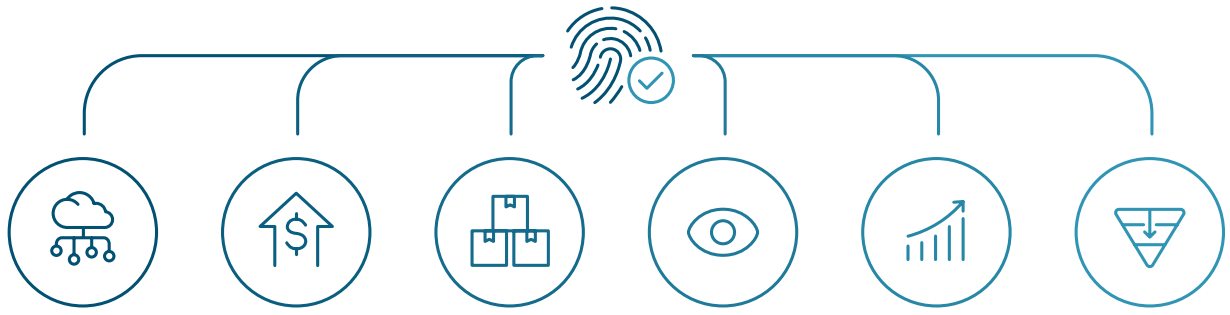
dun & bradstreet

D&B Connect™

Drive Outcomes that Matter with Trusted Business Data

Your data carries a heavy responsibility

The teams across your organization depend on it every day to protect and grow the business.



TECHNOLOGY
Integrate systems, migrate to the Cloud, automate processes

FINANCE
Accelerate credit-to-cash processes

PROCUREMENT
Identify possible affiliations of concern

COMPLIANCE
Confirm relationships of interest meet corporate and regulatory compliance

SALES
Accelerate path from prospect to profitable customer

MARKETING
Segment, target, and capture new markets and prospects

If your people don't trust their data, or worse, if they do and it's wrong, your business could pay the price.

Risk Management Professionals

71%
believe that having the right data is critical or very important to understand financial risk[1]

70%
agree that having the right data is critical or very important to meet regulatory requirements[1]

63%
accept that having the right data is critical or very important to determine which third parties to work with[1]

Sales & Marketing Professionals

Data accuracy remains a top challenges for sales and marketing professionals

Only 30%
are completely confident their go-to-market teams are currently aligned and working with shared data for a common view of accounts[2]

Just 29%
are completely confident their data is current and represents the most up-to-date information available[2]

Barely 28%
are completely confident their data is complete and does not contain significant gaps[2]

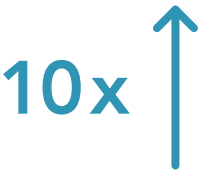
[1] A commissioned study conducted by Forrester Consulting on behalf of Dun & Bradstreet, "Change the Culture of Risk Management to Increase Business Resilience," July 2022
[2] Dun & Bradstreet, "9th Annual B2B Sales & Marketing Data Report," October 2022

Stop fighting with your data

While 90% of organizations aspire to be data driven, less than 50% of the decisions they make are based on quantitative information.[1]

of people working with data are wasting time hunting for data, finding and correcting errors, and searching for confirmatory sources for data they do not trust.[2]

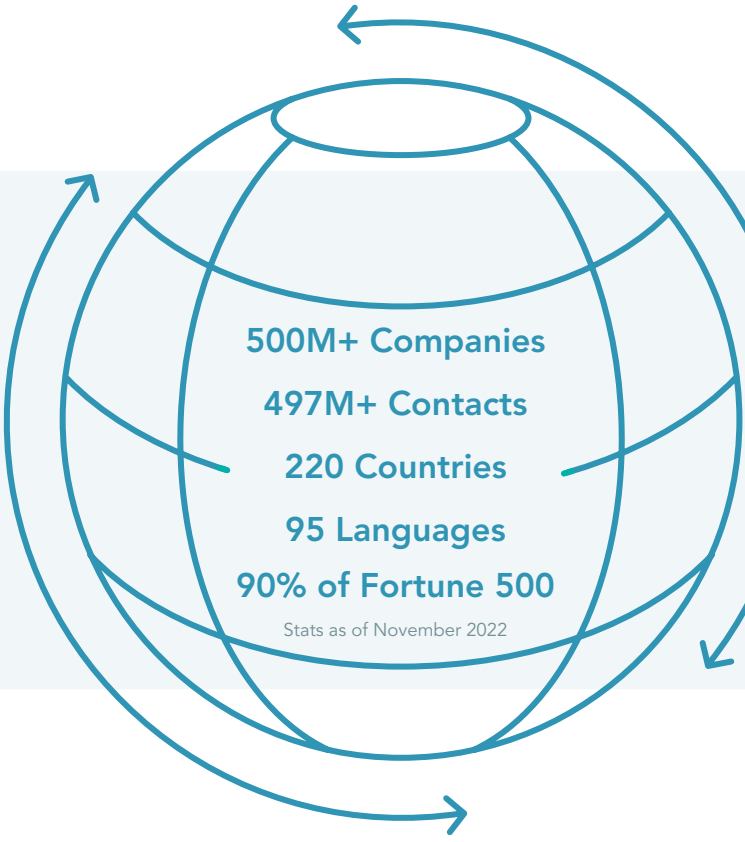
of data leaders say that "data accuracy" and "incomplete or missing data" are the greatest challenges their sales and marketing team is facing today.[3]



