



IMPROVING PERFORMANCE ACROSS THE ENTERPRISE

How Data and Insights Help
Accelerate Revenue,
Reduce Cost, Manage Risk,
and Transform Your Business

Long-term success in business is not just about who you know. It's dependent on what you know.

It's about understanding what your customers, prospects, suppliers, and partners are doing and how that impacts your organization.

But in today's fast-paced business world, how can you do this when your knowledge of what's happening is not fully understood or, at best, is still limited?

The answer: Dun & Bradstreet data and insights.

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Data and insights have been at the heart of what Dun & Bradstreet has been doing for almost two centuries. And while we have amassed the world's most comprehensive commercial data, our true value lies within the diverse array of solutions, powered by this data, that help our customers make more informed decisions, which in turn improves business performance.

HOW DO WE DO THIS?

Through the Dun & Bradstreet Data Cloud, our Live Business Identity, and the solutions they power. Comprising over 300 million business records, curated from tens of thousands of sources, and with 375 million data elements update daily, our Data Cloud also delivers insights that help accelerate growth, reduce cost, manage risk, and transform your business. From the Data Cloud, we derive our Live Business Identity, which delivers a comprehensive and continuously updated view of any company in the Data Cloud. You can access our data and insights directly from the Data Cloud, through our range of solutions, or via partner solutions.

Read on to learn how our unique solutions can help address today's most critical business goals and improve business performance by surfacing the right data and insights for a range of today's most critical business use cases.

RISING ABOVE THE DATA DELUGE



82%

of the B2B professionals surveyed by Forrester said managing the volume, variety, and velocity of data is “moderately to extremely challenging.”

Data is widely considered the “new oil” that will drive growth and change in the new millennium.

Like oil before it, data has the power to transform business and industry. In fact, companies that embrace a data-driven strategy are growing around 30% annually, according to Forrester Consulting. It’s no surprise companies are investing significant time, money, and resources in data. Sixty-seven percent of B2B firms cite their increased use of data and analytics as a critical priority over the next 12 months, [according to a study](#) conducted by Forrester on behalf of Dun & Bradstreet.

While crude oil is scarce and often hard to extract, data has become the most bountiful resource of the 21st Century. But is that entirely a good thing?

The fact is that data is only as good as the insights derived from it. Data alone doesn’t tell a story. In the same way that crude oil is just thick, sticky goop until it is refined into fuel and other useful commodities, data is just noise unless it is structured, analyzed, and used to answer the right questions. Companies are clamoring to get as much data as possible but aren’t always able to use it to its full advantage. And unfortunately, this means data is often treated like common gravel rather than precious gems.

The explosion of data is creating just as many challenges as opportunities. Propelled by the digitization of business, companies are awash in data. Every day, we produce more data than on the previous one — at a rate that’s arguably impossible to measure or model, because we’ve lost the ability to keep pace with data’s rapidly changing nature.

Think about the data that you have at hand. It's often poorly organized, living in disparate databases and multiple systems within a single organization. And then there's the issue of usefulness. How timely is it? And is it helping you meet a particular business need? It's no wonder 82% of the B2B professionals surveyed by Forrester said managing the volume, variety, and velocity of data is "moderately to extremely challenging."

For those organizations getting it right — the ones who are effectively organizing, managing, analyzing, and activating their data through a variety of tools and technologies — data is proving to be a valuable asset that's accelerating the pace of innovation and transforming the status quo. When companies bring relevant data into the rhythm of the business, they're able to establish a single, trusted view of their customers, prospects, and partners — the relationships that are the life and soul of the business. By doing so, they're improving performance in key areas such as accelerating revenue, reducing cost, managing risk, and transforming the business.

ACCORDING TO FORRESTER, DATA ACTIVATION LEADERS — THOSE WITH ABOVE-AVERAGE SCORES ACROSS THE 15 COMPETENCY AREAS OF THEIR SURVEY — WERE MORE LIKELY TO REPORT INCREASES IN THE FOLLOWING KEY METRICS:



But achieving similar results for your business is no easy task. Having solutions that provide a thorough understanding of both the data itself and the questions you should be asking of the data is the difference between achieving profitable answers and making costly mistakes.

That's where Dun & Bradstreet comes in.



30%

Average annual
growth of insights-
driven businesses

"The Insights-Driven Business,"
Forrester

23x

Data-driven companies
are 23 times more likely
to acquire customers

McKinsey Global Insights

67%

B2B organizations that
claim the increased use
of data and analytics
is critical

"The B2B Data Activation Priority,"
Forrester on behalf of
Dun & Bradstreet

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The image is heavily tinted with a teal/cyan color. A large, semi-transparent key icon is overlaid on the left side of the image. The text "LEVERAGING DATA AND INSIGHTS FOR IMPROVED PERFORMANCE" is centered in white, uppercase letters.

