



# **B2B Sales Targeting Competitor Landscape**

**May 2025**

# Competitor Landscape

## General

Competitors vary depending on use case (e.g., investment tracking, company intelligence, due diligence). Here's a breakdown of top competitors grouped by functionality:

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### Private Company Intelligence / High-Growth Tracking

These platforms track startups, scaleups, and funding rounds—similar to Beauhurst's focus on high-growth UK firms:

1. **Crunchbase** – Global database of startups, investments, and people. More international than Beauhurst.
  2. **PitchBook** – In-depth private capital market data (VC, PE, M&A), including valuations and deal flow.
  3. **CB Insights** – Predictive analytics and private company data focused on innovation and emerging trends.
  4. **Dealroom** – Europe-focused database of startups, scaleups, and ecosystems. Strong coverage of UK and EU.
  5. **StartupBlink** – Global startup ecosystem mapping and rankings.
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### UK Business Information / Compliance & Financials

These competitors focus more on statutory filings, credit reports, and company structures:

1. **Endole** – UK business data platform offering financials, director info, and credit ratings.
  2. **Orbis (Bureau van Dijk / Moody's)** – Global private and public company database with detailed financials.
  3. **Creditsafe** – Company credit checks, risk ratings, and compliance reports (UK and international).
  4. **DueDil (now part of Artesian)** – Focus on UK SME and enterprise data for sales and risk profiling.
  5. **Red Flag Alert** – UK business monitoring and insolvency risk insights.
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### Market Research & Business Development

Used by sales, marketing, and research teams for targeting and outreach:

1. **LinkedIn Sales Navigator** – For people and company insights, often used in BD and recruitment.
  2. **ZoomInfo** – Sales intelligence and lead generation, especially for B2B.
  3. **Owler** – Company profiles, alerts, and competitor tracking (lighter weight than Beauhurst).
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## 🏠 Academic / Public Sector Alternatives

For universities, councils, or think tanks doing ecosystem mapping or regional development:

1. **Innovate UK EDGE** – For UK innovation and growth business tracking.
2. **Companies House + FAME (BvD)** – Raw data and UK company accounts, often used in academic research.
3. **ONS Business Data / IDBR** – Government-maintained business registers.

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### Summary Table

Competitor	Focus Area	UK Focus	Comparable to Beauhurst?
<b>PitchBook</b>	Private equity, VC, M&A	✗	✓ (more global, financial-heavy)
<b>Crunchbase</b>	Startup tracking	✗	✓ (lighter on detail, global)
<b>Dealroom</b>	EU tech ecosystems	✓	✓ (strong in EU startups)
<b>Endole</b>	UK business data & credit	✓	✓ (statutory more than growth)
<b>CB Insights</b>	Innovation + market trends	✗	✓ (less UK, more macro)
<b>Creditsafe</b>	Credit & risk intelligence	✓	⚠ (more compliance than growth)
<b>DueDil/Artesian</b>	SME risk + sales targeting	✓	✓ (differs in UI and use case)
<b>Red Flag Alert</b>	Insolvency & financial health	✓	⚠ (niche strength in risk)

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For business development—looking to identify high-growth UK companies, track funding events, or target specific sectors or geographies—here are the most relevant Beauhurst competitors ranked by relevance and strength in BD use cases:

### ✓ Top 5 Alternatives to Beauhurst for Business Development

Platform	Strengths	UK Focus	Notes
<b>Dealroom</b>	Excellent for identifying startups, scaleups, and funding activity.	GB/EU Strong in UK and EU ecosystems. APIs available. Used by VCs and public sector.	
<b>Crunchbase</b>	Global database of startups, founders, and investors.		Lightweight, affordable, good for BD pipelines and alerts. Less depth than Beauhurst.
<b>Endole</b>	Comprehensive UK business data with segmentation, credit scores.	GB	Includes filters by SIC, size, geography, funding, directors. Strong UK reach.
<b>DueDil / Artesian</b>	Combines company data with BD tooling like alerts and CRM sync.	GB	Sales-focused. Great for targeting SMEs, fast-growing firms, or risk-rated leads.
<b>ZoomInfo</b>	Global contact + company intelligence with email/phone access.		High-end tool for outbound B2B sales. Limited UK SME coverage vs Beauhurst.