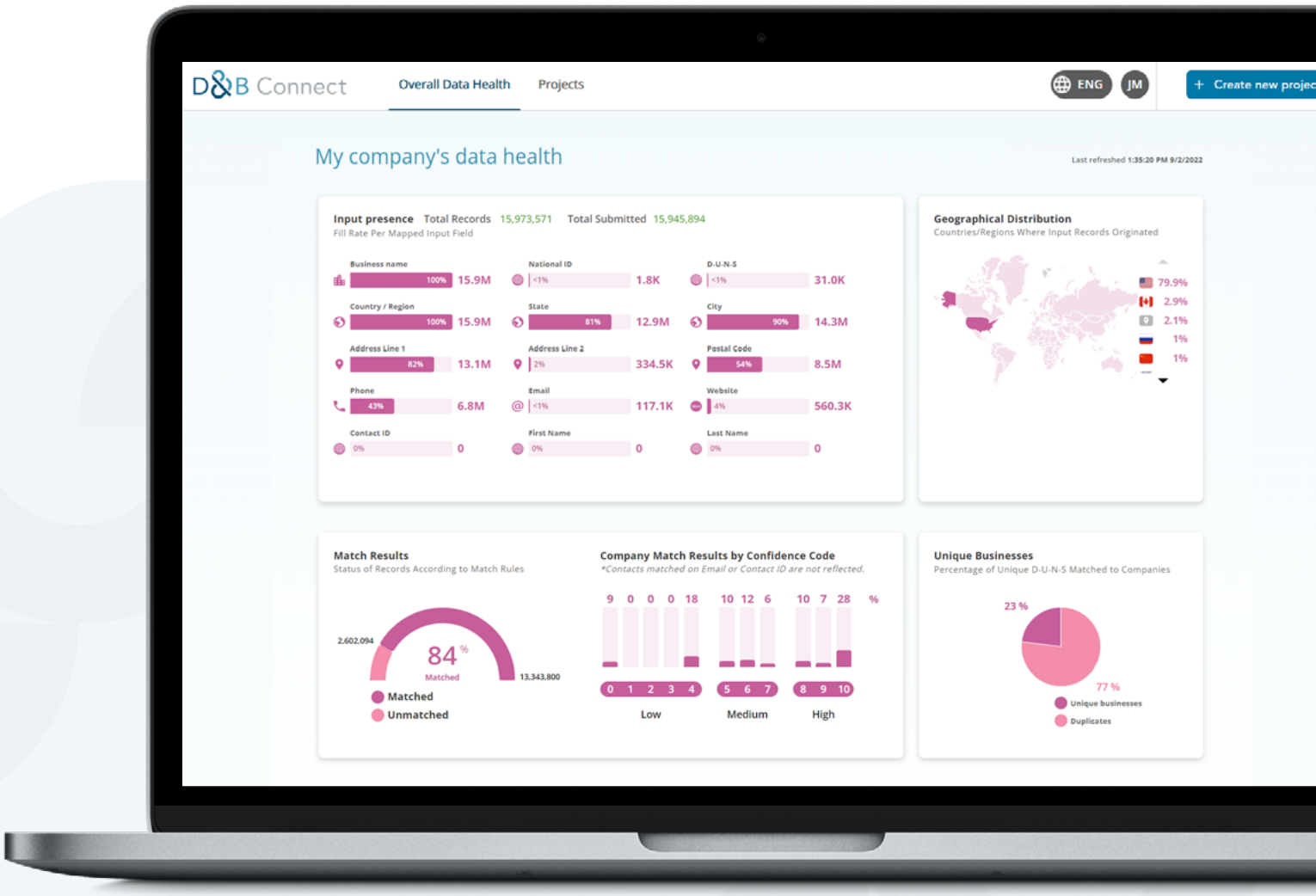
It's 10x as expensive to fix bad data after it is in the system than to fix it before it's recorded[4]

Connect directly to the world's largest collection of pre-mastered data

The D&B Connect platform offers you a direct connection to the Dun & Bradstreet Data Cloud—the world's largest referential database.