LEVERAGING DATA AND INSIGHTS FOR IMPROVED PERFORMANCE

Introducing the Dun & Bradstreet Data Cloud

As you've read, managing the volume and velocity of data flowing into and across your organization can be overwhelming and create unnecessary complexity. And if you think about all the different relationships a business can have, the number of associated data points gets large fast. It certainly doesn't help when you learn that overall data will grow by 50 times by the time we reach 2020, according to IDC.

Organizations are desperately seeking more effective and efficient ways to leverage data – the *right* data – across the enterprise to improve performance. This ranges from department-level solutions that help turn data into actionable insights for addressing department-level business goals (e.g., grow sales, improve cash flow, meet regulations) to cross-enterprise solutions that address those same needs.

[The Dun & Bradstreet Data Cloud](#) offers the world's most comprehensive business data and analytical insights to power today's most crucial business needs. That's why 90% of the Fortune 500, and companies of all sizes around the world, rely on Dun & Bradstreet to help grow and protect their businesses.

The Dun & Bradstreet Data Cloud is unrivaled in the scale of structured and governed data it holds about businesses worldwide. This unparalleled depth and breadth of

90%

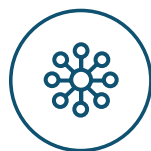
of the Fortune 500, and companies of all sizes around the world, rely on Dun & Bradstreet to help grow and protect their businesses.

business information provides a unique lens into the business dealings and associations that can help inform more prudent and informed decisions, which can impact your approach toward pricing, terms, risk, and more. This wide range of data enables you to derive meaningful insights on inter-company dealings that can help drive your business strategies and keep you on the road to success. We leverage AI and machine learning not only to help with data sourcing but also to speed and improve the analytics associated with our data, including proprietary analytical predictors.

Our data is curated from tens of thousands of sources – including both online sources and our Worldwide Network (WWN) of data partners. The importance of our WWN cannot be understated. It is what allows the Data Cloud to deliver the breadth of verified global information required in today's business environment. Ensuring the accuracy and “freshness” of global information is not a trivial task. Our global network of data partners sources local data and provides “family tree” information and other valuable insights — all in line with our quality and governance standards.



300M+
business records



120M+
hierarchy members



375M
elements updated daily



The Data Cloud identifies 120 million companies that are part of a hierarchy (or family tree) of any type, giving insights that are important for sales, marketing, risk, and compliance use cases. We also make 2 billion yearly updates to our global trade data (the largest in the world); these map to 200 million unique trade experiences, shining a light on companies' ability to pay. These and other financial attributes allow us to deliver best-in-class predictive delinquency scores — scores that help you manage financial risk. The Data Cloud also contains over 350 million device identifiers and IP addresses mapped to entities, both helping with targeted marketing. And we've mapped 76 million supply chains to help procurement teams understand their suppliers' suppliers and avoid potential supply chain disruption.

In addition to the depth and breadth of information contained within the Dun & Bradstreet Data Cloud, our Live Business Identity aggregates all data points and connections for a given business, providing what is essentially a living, breathing snapshot of that business.



LIVE BUSINESS IDENTITY PROVIDES A UNIQUE BUSINESS IDENTIFIER FOR EACH COMMERCIAL ENTITY, PLUS:



Corporate Hierarchy and Linkage (Family Tree) Data



Analytical Insights



Business Performance Indicators



Continuous Business Activity Monitoring and Updates

Live Business Identity provides the most accurate and continuously updated view of commercial entities in today's rapidly evolving business landscape.



TAKING THE PULSE OF THE BUSINESS UNIVERSE

The Benefits of Live Business Identity

Live Business Identity represents all the information provided for a given entity within the Dun & Bradstreet Data Cloud. It starts with our universal identifier — the Dun & Bradstreet D-U-N-S® Number — which is assigned once our patented identity resolution process identifies a company as unique, distinct from any other in the Data Cloud. It has truly become an integral part of doing business. For example, if a company wants to work with the US government or distribute an application through Apple's App Store, they must have a D-U-N-S Number. While companies don't have physical fingerprints, the D-U-N-S Number could be thought of as a corporate fingerprint — and more.