### ⚙️ Feature Comparison (BD Use Cases)

Feature	Beauhurst	Dealroom	Crunchbase	Endole	DueDil/Artesian
<b>UK high-growth company tracking</b>	✓	✓	⚠️ (lighter)	✓	⚠️ (BD not growth)
<b>Fundraising &amp; investment tracking</b>	✓	✓	✓	✗	✗
<b>Sector/region filters</b>	✓	✓	✓	✓	✓
<b>Director &amp; shareholder data</b>	✓	✗	✗	✓	✓
<b>Company credit/risk insights</b>	⚠️	✗	✗	✓	✓
<b>Email/contact info for outreach</b>	✗	✗	⚠️	⚠️	✓ (if licensed)
<b>CRM integration</b>	✗	✗	✗	✓	✓
<b>Alerts &amp; watchlists</b>	✓	✓	✓	✓	✓
<b>Pricing (indicative)</b>	££££	£££	££	££	££

### 📄 Recommendations

- Budget-conscious & scalable BD: Use Crunchbase Pro or Endole Premium.
- UK high-growth targeting with funding alerts: Use Dealroom or Beauhurst.
- Sales team enablement + CRM sync: Use DueDil/Artesian or ZoomInfo.
- Public sector or academia: BeauhurstImpact or Dealroom Public work well.

## Business Development Intelligence Platforms:

Analysis and Recommendations for B2B sales direction for Professional Services Firms

### Summary

This section evaluates leading data intelligence platforms for professional services firms seeking to identify high-value future clients. The focus is on tools that go beyond data provision, offering predictive analytics, client-centric scoring, and embedded AI intelligence for business development (BD) workflows.

### 1. Objective

Professional services firms (e.g. accountancy, law, consultancy) require more than static datasets. The ideal platform:

- Profiles clients from the *advisor's perspective*
- Identifies triggers that indicate buying mode
- Integrates into CRM workflows
- Offers predictive signals and industry-grade outputs

This report assesses six mainstream tools and emerging AI-based options.

### 2. Platform Comparison Matrix

Capability	Beauhurst	Dealroom	Endole	DueDil / Artesian	Red Flag Alert	Crunchbase
Client-perspective scoring / profiling	⚠️ Some	⚠️ Basic	✗	✅ Tailored BD	✅ Alert-led	✗
AI-generated tailored materials (industry-grade output)	✗	✗	✗	⚠️ Limited templates	✗	✗
Predictive analytics (e.g. growth probability, distress triggers)	⚠️ Funding focus	⚠️ Expansion signals	✗	✅ Predictive flags	✅ Insolvency model	⚠️ Fundraising only
News article monitoring / press scraping	✅ Manual	✅ Limited	✗	✅ (via Artesian.ai)	✅ (news alerts)	✗
Buyer intent triggers / signal scoring	⚠️ Filing/funding	⚠️ Ecosystem joins	✗	✅ Multi-signal model	✅ (stress & opp)	⚠️ Fundraising only

### 3. Platform-by-Platform Insights

#### 1. *DueDil (Artesian.ai)*

- Best-in-class for sales trigger intelligence
- Predictive flags, director changes, late filings, growth indicators
- CRM integration + alert systems
- Templates for outreach, but lacks deep sector-specific AI content generation

#### 2. *Red Flag Alert*

- Strong insolvency prediction
- Flags financial stress, cashflow risk — converts risk into advisory opportunity
- Used by restructuring, legal and audit professionals

#### 3. *Beauhurst*

- Excellent discovery tool for UK high-growth private companies
- Covers funding rounds, spinouts, and ecosystem classification
- Weak on predictive analytics or BD scoring

#### 4. *Dealroom*

- Strong European coverage
- Focused on tech/startup ecosystems
- Less developed on client-centric scoring

#### 5. *Endole*

- Comprehensive UK company register
- Filters by geography, SIC code, credit score
- No intelligence or scoring — raw data only

#### 6. *Crunchbase Pro*

- Budget-friendly
- Good for basic BD list building globally
- No UK-specific scoring or trigger intelligence

#### 4. What's Missing in All of Them

- No platform currently generates industry-grade AI BD materials (e.g., pitch memos, client briefs, opportunity scorecards).
- No LLM-backed summary layer trained on professional services firm's positioning.
- Predictive analytics and client scoring are not sector-specific or deeply strategic.

#### 5. How well do they meet the advanced BD needs of a professional services firm —particularly those aiming to identify high-value future clients, not just raw data?