[1] Forbes, "Data is Essential to Digital Transformation"
[2] Harvard Business Review, "Data's Credibility Problem"
[3] Dun & Bradstreet, "9th Annual B2B Sales & Marketing Data Report," October 2022
[4] Harvard Business Review, "Assess Whether You Have a Data Quality Problem"



Discover the true potential of your company and contact data

D&B Connect gives you the power to protect and grow your business by eliminating data silos and creating an interconnected source of truth.

Visualize and assess data health

Leverage intuitive visuals and dashboards to always stay up to date on your data health.

Assess data health

Get more intelligence on your data health with visual dashboards and collaborate with peers.

Identify issues

Discover data gaps, discrepancies, and duplicates that you can quickly address within the user interface.

Segment your data

See a breakdown of your data by geographic location, revenue, employee count, and more.

Clean and consolidate company and contact records

Match your data to the globally recognized D-U-N-S® Number to rid your tech stack of duplicate records.

Easy match

Set your Confidence Code—Dun & Bradstreet's scored confidence in the match based on data available—as your criteria for matching.

Advanced match

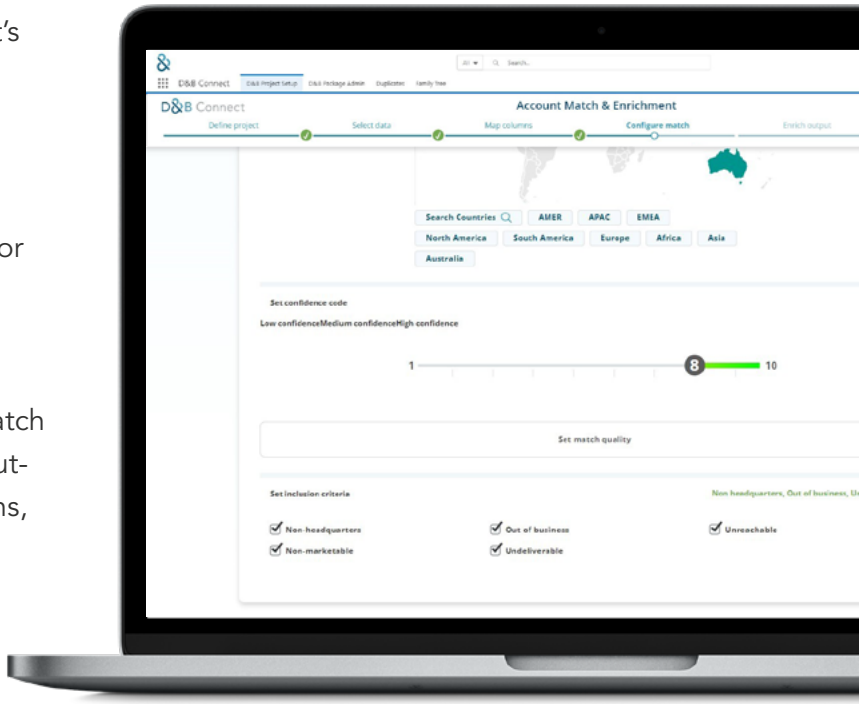
Set Confidence Code along with preferences for country selection and individual match grades.

Match inclusion criteria

Define what should not be included in your match results, such as Non-Headquarter locations, Out-of-Business locations, Non-Marketable locations, or Undeliverable/Unreachable locations.

Leverage project templates

Save match rules for later use to save time on future projects.



Enrich with new insights, including hierarchies

Access unparalleled insights and create custom layouts to append to your data.

