D&B Direct 2.0 – Transform and grow your business with streaming, enterprise-wide access to the data and analytics you need to drive better results

Businesses today operate in a complex and changing environment shaped in part by technology. While advances in technology open the door to new market opportunities, they also bring significant obstacles:

1. **Increasing IT Complexity** — You need to connect information across multiple systems and devices, standardize it and enrich it to make it accurate and complete.

   *The challenge: How to integrate data from disparate systems.*

2. **Proliferation of Data** — The sheer volume of data and the velocity at which it changes can be overwhelming. You need to aggregate and analyze data from multiple sources to gain the relevant insight that you need.

   *The challenge: How to consolidate and relate information from multiple sources.*

Businesses must address these challenges to grow and achieve market dominance. Those companies that implement strategies and solutions to deal with these obstacles will be positioned to respond quickly to market changes and, more importantly, gain the foresight to anticipate new opportunities and capture them — before their competitors.

D&B Direct helps users across all functional areas make better decisions by delivering one complete, multi-dimensional view of customers, prospects and suppliers — anywhere in the organization.

According to a study by Forrester Research, the #1 priority of technology initiatives for business leaders is to improve the use of data and analytics to drive improved business performance.

3. **Productivity Demands** — You need to improve effectiveness with limited resources and still drive growth. You must have access to the information you need — when, where and how you need it.

   *The challenge: How to make information accessible and actionable by users across the enterprise.*

D&B Direct helps turn challenges into opportunities

1. **Minimize the Effects of IT Complexity** by flexibly integrating and synchronizing data across systems

   *Here’s how: D&B Direct gathers data from multiple systems, cleanses and consolidates it into a single business entity with D&B’s proprietary entity matching technology, and enriches it with D&B’s industry-leading commercial database plus other sources of corporate, social, digital media and third party data. You can then populate applications across your enterprise with this insight to drive improved decision making.*
Information is a key strategic asset that D&B Direct helps you use for growth

Competitive advantage and future business success will depend on how well companies use data and analytics. Market leadership requires more than having a clear understanding of the key factors needed to make the right decisions. It requires the foresight to (1) anticipate new opportunities to acquire and grow customer relationships, make better risk decisions, and build and maintain a reliable supply chain network, and (2) the ability capitalize on these opportunities before your competitors.

By providing flexible integration and streaming of D&B’s commercial insights and predictive analytics, plus social, news, and other 3rd party data into your enterprise applications, D&B Direct helps fuel business growth. D&B Direct makes it easy to provide your teams with the insight they need to drive better business results.
D&B Direct streams intelligence into your applications, across your business, to help drive better decisions and fuel growth. Some of the common business problems D&B Direct helps solve include:

<table>
<thead>
<tr>
<th>Finance</th>
<th>Operations</th>
<th>Marketing</th>
<th>Sales &amp; Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deal-making Due Diligence</td>
<td>Source Cost Optimization</td>
<td>Predictive Segmentation &amp; Targeting</td>
<td>Territory Management</td>
</tr>
<tr>
<td>Credit Portfolio Management</td>
<td>Supplier &amp; Distributor Performance</td>
<td>Marketing Automation &amp; Nurture</td>
<td>Buyer &amp; Influencer Intelligence</td>
</tr>
<tr>
<td>Collections Prioritization</td>
<td>Mitigate Supplier Risk</td>
<td>Social/Digital Intelligence</td>
<td>Customer Activity Notifications</td>
</tr>
<tr>
<td>Integrated Decisioning &amp; Monitoring</td>
<td>Compliance</td>
<td>Lead Form Optimization</td>
<td>Sales Rep Preparation</td>
</tr>
<tr>
<td></td>
<td>Real-time MDM</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Order Management</td>
<td></td>
<td></td>
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</tbody>
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D&B provides two solution sets that meet a diverse set of customer needs globally. Customers use D&B Risk Management Solutions™ to mitigate credit and supplier risk, increase cash flow and drive increased profitability, and D&B Sales & Marketing Solutions™ to provide data management capabilities that provide effective and cost efficient marketing solutions and to convert prospects into clients by enabling business professionals to research companies, executives and industries.

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