

Graydon API

Integrate up-to-date company data and scores directly into your trusted systems.



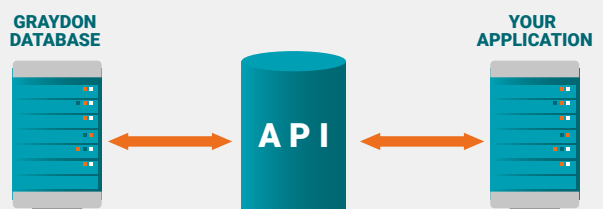
If you want to make the right decision every time, it is essential that you have complete and up-to-date information. With Graydon APIs, you can quickly and easily integrate up-to-date business data and scores into your trusted systems and applications. So establish a direct link to the unique Graydon database today.

What is an API?

An Application Programming Interface or API is the link between different systems, databases, and devices. It acts as a sender, receiver, and translator for messages. The API sends data from one place to another and allows software to communicate with each other.

The benefits of an API

- ✔ **Relevant information directly in your trusted environment:** You get *real-time* access to the most relevant, correct, and up-to-date information in your own trusted systems. The implementation of an API is quite simple and can be adapted to your needs at any time.
- ✔ **Fast and easy to use:** You no longer have to log in to different systems or platforms. Or transfer information from one platform to another. You can consult the data immediately in your own environment.
- ✔ **Less chance of errors:** With an API, you need to enter less data manually. That reduces data entry to a minimum. It also means that the chance of making mistakes decreases significantly.
- ✔ **Complete and always up-to-date:** You no longer need any enhancements or updates to your database. Via an API, you can immediately retrieve the desired data in your systems to complete your customer file. If there are any changes to the customer data sheet, the direct link to the Graydon database ensures that these changes are implemented immediately across all of your systems.
- ✔ **Controlled amount of data:** An API is tailored to your needs. You only purchase the data you need. With an API, you also save on the costs of storing your data.





Available APIs

Company profile

The **company profile API** permanently provides your trusted systems (CRM, accounting software etc.) with all the correct information about your business relationships. You avoid errors when you enter a new business relationship and avoid entering customers into your systems multiple times. In addition to the official name and address details, the company profile also contains information on the status of the company, its size (number of employees), legal form, activity code, etc. Thanks to the connection with the unique Graydon database, your database will automatically stay up-to-date.

- ✔ Always have the correct company information about your business relations, from the first contact
- ✔ Your database is permanently up-to-date for everyone, without manual intervention
- ✔ Extra information that sales and marketing can work with

Scores

Graydon developed various predictive scores based on numerous data sources to quickly detect opportunities and risks in your customer portfolio and in your sales market. With the **scores API**, those unique insights can be quickly integrated into your applications. You no longer need to log into different systems or platforms to check a company's scores.

- ✔ All relevant information about risks and opportunities in your system
- ✔ Make credit decisions quickly and adapt payment agreements to the current situation
- ✔ Optimise financial administration

Decision model

Judging new customers on their reliability and creditworthiness is time consuming and usually reserved for specialists. However, their judgment is inextricably linked to their individual knowledge, their experiences, and their mood. The decision model API streamlines your acceptance policy so that everyone in your business can assess potential customers in the same, uniform way. With the **decision model API**, you can convert your acceptance policy into a fixed process using a number of parameters, which is very useful if you need to screen large volumes of new customers in a tight time frame.

- ✔ A defined acceptance process for all customers
- ✔ Quickly assess customers in a uniform way without specialist intervention
- ✔ Minimal risk of late payments or defaults



Search

This API will allow for quick and easy searches for companies in Belgium, the Netherlands, or the United Kingdom, using the method that is most convenient for you. You'll immediately be shown some general data, such as name, address, and registration number for the company. As soon as you've identified an organisation, that identification can be used to activate other APIs.

- ✔ Quick and easy company search and identification
- ✔ In Belgium, the Netherlands, or the United Kingdom
- ✔ Identification for the purpose of engaging other APIs

Monitoring

You can compare monitoring to a security system, both in the positive and the negative sense. It registers every movement and keeps a permanent eye on your business relations. If anything changes in the company you're monitoring, you'll be notified immediately. That way, you can detect both risks and opportunities at an early stage, and take the appropriate action.

- ✔ Permanently monitor your customers
- ✔ Detect risks and opportunities
- ✔ Take immediate action

Risk & compliance

Avoid the risk of reputation damage you run when screening the individuals behind a company in the standard way. Automatically record every step you take to ensure your steps can be retraced for quick and efficient compliance with applicable legislation. This API offers you all information to achieve the desired risk reduction.

- ✔ Avoid risks and reputation damage
- ✔ Record audit trail automatically
- ✔ Compliance with legislation

Network incl. XSections

This API offers you a complete overview of the network of directors and companies that are connected to your business relation. In addition, it screens all connections for several key facts that often reflect risks and possible fraudulent activity but may also identify opportunities within a web of companies.

- ✔ Screen network of connections
- ✔ Reduce risks of fraudulent trade
- ✔ Detect new opportunities in underlying networks

Salesforce

The API complies with all Lightning design requirements for Salesforce and the corresponding security. It is, by the way, one of the first apps in the industry that is entirely built on Lightning Web Components. So, all data can be properly configured, allowing you to easily configure workflows, alerts, and triggers.

- ✔ Lightning Web Components
- ✔ Easy to configure
- ✔ Configure workflows, alerts, and triggers

More information

Would you like to know more about our APIs or data integration?

Don't hesitate to contact us today.

Our consultants are happy to help you.
Call 03 280 88 00 or mail to info@graydon.be.

Also look for our other products
www.graydon.be