Enrich on your terms

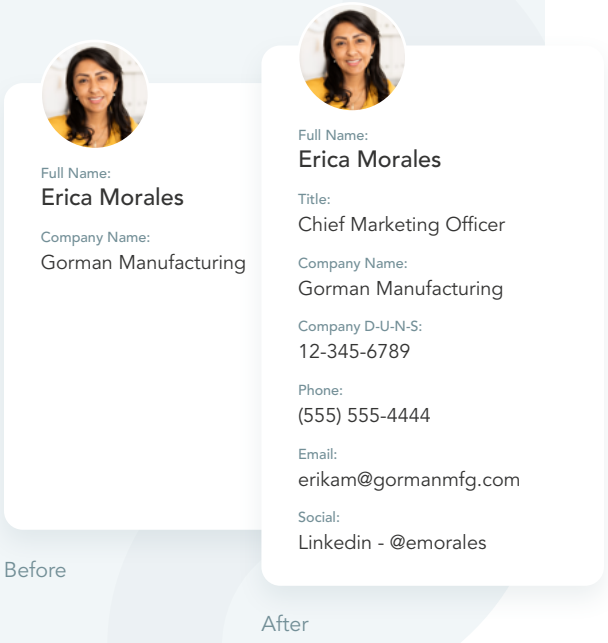
Pick and choose the most relevant insights you want to append to your data with Data Blocks—boasting over 1,600+ firmographic attributes.

Refresh in real time

Setup automated refreshes on a set cadence or trigger a refresh in real time to ensure you're always working from the freshest set of data and insights.

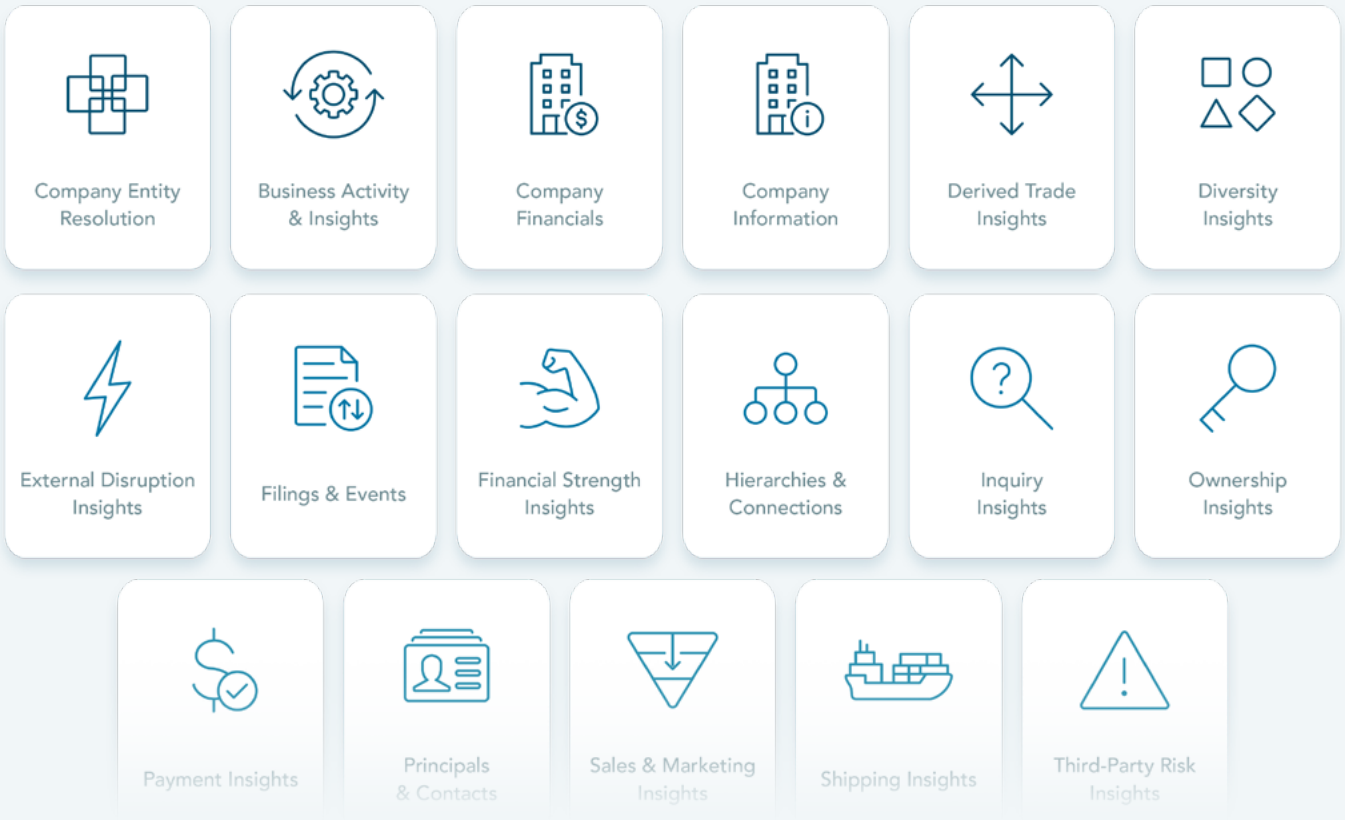
Discover corporate relationships

Identify corporate linkages to reveal cross-sell and upsell opportunities for your sellers and resolve conflicts in sales territory planning.