IMPROVING BUSINESS PERFORMANCE IN MANY WAYS, INCLUDING:



Earlier identification of growth opportunities



Avoidance of potential risk, fraud, and compliance issues



Deepening of customer, supplier, and partner engagement



Live Business Identity is more than just a D-U-N-S Number. The combination of predictive analytics, firmographics, and other attributes complete a comprehensive view of a business.

In the next

60_{min}:

THE RATE OF BUSINESS CHANGE LEAVES DATA IN CONSTANT FLUX

- 1,021 ● Businesses will have a suit, lien, or judgement filed against them
- 692 ● New businesses will open their doors
- 599 ● Business telephone numbers will change or be disconnected
- 312 ● CEO or owner changes will occur
- 193 ● Businesses will change their addresses
- 90 ● Companies will change their names
- 12 ● Businesses will file for bankruptcy/insolvency

Figures are for North America based on eight hour business workday; figures may be different for different countries.

Like personal identities, which are much more than a fingerprint, Live Business Identity is more than just a D-U-N-S Number. The combination of predictive analytics, firmographics, and other attributes about a business complete the picture. And just as personal identities can change over time, Live Business Identity is continuously updated with our verified inputs — including through AI and machine learning — making updates in the most relevant manner. Some updates are made immediately; some are verified first — again, following our strict data-governance policies.

Just think about the inherent change in business today. Companies start and — unfortunately — fail. Executives change, and companies merge or are acquired. Keeping track of and verifying this constant

change takes diligence. We undertake this responsibility, so you don't have to.

When a change in business activity is detected from any source — including web bots, crawlers, and even mobile crowdsourcing — that change is first verified. Then, Live Business Identity is updated as appropriate. Changes can be made on any aspect of Live Business Identity, from firmographics to predictive indicators. In fact, almost 375 million data elements are updated daily through our DUNSRight® process, a patented methodology that involves collecting, organizing, and enriching data to enable the discovery of new opportunities. Changes impact the Data Cloud and, in turn, Live Business Identity.

BENEFITS OF WORKING WITH DUN & BRADSTREET DATA AND INSIGHTS:

- Create a 360-degree view of every business touchpoint for better decision-making and consistent interactions
- Improve performance through revenue acceleration, cost reduction, better management of risk, and digital transformation
- Automate processes for better efficiency
- Identify both opportunities and risks through deeper understanding of customer, supplier, and partner relationships with others (hierarchies, beneficial ownership)
- Streamline enterprise workflows with a consistent data foundation

