

## Credit reports, at top of most sought-after business information in Romania (analysis)

**The top of the most sought-after updated business products in Romania is led by credit reports, which contain both data and their interpretation, with 45% of the preferences of customers of 'business information' services, being followed of payment incidents, by 29%, and records in the Insolvency Proceedings Bulletin (BPI), by 17%, reveal the data of a KeysFin analysis.**

According to the cited source, only 30% of local entrepreneurs turn to "business information" solutions to find up-to-date information about their business partners, and, of these, most do so in order to access credit reports, payment incidents and entries in the Insolvency Proceedings Bulletin.

"Users who resort to business information solutions receive real-time updates on their business partners' situations, via email, but they also need the freedom of a mobile app that allows them to instantly search for any information they want about new customers or suppliers. This is how KeysFinder was born a year ago, and the popularity of this application among our customers has led us to add new features. Our goal is to reach as many entrepreneurs or employees in key positions as possible and to offer them ease of use, coupled with the fact that they will surely make informed choices for the businesses they run," said Roxana Popescu, Managing Director of KeysFin.

The top of the industries that use business information solutions is led, without big surprises, by the banking and financial fields, in general, two key industries whose activity is conditioned by receiving correct and current information about those who contract loans, insurance policies or various services and products.

The company specifies that, surprisingly, the top is completed by the fields of construction, agriculture, trade, manufacturing and transport & warehousing.

At the opposite end, the areas that do not usually rely on such solutions are culture and entertainment, HoReCa, health and social care, as well as education.

With a portfolio of over 700 customers, KeysFin is one of the most important providers of business information solutions in Romania.