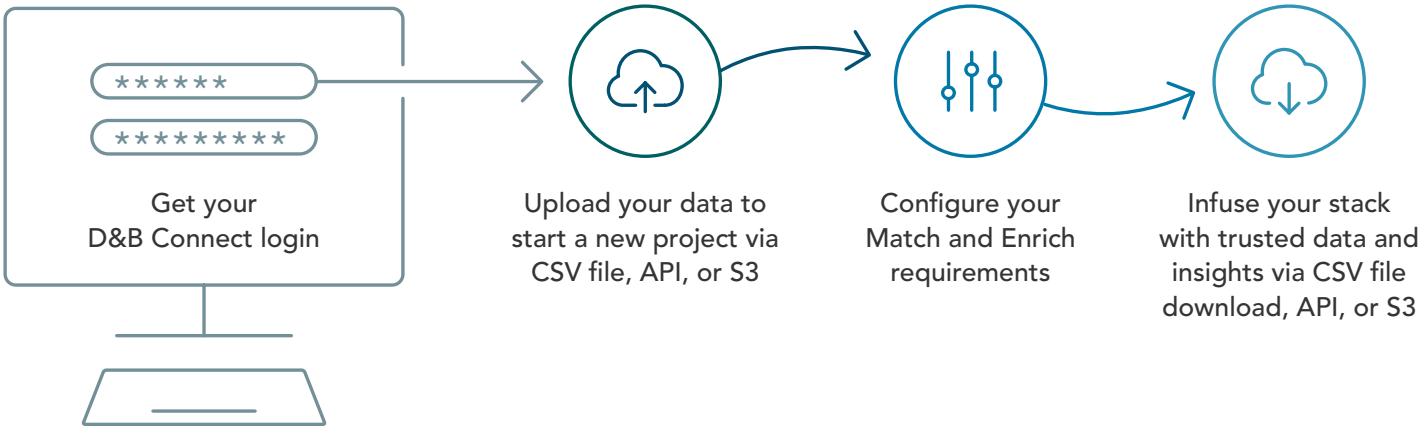
License trusted insights for use cases critical to your business needs