FUELING SOLUTIONS THAT IMPROVE PERFORMANCE

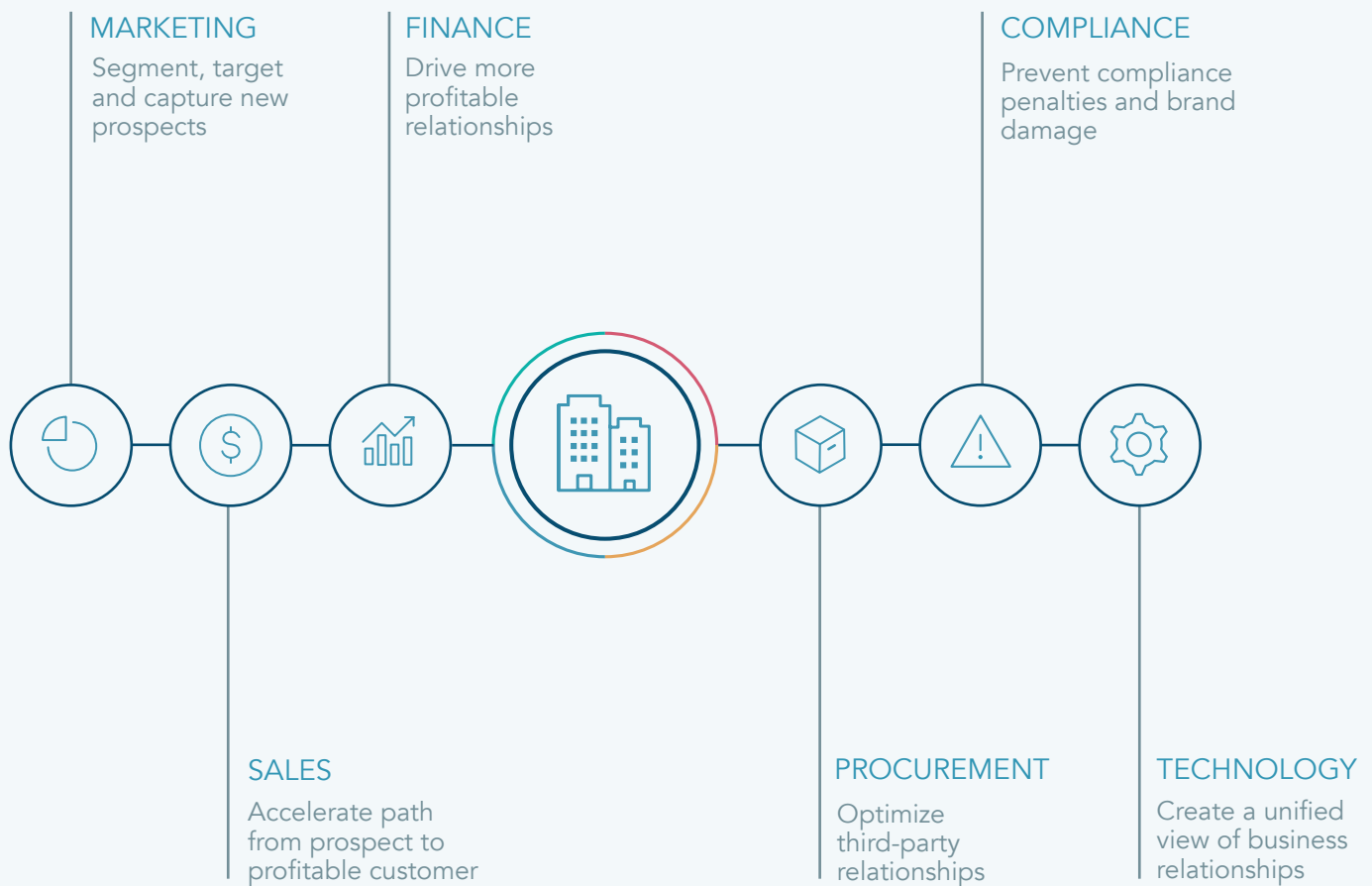


Making Data Work for You and Your Goals

Every company faces a unique set of business challenges, and data can often help address many of them. Some of that data may reside in-house within your own databases, and some of it may be obtained from third parties. However, not all data is going to put you on the path to success. Successful organizations are recognizing the importance of data that provides meaning or context for addressing specific objectives and solutions that make such data usable to meet those goals.

Businesses look to Dun & Bradstreet to improve the performance of their organizations, both at the department level and across the enterprise. With our solutions, marketing departments can more effectively target and capture new prospects. This in turn helps sales teams accelerate the path from prospect to customer. Finance departments can drive more profitable relationships. Procurement teams can more efficiently optimize third-party relationships. Compliance departments can work more effectively to avoid penalties and brand damage, and technology teams can create a unified view of business relationships.

Let's explore in detail how our data-driven solutions can help an organization accelerate revenue, reduce cost, manage risk, and transform its business.



ACCELERATE REVENUE

Increase marketing ROI, improve close rates, interact consistently across customer journey, and boost qualified leads

REDUCE COST


Automate credit decisions, optimize cash flow, lower cost of sales, and improve operating efficiency

MANAGE RISK

Improve decision-making, protect company reputation, avoid costly compliance penalties, ensure suppliers are ethical and compliant

TRANSFORM BUSINESS

Accelerate digital transformation, create trusted view of key relationships, unify data across departments, leverage data for innovation



The Dun & Bradstreet Data Cloud and our Live Business Identity — which power our range of solutions — have helped customers:

ACCELERATE REVENUE

50%

Enterprise bank drove 50% sales growth through focus on sales and marketing performance

REDUCE COST

25%

CITGO decreased bad debt by 25% while increasing growth by 25%

MANAGE RISK

ZERO

Auto manufacturer created a global, risk-based supplier management program using insights and analytics; zero supply chain disruptions in five years

TRANSFORM THE BUSINESS

86%

Ricoh overhauled its digital targeting strategy and saw an 86% lift in data quality

2x

Companies with advanced data strategies are twice as likely to report more than 30% revenue growth.

Harvard Business Review, 2017

ACCELERATE REVENUE

Find the Fastest Path to Profitable Growth

Access to reliable data and analytics has never been more important in driving sustainable growth. Armed with the right insights, companies have greater assurance that resources and investments are being directed toward the highest-value opportunities. But it can be challenging to efficiently leverage data to drive profitable growth. The pressure is clearly on.

And the onus is no longer just on sales and marketing to drive growth — every department is responsible for accelerating revenue.

