

## 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.*

*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.*

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.*

### 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.

**2. Make the Masses of Data Consumable** by consolidating and relating the huge volumes of information from multiple sources for deep, accurate insight on companies, related entities, people, industries, financials, digital and social profiles.

**Here's how:** D&B Direct uses D&B's DUNSRight matching technology, based on the D-U-N-S Number as the unique identifier, to connect the dots across different data sets to create trustworthy master records of business entities. D&B Direct then connects even more information to these master records such as social media, news, analytics and industry-specific data to develop a multi-dimensional and informed view of customers, prospects, competitors, suppliers and partners and delivers it via the cloud.

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*85% of respondents to a global survey of Harvard Business Review readers said that information is a key strategic asset, yet only 7% say they are well-positioned to use information for growth.*

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**3. Make your Enterprise more Productive** by integrating up-to-date information into any system or device.

**Here's how:** D&B Direct offers pre-built micro apps based on the most common customer needs. These micro apps are sample pre-built source codes and are easily customizable. Whether you use the micro apps or opt for custom integration, D&B Direct streams up-to-date information into any system or device. And, because D&B Direct is so flexible, you can easily make changes as your business needs evolve.

## Access all D&B data and analytics, plus other data, via the Direct API:

- Risk Management
- Sales & Marketing
- Supply Management
- Compliance and Fraud
- Third Party (via D&B's Data Exchange, i.e. Healthcare, Social Profiles)
- International
- Customer contacts & data
- Social media
- News

## 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 infuses every decision across your enterprise with integrated insight***

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:



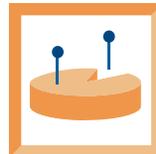
## Finance

- Deal-making Due Diligence
- Credit Portfolio Management
- Collections Prioritization
- Integrated Decisioning & Monitoring



## Operations

- Source Cost Optimization
- Supplier & Distributor Performance
- Mitigate Supplier Risk
- Compliance
- Real-time MDM
- Order Management



## Marketing

- Predictive Segmentation & Targeting
- Marketing Automation & Nurture
- Social/Digital Intelligence
- Lead Form Optimization



## Sales & Service

- Territory Management
- Buyer & Influencer Intelligence
- Customer Activity Notifications
- Sales Rep Preparation

### About Dun & Bradstreet® (D&B)

Dun & Bradstreet (NYSE:DNB) is the world's leading source of commercial information and insight on businesses, enabling companies to Decide with Confidence® for 172 years. D&B's global commercial database contains more than 225 million business records. The database is enhanced by D&B's proprietary DUNSRight® Quality Process, which provides our customers with quality business information. This quality information is the foundation of our global solutions that customers rely on to make critical business decisions.

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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