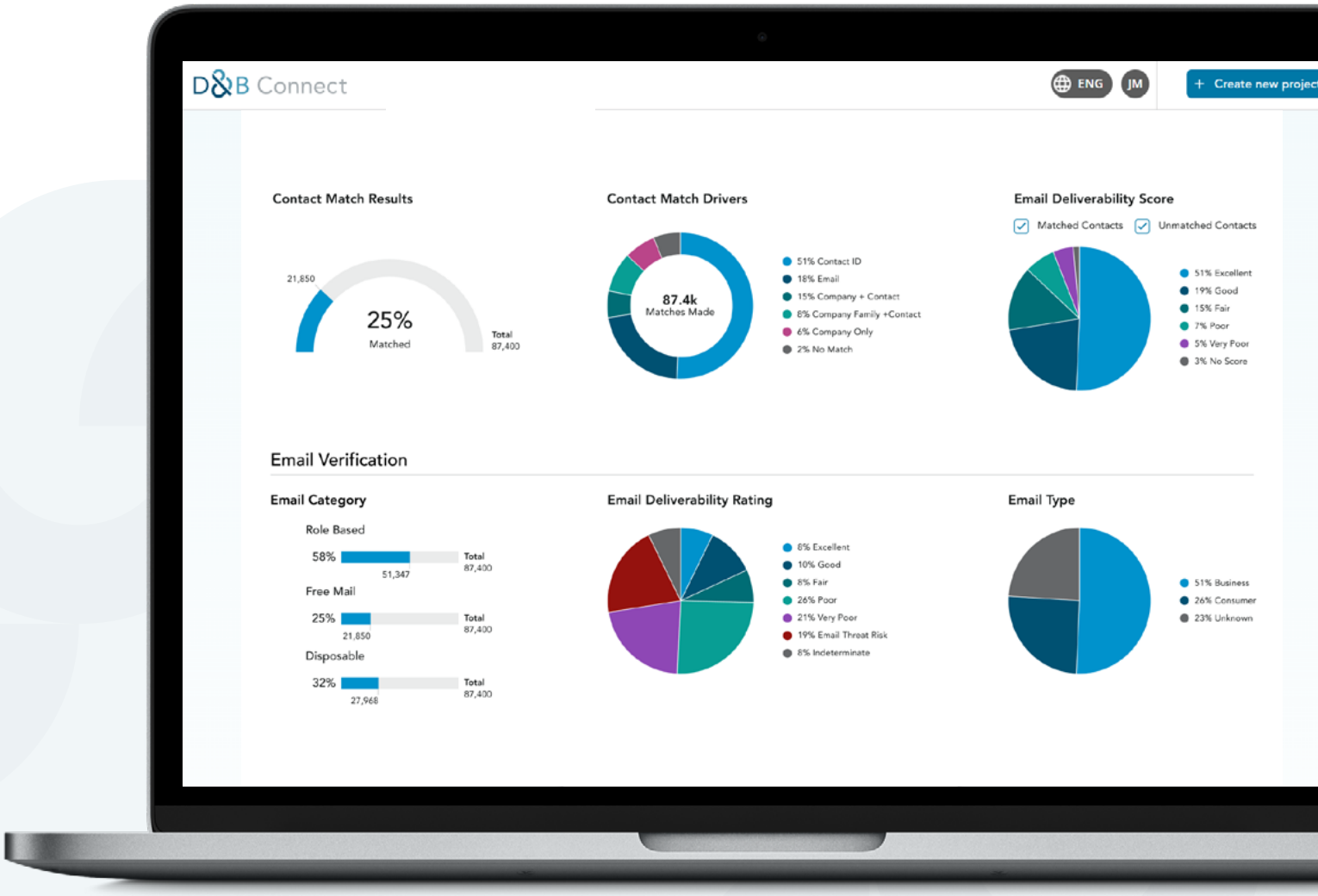
Choose from categorical groupings comprised of 1,600+ unique insights such as:



Keep systems of record up to date

Deliver trusted, quality data and insights to the people and systems that need it most including MDM, ERP, CRM, CDP, MAP, ABM platforms, and more.





Engage Smarter and Faster with Email Verification

Gain insights on email validity, minimize risk, and engage smarter with your highest targeted quality email contacts.

Validate

Reduce waste and improve campaign results with insights on deliverability and email type

Protect

Protect sender reputation with insights on threat risk, dark web activity, and disposition

Classify

Get clarity by identifying role-based or disposable account, server provider and location

Add-ons: Customize D&B Connect for data management on your terms

Customize your D&B Connect experience to suit your organization's needs, seamlessly.

Native Salesforce Integration

Ensure the teams that depend on Salesforce CRM every day have the trusted data and insights to make confident decisions

iPaas Connector

Integrate with over 450 systems and applications and set up workflows to automate manual tasks and decisioning

Master Data Management as a Service (MDMaaS)

Resolve 100% of duplicates and create trusted golden records with AI-derived entity clustering

Dun & Bradstreet is uniquely positioned to help you transform your data into power

- **Gain unparalleled insight**
  Dun & Bradstreet's Data Cloud is the largest collection of pre-mastered, referential B2B data for companies and contacts
- **Consolidate data silos and create a single source of truth**
  The globally recognized D-U-N-S® Number enables you to stitch data together across silos and systems
- **Prevent rapid decay of your Contacts**
  Our proprietary CleneStep™ process ensures rapidly changing contact data is valid, active, and complete
- **Create trusted views of business relationships**
  Understand hierarchies and linkages for a comprehensive view of customers and suppliers
- **Accelerate time to value**
  Get up and running in weeks, not months or years, with a boost from Machine-Learning models and our experienced team of Data Advisors

D&B Connect™

See D&B Connect in action.

Contact us for a personalized demo today.

See it Now →

ABOUT DUN & BRADSTREET®

Dun & Bradstreet, a leading global provider of B2B data, insights and AI-driven platforms, helps organizations around the world grow and thrive. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to grow revenue, increase margins, manage risk, and help stay compliant—even in changing times. Since 1841, companies of every size have relied on Dun & Bradstreet. Dun & Bradstreet is publicly traded on the New York Stock Exchange (NYSE: DNB). Twitter: @DunBradstreet

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