Finance teams, for example, have traditionally been responsible for reducing losses and mitigating risk. But now they're also being tasked with uncovering new business opportunities. Finance and sales should share the same complementary goals: driving revenue and increasing profits. And while procurement and compliance management leaders don't drive revenue growth directly, they help drive it indirectly by preventing sales-inhibiting supply chain disruptions and negative brand perceptions from non-compliant behavior or relationships.

Leveraging data and insights from the Dun & Bradstreet Data Cloud and the solutions they power, departments across the enterprise can benefit from our unique set of industry-leading solutions. Whether it's improving account-based marketing (ABM) strategies or maximizing working capital, Dun & Bradstreet helps fuel the growth engine and deliver revenue faster.



ACCELERATE REVENUE



MARKETING

PINPOINT YOUR AUDIENCE

[Leverage powerful customer segmentation tools](#);

firmographic, intent, and technographic attributes; digital visitor activity data; and analytic models to quickly identify high-propensity accounts, segments of strength, and look-a-like targets.

DELIVER PERSONALIZED EXPERIENCES

Create customized digital journeys, prefill lead forms, and re-target promising audiences with the right messages once they leave your site to accelerate the buyer journey and generate revenue faster.



SALES

SELL SMARTER

[Prioritize prospects](#) with dynamic search and filtering capabilities, plus in-depth industry research for more effective account and territory planning.

CLOSE DEALS FASTER

Receive real-time trigger alerts, news, and call preparation questions regarding prospects and customers you care about so you can accelerate the buying journey.

IDENTIFY NEW OPPORTUNITIES

Discover new areas to engage with existing customers, with detailed corporate hierarchy information that reveals buying authority across departments.



ACCELERATE REVENUE



FINANCE

APPROVE THE RIGHT DEALS FASTER

Identify, pre-screen, and qualify potential customers, partners, and suppliers with [credit decisioning](#) integration tools.

REDUCE DECISIONING TIME

Make quick, highly-insightful credit decisions based on quality data and insights and automated credit decisioning solutions.

UNCOVER UNTAPPED POTENTIAL

Develop profiles of your best customers to share with sales for targeted up-sell and cross-sell opportunities.



SUPPLIER MANAGEMENT

ANALYZE AND MAXIMIZE SUPPLIER RELATIONSHIPS

[Manage your suppliers](#) throughout the entire lifecycle of your relationship by having a comprehensive view of the total cost of the relationship, enabling better decision-making, including decisions that can impact revenue.

REDUCE SUPPLIER DISRUPTIONS

Leverage insights into your entire supplier base, including your suppliers' suppliers to make faster, more informed decisions that reduce business disruption (including potentially revenue-impacting decisions) by diversifying and responding to geo-political change.



ACCELERATE REVENUE



COMPLIANCE

CREATE A WORLD-CLASS COMPLIANCE PROGRAM

Scale compliance [enhanced due diligence](#) programs with the global coverage provided by the Dun & Bradstreet Data Cloud and insights from Live Business Identity to satisfy anti-bribery/anti-corruption guidelines, sanctions, and other regulations.

MANAGE BRAND REPUTATION

Avoid brand reputation damage, which ties to customer perception and willingness to buy.

IMPROVE DEPARTMENTAL ALIGNMENT TO ACCELERATE REVENUE



MARKETING & SALES

INFORM STRATEGIES WITH CONFIDENCE

Leverage in-depth account profiles and analytic insights to inform Account-Based Marketing and sales strategies and quickly build go-to-market plans with confidence.

CONNECT ACCOUNT ENGAGEMENT ONLINE & OFFLINE

Leverage the Dun & Bradstreet D-U-N-S® Number and Data Cloud to connect digital activity to known accounts in order to better understand engagement, prioritize outreach, and identify new leads.

ALIGN MARKETING AND SALES TEAMS

CRM and MAP connectivity and consistency made possible with Live Business Identity ensures teams are focused on the same accounts, access the same actionable data, and deploy campaigns with full alignment.

REDUCE COST

79%

of CPOs that believe cost reduction is the top priority as they look to support growth in an uncertain market.

Deloitte, 2017

Achieve Operational Efficiency

Given the pace of change in today's business world, B2B organizations must make decisions faster than ever while not sacrificing — or while even improving — their level of accuracy. Most are required to not only know what's happening today but also accurately anticipate tomorrow's needed shifts in strategy, to avoid making costly decisions.

With the pressure to improve operational efficiency and scale back spending, almost every department is turning to data and analytics to drive meaningful savings.

