



Media Release

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ANZ's online tool takes the guesswork out of business planning

ANZ today launched ANZ Business Insights an online tool that uses aggregated data from merchant EFTPOS transactions to illustrate sector or local sales patterns, market share, turnover and provide insights into customer behaviour.

ANZ Business Insights has been launched as a pilot for ANZ small businesses customers in Victoria, with a national roll-out planned in the coming months. Customers must register to use the tool.

Registered users can view broad comparative benchmark data for similar businesses in their local area across common industry categories including food, clothing, consumer goods, travel and hairdressing. This information can be used to help plan for staffing, analyse changes in sales and market share and understand local industry business trends.

ANZ Business Insights is available to registered users at no cost.

ANZ General Manager for Small Business, Nick Reade, said: "Getting meaningful local data is a challenge for small business owners. Short of sitting in a competitor's shop and watching passing trade there are limited resources small businesses can use to benchmark performance. We expect ANZ Business Insights will be an invaluable tool for ANZ Small Business customers.

"The tool takes a lot of guesswork out of business planning and helps small businesses save time and resources usually spent on local market research. This is information money can't buy and best of all, it's free," Mr Reade said.

Launching the ANZ Business Insights Victorian pilot is part of ANZ's commitment to its small business customers to help them get off the ground, grow and thrive. Other recent initiatives to help support small business include:

- Employing 130 additional small business specialists;
- Online education materials such as start-up business courses, tools to help build the skills and knowledge of business owners, webinars on key topics such as marketing and cash flow planning, and business templates available through The ANZ Small Business Hub, register free today at thesbhub.com.au; and
- A free business planning CD, available by calling 1800 689 765.

To find out more about ANZ Business Insights or small business banking with ANZ customers can visit their local ANZ branch or go to www.anz.com

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