##### Core Evaluation Dimensions

Capability	Beauhurst	Dealroom	Endole	DueDil / Artesian	Red Flag Alert	Crunchbase
Client-perspective scoring / profiling	⚠️ Some	⚠️ Basic	✖️	✅ Tailored BD	✅ Alert-led	✖️
AI-generated tailored materials (industry- grade output)	✖️	✖️	✖️	⚠️ Limited templates	✖️	✖️
Predictive analytics (e.g. growth probability, distress triggers)	⚠️ Funding focus	⚠️ Expansion signals	✖️	✅ Predictive flags	✅ Insolvency model	⚠️ Funding signals
News article monitoring / press scraping	✅ Manual	✅ Limited	✖️	✅ (via Artesian.ai)	✅ (news alerts)	✖️
Buyer intent triggers / signal scoring	⚠️ Funding/filing	⚠️ Ecosystem joins	✖️	✅ Signals: growth, risk, leadership	✅ (stress & opportunity)	⚠️ Fundraising only

## Summary Insights by Platform

### ✓ **DueDil (now part of Artesian)** – Closest to Strategic BD Intelligence

- Best at putting the data into context for BD teams: e.g. "this firm just raised, changed FD, and breached a leverage threshold — now is the time to call."
- Includes CRM integration, buyer intent scoring, trigger workflows, and narrative-style summaries.
- Used by major accountants, law firms, and lenders.
- But: still lacks full AI content generation or deep sector analysis natively — more a BD copilot than a BD strategist.

### ✓ **Red Flag Alert** – Risk-into-Opportunity BD

- Initially focused on insolvency prediction, but now supports trigger-based alerts to target firms needing turnaround, funding, audit, legal advice.
- Provides clear opportunity scoring and flags to advisors ("this firm is entering stress – engage now").
- Not sector-specialist in output, but smart at alerting BD teams.

### ⚠ **Beauhurst / Dealroom** – Excellent for Opportunity Discovery, But Static

- Best for discovery of high-growth firms, filters, visual maps.
- But no built-in client-centric scoring, AI commentary, or tailored BD narrative generation.
- Great for target lists, weak at BD storytelling or predictive nuance.

### ✗ **Endole / Crunchbase** – Raw Data Only

- Good filters. Great value. But no intelligence layer.
  - You'll need to build your own BD scoring engine and outreach materials.
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## What None of These Do (Yet)

- No provider currently auto-generates industry-grade BD materials tailored to your firm's USP, e.g.:

"Your firm has helped 27 PE-backed manufacturing scaleups at Series B — here's a prospect hitting those markers today."

- No native use of advanced LLMs or sector-level analysis within these platforms to create:
  - Opportunity memos
  - Risk-adjusted value propositions
  - Tailored decks/emails/briefings for BD meetings

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## Forward-Looking Tools You Might Explore

Emerging Option	Description
<b>Node.io (acquired by SugarCRM)</b>	AI-powered prediction of sales opportunities, client fit, and dynamic journey mapping
<b>People.AI / Gong / 6sense</b>	US-focused AI BD tooling, very advanced in signal capture and opportunity scoring
<b>Custom GPT Agents (e.g. internal Copilot)</b>	Train on your sector wins + data from DueDil/Beauhurst to write live BD notes

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## Recommendation

If your firm wants to:

- Monitor trigger signals
- Score prospects from the client's POV
- Integrate insight into CRM/BD workflows
- Get partway toward "AI-generated briefings" for BD teams

Then combine the features of:

- DueDil/Artesian for signals, CRM triggers, narrative summaries
- Beauhurst or Dealroom for discovery and segmentation
- Add a custom AI layer (e.g. GPT-4o) trained on your client wins + sector language for tailored output generation

Here's an AI-generated BD briefing for a pensions and employee benefits advisory firm. It targets a high-growth company with recent activity that signals a potential need for pension and EB support.

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## Scenario Setup

### Target Company:

- Name: *NeoMaterials Group Ltd*
- Sector: Advanced Manufacturing (North West UK)
- Signals Detected:
  - Headcount increased from 180 → 250 in 12 months (Beauhurst)
  - £10m Series B growth capital raised (Dealroom)
  - Appointed new Group HR Director (ex-AstraZeneca) (DueDil)
  - DB pension scheme now disclosed in recent accounts, c.£38m liabilities (Companies House iXBRL)
  - Benefits harmonisation project mentioned on LinkedIn (HR Director)

### Your Firm's Expertise:

- Trusted advisor on DB and DC scheme design
  - Specialists in risk reduction, CBFA/derisking, and benefit harmonisation
  - Track record supporting firms with recent HR leadership change or PE investment
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## AI-Generated BD Briefing: NeoMaterials Group Ltd

Prepared by: [Advance Client Targeting (ACT)]

Date: 23 May 2025

Client Tier: High Engagement Target – Pension Strategy Required






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## Company Snapshot

NeoMaterials is a PE-backed advanced manufacturing group specialising in engineered coatings and high-performance components for energy and aerospace sectors. Recent headcount expansion and funding round suggest significant operational scale-up is underway.