Finance leaders are now accountable for and involved in a gamut of activities ranging from the detailed, tactical reporting that they've always been responsible for to the overarching strategic direction of the business. Now charged with helping to grow the business, it's clear that the responsibilities and charter of the finance team have expanded in scope and complexity. And the goals of procurement and compliance leaders are moving beyond managing risk to helping increase profitability and maximize working capital. Even sales and marketing, typically viewed as a cost-center, must keep an eye on spending to ensure it's not making the wrong investments.

Dun & Bradstreet helps business leaders reduce cost and improve efficiency with insights delivered either directly from our Data Cloud or through our range of solutions. Leveraging AI and machine learning, our solutions not only help with data sourcing but also help improve precision and increase the speed of updates in order to ensure our customers have the most accurate and timely intelligence. Additionally, our solutions help automate department-level functions to increase efficiency and free up time for more strategic initiatives.



REDUCE COST



SUPPLIER MANAGEMENT

ONBOARD, SCREEN, AND MONITOR SUPPLIERS MORE EFFICIENTLY

Live Business Identity delivers a comprehensive 360-degree view into your global suppliers, allowing for fast, accurate decisioning so you can carefully evaluate your most risky relationships.

MASTER YOUR VENDOR DATA

Leverage the Dun & Bradstreet Data Cloud for complete data stewardship and governance, ensuring you have a clean, accurate vendor master that enables full supplier management.



COMPLIANCE

STREAMLINE CASE MANAGEMENT AND AUDIT TRAIL

Seamlessly manage complex know your customer workflows (including screening for the most current sanctions and anti-money laundering regulations) while creating a documented audit trail that dramatically improves efficiency.

SIMPLIFY DECISIONING

Accelerate and simplify time-to-decision around third-party risk management by leveraging the analytics and automated capabilities of our compliance solutions. Be confident in decisions, as they are based on our Live Business Identity, which delivers an updated view into those you are doing business with.



REDUCE COST



FINANCE

AUTOMATE AND SCALE

Automate workflows and provide data-driven insight to free staff from routine, labor-intensive manual processes.

STANDARDIZE CREDIT & COMPLIANCE POLICIES

Adjust credit limits and collections policies using portfolio management tools that monitor process and policy performance. Efficiently create consistent reporting to comply with SOX, IFRS 15, and ASC 606 audits.



SALES

PUT THE FOCUS BACK ON SELLING

Leverage industry-leading company insights and automated CRM cleansing to eliminate wasted sales efforts: Keep teams focused on top opportunities, engage the right contacts, shorten the sales process, and cut hours of administrative tasks.



MARKETING

MAXIMIZE MARKETING ROI

Reduce wasted campaign spend by ensuring all online and offline campaigns target the right people and organizations.

OPTIMIZE ONLINE EXPERIENCES

Employ digital audience data to pre-fill lead forms, reduce page abandonment rates, and improve lead acquisition costs.



REDUCE COST

IMPROVE DEPARTMENTAL ALIGNMENT TO REDUCE COST



FINANCE & SUPPLIER MANAGEMENT

IMPROVE NEGOTIATING POSITION

Leverage hierarchy information to uncover full spend with each supplier, improving negotiating position, and maximizing supplier relationships.



SUPPLIER MANAGEMENT & COMPLIANCE

AUTOMATE ONBOARDING AND ACCELERATE DUE DILIGENCE

Speed third-party risk management and compliance programs with automation and real-time decision making; lowering cost and saving time.



MARKETING, SALES & FINANCE

PRIORITIZE RESOURCES

Use credit information as well as profiles of the most profitable customers throughout the sales process to ensure sellers are focused on working the best deals, reducing cost of sales. CRM connectors put credit insights "front and center" during the sales process and help streamline new account setup.



MARKETING & SALES

SAVE TIME WASTED ANALYZING INCOMPLETE DATA

Create a consistent foundation of data for sales and marketing teams, reducing time wasted standardizing customer and prospect data.

MANAGE RISK

65%

Finance leaders identifying supply chain disruption and a decline in customer viability as their top two industry risks.

"The (R)evolution of Risk Management,"
Dun & Bradstreet, 2019

Do Business With Confidence

For close to two centuries, Dun & Bradstreet has built its reputation on the ability to help companies understand and manage risk. Our world-renowned credit reports have helped countless organizations monitor their customers' financial health and protect their businesses, and our solutions help finance and credit professionals across the quote-to-cash lifecycle or risk management lifecycle. That covers the pre-qualifying sales, making the credit decision, managing the account up until collections, and then managing the entire portfolio of all accounts.

