



EPS UPDATE NOTE: 25TH JUNE 1997

## **ARMadillo: a company search agent moves online**

- ARMadillo is the online offering of the Raymond Morris group, an independent family-run company information and registration specialist. <http://www.rmonline.com>

Ready for official launch on 1st July, the ARMadillo Web site is an online business information service that provides a range of instant company searches for all UK registered companies.

Targeted at lawyers, accountants and journalists, the data is sourced primarily from Companies House and the site is updated daily, uploading new financial report information 24 hours after accounts are made available at Companies House. Company reports are offered to varying degrees of detail, in addition to company credit reports which include a recommended monthly trade credit limit which is underwritten by the major credit insurance underwriters. The most detailed reports claim to draw from up to ten different information sources, and charges range from £10 to £30 per report, with subscription discounts available.

The Web service also offers a directors database, a trade mark search service and a document fax service, whereby downloaded documents can be automatically faxed to colleagues via the Web site. Here is a convincing demonstration of the way in which network publishing can change our perceptions of competitive positioning. While, compared to the major players, the Raymond Morris group is a small operator based on company formations, the use of primary source data from government within a Web context can quickly create a considerable perceived service entity with a wide range of options for users. At present little or nothing on this site is extraordinary, or distinguished in terms of unique value offerings. Clearly RM group hope that users will appreciate a straightforward, relatively low cost option - and help to push RM in the direction of higher values in due course.