and job vacancies

Skills – understanding the true skills need and provision

Education – primary secondary and tertiary performance

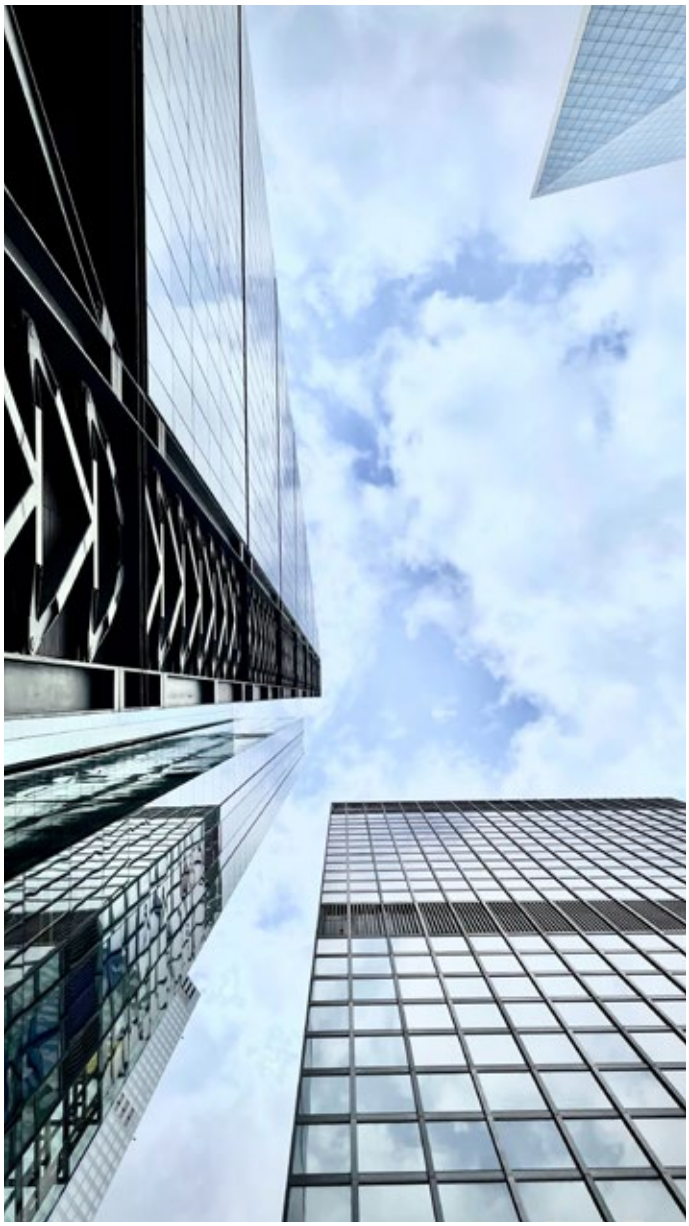
Innovation – academic and industrial innovation activity, funding and collaboration

Communities – detailed demographic information

Infrastructure – the enabling framework of the economy

Planning – detailed records of planning activity

This allows us to provide up to date, detailed, contextualised pictures of the UK economy, from national down to postcode level. If you need help understanding the factors that are impacting and driving the economy, let us know.



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