With global regulations increasing in number and complexity — and the swelling threat of reputational damage arising from suspect or corrupt third-party partners buried in an organization's supply chain — many business leaders face growing uncertainty and risk.

Dun & Bradstreet delivers the data, analytics, and insight to manage risk with clear vision. Our unique solutions are designed to help businesses improve performance through risk mitigation, acceleration of due diligence, and reputation protection.



MANAGE RISK



FINANCE

IDENTIFY POTENTIAL FOR RISK

Leverage predictive scores built with modern technology like machine learning and AI, to predict high risk with greater accuracy and adjust strategies accordingly.

OPTIMIZE CASH FLOW

Leverage data and analytics from the Data Cloud to evaluate new prospects and monitor and manage existing customers. Quickly determine appropriate credit limit recommendations, estimate for a bad debt reserve, and prioritize collections.



SUPPLIER MANAGEMENT

CREATE A RISK-BASED PROGRAM

Maximize supplier risk management by employing best-in-class risk intelligence and scoring that mitigates risk in the areas you are most concerned with.

PREDICT RISK IN ADVANCE

Monitor your suppliers with the ability to detect change and take relevant action.



MANAGE RISK



COMPLIANCE

CLARIFY COMPLEX RELATIONSHIPS

Depend on company linkage and hierarchy insights provided by Live Business Identity to help you quickly gain full transparency into exactly who you are doing business with and all connected relationships.

FLEX TO REGULATORY CHANGES

Create customizable, flexible comprehensive programs that manage risk in today's regulatory environment.



MARKETING

MINIMIZE AD FRAUD

Leverage digital advertising data from the same trusted authority that verifies identities of buyers, sellers, and intermediary companies in the programmatic advertising ecosystem through the Trustworthy Accountability Group.

PROMOTE BRAND SAFETY

Minimize downstream risk for your business and go-to-market activities. Dun & Bradstreet follows all applicable local privacy laws and regulations including GDPR, CAN-SPAM, and CASL, among others.



MANAGE RISK

IMPROVE DEPARTMENTAL ALIGNMENT TO MANAGE RISK



FINANCE & SUPPLIER MANAGEMENT

MINIMIZE FRAUD

Know who your business partners are before they pose a risk by using proprietary scores and analytics — which are part of Live Business Identity — to detect fraud and monitor business activity change.



FINANCE, SUPPLIER MANAGEMENT, COMPLIANCE

MONITOR BUSINESS RISK

Automate monitoring by leveraging predictive analytics and unparalleled global data to quickly identify consequential changes in risk and enable decisive action on meaningful changes.



SUPPLIER MANAGEMENT & COMPLIANCE

CREATE A RISK-BASED PROGRAM AROUND FCPA ANTI-BRIBERY AND SANCTIONS

Employ best-in-class risk intelligence and screening (e.g., PEPs, sanctions, adverse media, litigation, and “boots on the ground” investigations) to enable faster compliance decisions.

80%

of businesses struggle to manage the volume, variety, and velocity of their data.

["The B2B Data Activation Priority," Forrester, 2018](#)

TRANSFORM YOUR BUSINESS

Foundational Data That Accelerates Digital Transformation and Unites the Enterprise

In today's changing business environment, digital transformation doesn't just mean evolution and progress – it means survival. The very nature of markets is changing. But the one constant in all this disruption is data.

But for this data to have value, it needs to be managed, its power harnessed. There is a certain type of data that makes other data more manageable, more understandable, and more meaningful. It's called Master Data, and it makes possible the accurate linking of data between systems, applications, and processes.

As digital transformation continues to spawn innovation of new services and disrupt business models, we can look to Master Data as the key to unlocking tremendous efficiency and value — because it is our source of common business truth. It knocks down information obstacles, unites business processes, and provides the vital means for survival, success, and triumph in the digital world.

Dun & Bradstreet provides a broad set of global, trusted reference information that can be used to harmonize multiple disparate data silos in order to create a "common language" about key business relationships across the enterprise. Our Live Business Identity — derived from our Data Cloud — delivers the Master Data requirements of structure, connectivity, coverage, and quality. Specifically, these are delivered through the foundational elements of Live Business Identity: the Dun & Bradstreet D-U-N-S® Number, entity resolution capabilities, and corporate hierarchy insights for detecting relationships between entities.

By connecting this common, trusted, and continuously updated view of customers, prospects, suppliers, and partners across the

business, our solutions leverage Master Data to help our customers improve performance by enabling effective enterprise workflows, better decision-making, and consistent interactions with key business relationships. This ultimately supports revenue growth, better risk management, and seamless digital transformation.

