

D&B D-U-N-S® Number

The Key to Revenue Growth and Profitability

Companies collect vast amount of data on their customers and prospects, but they can only use it to effectively grow revenues and contain costs when they have a way to get insight from what they've gathered.

To profit from the data, it needs to be:

- Cleansed to eliminate errors and duplication
- Consolidated to accurately identify each business
- Enriched by appending information from external sources

so it provides the most complete view possible of customers, prospects and vendors. Once this process has taken place, analytics can be performed yielding insights that enable profitable decision-making.

To do all of this more quickly and easily, companies around the world have come to rely on the **D&B D-U-N-S® Number**.

Established in 1963, D&B's Data Universal Numbering System, commonly known as the D-U-N-S® Number, is a unique global business identification system that identifies, validates and links more than 253 million businesses worldwide.

The D-U-N-S® Number is not just a number - it is a system for maintaining accurate, comprehensive and timely information. This system is our patented, proprietary DUNSRight® Quality Process - a process encompassing five quality drivers - Global Data Collection,



Entity Matching, D-U-N-S® Number, Corporate Linkage and Predictive Indicators - that work sequentially to aggregate, standardize and enrich information.



Better Business Information for Profitable Insights

Leveraging the D-U-N-S® Number to manage your data has clear competitive advantages:

- **It is a universal standard.** The D-U-N-S® Number has existed for close to 50 years and is relied on by businesses and government agencies around the world. Used by the world's most influential standard setting organizations, the D-U-N-S® Number is **recognized, recommended or required by over 200 government, trade and industry organizations** around the globe.
- **It is persistent.** Only Dun & Bradstreet assigns D-U-N-S® Numbers which helps ensure accuracy, consistency, timeliness and cross-border consistency of information. We follow rigorous rules for assignment and maintenance. Prior to assignment, there is validation from multiple sources. Once assigned it will not be re-issued or re-assigned.
- **It is unique.** D-U-N-S® Numbers are assigned to the lowest possible organizational level, i.e. business locations with a unique, separate and distinct operation. The D-U-N-S® Number is assigned to all types of business organizations including sole proprietorships, corporations, partnerships, non-profits and government entities.
- **It is constant.** The D-U-N-S® Number stays with a business throughout the duration of its life cycle, including name and address changes, changes in corporate structure and even bankruptcy.
- **It is intensely maintained.** Dun & Bradstreet invests more than \$1 million every business day in maintenance and enhancements of our database of D-U-N-S® Numbered entities. As credit and banking information, public filings, location changes, mergers, acquisitions - any information about business - enters the Dun & Bradstreet database, it is matched to the correct company using the D-U-N-S® Number.

The D-U-N-S® Number Benefits

It is not just a number, it is a system. DUNSRight® is our patented, proprietary and rigorous process used to aggregate, standardize and enrich information.

- ✓ It keeps track of business data and all associated change across a single program, entire organization or government agency.
- ✓ It enables crosswalks to other agency-specific identifiers.
- ✓ It organizes information for internal ERP, CRM and registration databases.
- ✓ It eliminates errors or duplication to ensure increased efficiency.
- ✓ It enables a complete single view of an entity allowing you to understand any risk or opportunity.
- ✓ It is hierarchal and reveals relationships between companies and corporate families worldwide.

Get Business Information that's more Revealing

The D-U-N-S® Number enables corporate linkage that reveals relationships between companies and across a corporate family tree which helps companies manage threats and identify opportunities they weren't able to see before. The D-U-N-S® Number also helps enhance your purchasing power by identifying current vendors that come from the same corporate family so they can be approached as a single unit.

Better Business Decisions for Revenue Growth and Cost Containment

In addition to helping you gain insight from your existing data, the D-U-N-S Number can facilitate your process for making transactional credit and marketing

decisions more easily. For example, if you are deciding whether to extend credit to a prospect and on what terms, the D-U-N-S Number helps you to identify the right company on which you are making a decision. It can also link you to other companies in a prospects' corporate family where additional hidden risk may exist such as a financially troubled parent company. And it enables you to connect to predictive scores that can help you predict the likelihood of bad debt or slow payment.

Similarly, in the area of sales and marketing decisions, you can better identify prospects, find new opportunities within corporate families, and connect to predictive scores to identify likely purchase and response rates.

Information that's more revealing: the D-U-N-S Number links together members of a corporate family



All Data are fictitious

D-U-N-S® Number in action

The D-U-N-S® Number functions in a variety of ways to help businesses grow revenue and contain costs:

In Risk Management - Proven Ways to Manage your Risk Exposure.

The D-U-N-S® Number enables you to understand a complete picture of risk for an individual company or an entire portfolio. It uniquely identifies each entity and then links that entity to all members of its corporate family so you can better understand your total risk exposure to that entity, including potentially hidden risk exposure, such as a financially troubled parent company. The D-U-N-S® Number also enables precise matching of a business to predictive scores that help predict the likelihood of that company paying slow or going out of business.

In Sales & Marketing - New Ways to Grow Revenues and Profits.

The D-U-N-S® Number enables you to cleanse your marketing database of duplication, identify each company including their corporate family, and append additional information to enhance your marketing effectiveness. For example, you can pre-screen prospects for their ability to buy, pay, or respond to your offer.

Find Out More

To learn more about how the **D-U-N-S® Number** and the **D&B DUNSRight®** process can help you better manage your business information, please visit www.dnbsame.com or email us at info@dnbsame.com

By working with more complete accurate marketing information enabled by the D-U-N-S® Number, you can improve response rates, uncover new opportunities, and make your marketing dollars work harder:

- ✓ Gives you a 'One-customer' view by uncovering and linking related customer accounts
- ✓ Helps you reduce your operating costs by linking interrelated suppliers and increasing purchasing power
- ✓ Helps you with more accurate data rationalization
- ✓ Helps you set-up and maintain a Quality Core'

Importance of having your own

D-U-N-S® Number

The D-U-N-S® Number can help you make informed decisions on other companies. But why is it important to have a D-U-N-S® Number on your own company? Having a D-U-N-S® Number of your own helps you nurture your business reputation and improve profitability:

- ✓ Enhances the legitimacy of your business with potential customers and suppliers
- ✓ May position you to negotiate better terms from suppliers or financial institutions because your credit profile contains more and better information
- ✓ Presents a more robust profile to potential partners when you are moving into new ventures or markets

ABOUT DUN & BRADSTREET

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. For more about Dun & Bradstreet, visit www.dnbsame.com.

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