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## Signal Summary

Signal	Description	Strategic Implication
 +70 headcount YoY	Now 250+ staff, spread across 3 UK sites	Likely triggers for auto-enrolment reassessment, scheme design review
 £10m Series B funding	Growth capital secured April 2025	Investors will expect clearer cost control, benefit harmonisation, and legacy scheme risk assessment
 New HR Director from AstraZeneca	Likely driving strategic EB reform and benefit integration	Ideal inflection point for adviser introduction
 £38m DB liabilities	Recently disclosed; small scheme relative to company growth trajectory	CBFA-style intervention, or buy-in preparation may now be viable
 LinkedIn post on harmonisation	HRD mentions project to align benefits across acquired divisions	Clear BD engagement trigger for multi-scheme advisory input

## AI Opportunity Summary

"NeoMaterials is evolving from regional operator to scaled manufacturer, with new investment and HR leadership accelerating integration. The presence of a legacy DB scheme, recent funding, and benefit harmonisation language all signal a need for strategic employee benefits support. This is a prime opportunity for proactive input into scheme derisking, DB/DC alignment, and broader reward strategy."

## How [Your Firm] Can Support

Theme	Advisory Proposal
<b>DB Scheme Strategy</b>	Review funding and maturity position, model CBFA vs buy-in pathways
<b>Benefits Harmonisation</b>	Develop unified benefits platform post-acquisition, across pay bands and divisions
<b>Governance and Risk</b>	Recommend trustee appointment strategy or governance modernisation
<b>Cost Transparency</b>	Provide Total Reward Modelling for board/investor review
<b>HRD Support</b>	1:1 peer-level strategic workshop with HRD to shape 18-month EB roadmap

Each and every one of these opportunities can be fully worked up and costed at an expert level of assessment and analysis and presented as a proposal or business case.

### Suggested Outreach Message

Hi [HR Director Name],

Noticed NeoMaterials' exciting funding milestone and your recent appointment — congratulations. Your post on benefit harmonisation struck a chord. We've helped several firms in similar growth phases build unified, future-ready benefit platforms (and address legacy DB pain points before they grow). Happy to share a few relevant examples over a short call?

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### Workflow

- Owner: Pensions Partner – [Your Name]
  - Schedule Outreach: 27 May
  - CRM Status: Qualified – EB inflection point
  - Docs Attached: Scheme funding summary, harmonisation case studies
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### Powered By:

- Signals: Beauhurst | Dealroom | DueDil | Companies House | LinkedIn
  - Context Engine: GPT-4o | Trained on [Your Firm]'s case library
  - Produced: 23 May 2025 | Template v1.3 – Pensions/EB vertical
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### Impact Potential

Creating these briefings programmatically enables:

- Early engagement *before procurement starts*
  - Conversations aligned with client-relevant triggers
  - Leverage of firm knowledge at sector and case study level
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## 6. Emerging and Custom Options

Option	Strengths
<b>Node.io</b>	AI scoring + fit analysis for leads; strategic intent mapping
<b>People.ai / 6sense</b>	Predictive buyer intent at enterprise level; signals CRM-ready
<b>Custom GPT Copilot</b>	Trained on your firm's clients, successes, and sector language

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## 6. Recommendation

### ***Combined Strategy for Advanced BD:***

1. Use Beauhurst or Dealroom for segmentation and discovery
  2. Deploy DueDil/Artesian for signal-based BD and CRM workflows
  3. Use Red Flag Alert to monitor stress events and convert risk into opportunity
  4. Build a custom GPT Copilot to:
    - Analyse raw signals
    - Generate BD memos in your firm's voice
    - Score opportunities based on relevance to your specialisms
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## 7. Next Step

### ***Consider building a proprietary AI BD Engine that combines:***

- Trigger data from DueDil / Beauhurst
- Client personas based on past wins
- Prompt-trained LLM (e.g. GPT-4o) to generate:
  - BD briefings
  - Pitch angles
  - Outreach messages

This moves your firm beyond detection — into precision BD at expert level.

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## A. RICING DATA FOR KEY COMPARABLES (sample)

### 1. DueDil (now FullCircl)

- Pricing Structure: DueDil, now operating under the FullCircl brand, offers three API plans—Essentials, Financials, and Ownership. These plans are tailored based on usage volume and specific business needs. For enterprise customers requiring higher call volumes or bespoke solutions, customised plans are available.
- Note: Specific pricing details are not publicly disclosed. Interested parties are encouraged to contact FullCircl directly for a personalised quote.