UNITE DEPARTMENTS WITH A STRONG DATA FOUNDATION



CONNECT DATA SILOS

Apply semantic consistency (structure, connectivity) for a Master Data foundation that connects or disparate data sources across the enterprise.

CREATE TRUSTED, COMMON VIEWS OF BUSINESS RELATIONSHIPS

Engage in consistent interactions both internally across departments and externally.

POWER ENTERPRISE WORKFLOWS

Access consistent, harmonized data and insights that power workflows across the organization.

IMPROVE DECISION-MAKING

Execute data-driven decisions based on a common and trusted view of business relationships and associated insights.

ACCELERATE TIME-TO-VALUE OF TECHNOLOGY INVESTMENTS

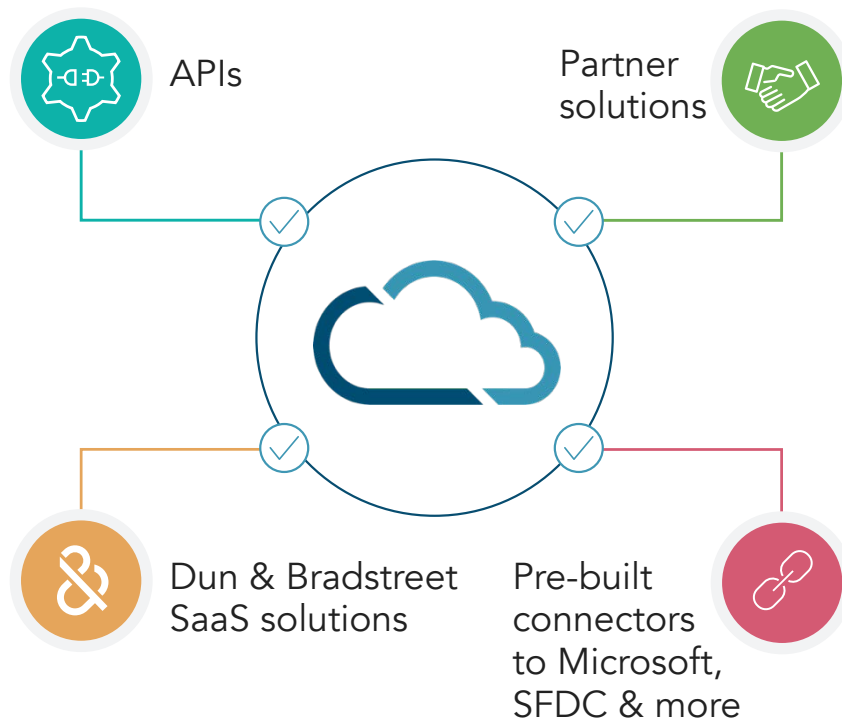
Jumpstart data management programs (e.g., master data management or Enterprise Data Management) with pre-mastered reference data.

OPERATIONALIZING THE DATA CLOUD

Seamless Integration Into Your Ecosystem

The Dun & Bradstreet Data Cloud seamlessly connects into key pieces of our customers' businesses.

Customers can access the Data Cloud (and Live Business Identity) in a variety of ways: through our own comprehensive solutions, directly through our APIs, our partner solutions, and through pre-built connectors to tools you use every day.



Today's modern business environment has created a torrent of data. While exciting and ripe for opportunity, this dynamic has also created complexity, leaving organizations trying to stay above the data deluge and make sense of all the information.

But truly understanding opportunities to accelerate revenue, reduce cost, manage risk, or transform your business isn't based on a series of isolated interactions defined by some arbitrary data points. It's determined through carefully structured insights that should build confidence by authenticating business identities and relationships while ensuring value at the point of connection with your customers, prospects, and suppliers.

We understand that every business is unique, so we make it simple to leverage the Dun & Bradstreet Data Cloud in a way that best meets your unique needs. Many of our customers partner with us to solve an initial data challenge knowing that they can scale across the entire business at a pace that suits them. Whether it be credit decisioning or sales intelligence, we always work closely with our customers to support their data management initiatives and provide a strong digital transformation foundation.

With Dun & Bradstreet data, insights, and solutions, you have the ability to drive performance across the organization. After all, it's the modern business imperative. Dun & Bradstreet is here to help.

Learn more about our [solutions](#) that address today's most critical business challenges.



About Dun & Bradstreet

Dun & Bradstreet, the global leader in commercial data and analytics, enables companies around the world to improve their business performance. The Dun & Bradstreet Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity.

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All facts and figures are of January 2019.

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