

Grow Your Business by Transforming Your Data



One Customer, Many Perspectives

In any business, building relationships with your customers is critical to success. To do that, you have to know who they are, what they do, and how to reach them. But often, gathering that data isn't easy. Because so many parts of the business interact with customers (from marketing to sales, distribution to support, and finance to IT), many companies find themselves with a problem—multiple “views” of each customer that don't necessarily align or even connect. The result? Duplicate customer records. Errors. Inconsistencies. Channel conflicts. The list goes on and on.

What companies need is to transform their customer data in a way that brings value to the organization and builds relationships that build the business.

Your Data. Make It Correct. Make It Consistent. Make It Accessible.

D&B **DQMS/DAAS** connects all of your business-critical processes with a single, clean source of real-time data using the power of an API. From your CRM applications to your ERP processes, your website, your marketing automation, and your business intelligence, all of your systems are connected and pulling from a single, clean data pool fortified by the D&B Global Database. It's master data management that creates a clear picture of your customer that can be continually built upon and made more robust as the relationship grows and deepens.

THE CONNECTIVE TISSUE THAT IS DATA

CUSTOMER RELATIONSHIP MANAGEMENT
Know your customer

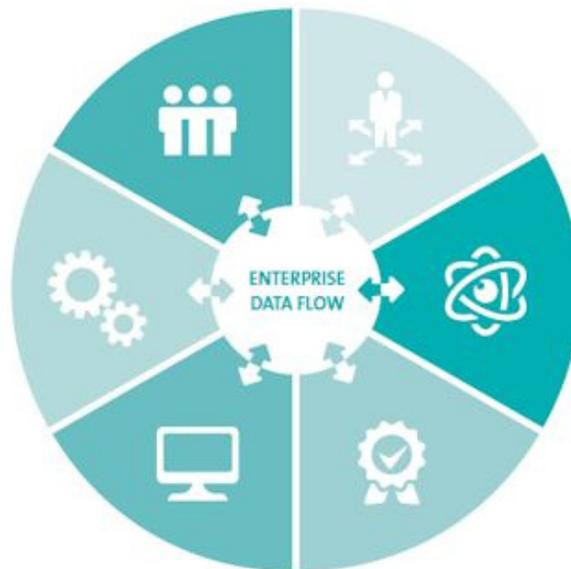
ENTERPRISE RESOURCE PLANNING
Know your supplier

BUSINESS INTELLIGENCE
Find the next "big" market

CREDIT RISK
Lower your portfolio risk

WEBSITE
Increase lead conversions

MARKETING AUTOMATION
Nurture the highest value prospects



Get a Consistent View of Your Customers and Prospects

To verify and enhance customer information, you can:

- Unify each customer and their data under a single D&B D-U-N-S® Number.
- Visually depict the relationships between companies with whom you do business.
- De-dupe and correct data and standardize addresses.
- Add more details to existing records.

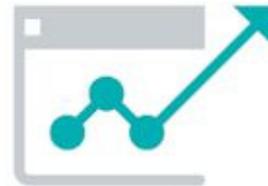


NEW CEO!

Respond Faster When Changes to Customer Data Occur

To stay on top of what is happening with your customers, you can:

- Stream data from a database that gets more than two million updates every day.
- Be notified immediately when customer/prospect information changes.
- Track customers' social media activity to gain new insights.



Streamline Your Data Management So You Can Act Efficiently

Make the systems your employees use every day more powerful, when you:

- Incorporate D&B data directly into your master database.
- Enrich, standardize, and correct records in real time, no matter where they came from.
- Access data on demand from within your applications.

The value that intelligent data can bring to your business? A single source of truth throughout all of your systems across your entire organization.

Ready to create powerful relationships that can transform your business? It starts with transforming the way you collect and use data. D&B **DQMS/DAAS** is the solution that can help you do it.

"One of the most important factors in driving future business success is the ability to enable data-driven decisions across the entire organization."

— Ray Wang, Principal Analyst and CEO of Constellation Research