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### 2. Red Flag Alert

- Starting Price: £200 per month.
- Features: Offers business intelligence tools focusing on credit risk, insolvency risk scoring, anti-money laundering (AML), and real-time financial risk monitoring. [Capterra](#)
- Customisation: Pricing may vary based on the specific features and services required. Prospective users should request a tailored quote. [Capterra+4SoftwareAdvice+4endole.co.uk+4](#)

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### 3. Dealroom

- Pricing Tiers:
  - Starter: €12,000/year (up to 3 seats)
  - Team: €20,000/year (up to 6 seats)
  - Corporate: €40,000/year (up to 20 seats) [Dealroom.co+1Dealroom.co+1](#)
- API Access: Available as an add-on to any plan.

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### 4. Endole

- Monthly Plan: £39 per month, offering unlimited company and director searches, unlimited company reports, and 1,000 exportable contacts. [endole.co.uk+1Proxycurl+1](#)
- Annual Plan: £25 per month (billed annually), providing the same features as the monthly plan but with 15,000 exportable contacts. [endole.co.uk+1Proxycurl+1](#)
- Enterprise Solutions: For demos, multi-user packages, and higher volume access, organizations should contact Endole directly. [endole.co.uk](#)

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### 5. Crunchbase Pro

- Monthly Subscription: \$99 per user. [FinTech Futures+8G2+8Capterra+8](#)
- Annual Subscription: \$588 per user (equivalent to \$49 per month). [Reddit+2RevPilots+2G2+2](#)
- Enterprise Plans: Customized pricing available for larger teams or organizations requiring additional features.

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Note: The above pricing details are subject to change and may vary based on specific organizational needs or promotional offers. It's recommended to contact each provider directly to obtain the most accurate and up-to-date pricing information tailored to your requirements. If you need further assistance or comparisons between these platforms based on features, integrations, or specific use cases, feel free to ask!

## 5. BEAUHURST

<https://www.beauhurst.com/cost?>

Beauhurst offers tailored pricing for its data and analytics services, with costs varying based on factors such as the number of users, data requirements, integration needs, and contract length. Here's a breakdown of their pricing structure: [cledara.com+2Beauhurst+2Beauhurst+2](#)

### BeauhurstImpact Pricing (for UK Public Sector)

BeauhurstImpact is designed for public sector organisations, providing comprehensive data on UK private companies. Pricing is tiered based on the number of users: [Beauhurst test+5Apply to Supply+5Beauhurst+5](#)

Number of Users	Annual Price (Excl. VAT)	Price per User
Up to 5	£24,500	£4,900
Up to 10	£40,000	£4,000
Up to 20	£63,000	£3,150
Up to 50	£127,500	£2,550
Up to 100	£160,000	£1,600
Up to 500	£242,500	£485
Up to 1,000	£325,000	£325
Up to 5,000	£875,000	£175
Up to 10,000	£1,250,000	£125

*Note: All prices exclude VAT and require a minimum 12-month contract. [Apply to Supply](#)*

#### Optional Add-ons:

- **Patent Data:** Additional 10% of the base subscription price.
- **Tier 3 Marketing Rights:** Additional 15% of the base subscription price. [Apply to Supply](#)

## Beauhurst API Pricing

For organisations seeking to integrate Beauhurst data directly into their systems, the API offers two tiers: [Apply to Supply+4Beauhurst+4Beauhurst+4](#)

Plan	Annual Price (Excl. VAT)	Credits per Year	Data Access Included
Standard	£3,500	10,000	Company data
Professional	£6,000	50,000	Company, transaction, and people data

*Note: API access requires a minimum of 10 platform users.* [Beauhurst+3Apply to Supply+3cledara.com+3](#)

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## Custom Pricing for Private Sector

For private sector organisations, Beauhurst offers customised pricing based on specific needs, including data scope, user count, integration requirements, and contract duration. While exact figures aren't publicly listed, it's noted that for startups, the platform can be considered "quite pricey," suggesting that costs may be significant for smaller businesses.

[SoftwareAdvice+6Beauhurst+6Apply to Supply+6GetApp](#)

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## Getting a Quote

To obtain a precise quote tailored to your organisation's requirements, it's recommended to contact Beauhurst directly. They offer personalised consultations to discuss your data needs and provide a detailed pricing proposal. [Beauhurst](#)

You can reach out to Beauhurst through their [official pricing page](#) to schedule a discussion. [Beauhurst](#)