



Decide with Confidence

D&B Announces Availability of D&B360™ for Use with Microsoft Dynamics® and CRM Solutions from SAP

Integration of D&B360's Data-as-a-Service Solution for CRM Allows Sales, Sales Operations and Marketing Professionals to See Company, Contact and Social Data from Multiple Sources in a Single View

SHORT HILLS, N.J.--(BUSINESS WIRE)-- D&B (NYSE: DNB), the world's leading source of commercial information and insight on businesses, announced that D&B360 is now available for use with Microsoft Dynamics and CRM solutions from SAP. Now, users of all major CRM platforms can benefit from D&B's global database of more than 200 million global businesses and 53 million contacts, with information available where they need it — directly within the applications they use every day.

D&B360 is part of D&B's overall Data-as-a-Service strategy to make its data available whenever and wherever customers need it. The solution combines D&B's unrivaled business information and corporate hierarchies with social data from popular social platforms. With D&B360's world-class data management and data enrichment capabilities, sales, sales operations and marketing professionals can increase sales and deepen customer engagement. The result is real-time, actionable insight that improves the effectiveness of an organization's sales and marketing teams.

"The vision of D&B is to make our data available to any and all solutions so that our customers can access that insight whenever and wherever they need it," said Josh Peirez, president, global product, marketing and innovation at D&B. "With D&B360's application partners and our new D&B Direct API, the vision becomes real. Businesses can integrate D&B's world-class data directly into the applications and platforms employees use every day."

To meet the needs of both large and small organizations, D&B now offers D&B360 in two tiers, offering levels of functionality optimized for company size to provide data quality and database enhancements with the highest quality company information available. D&B will continue to enhance the offering with additional features and functionality throughout 2012.

Customer Benefits

- *Know customers better* — Armed with D&B's unmatched business insight, sales and marketing professionals can improve customer segmentation, understand customer pain points and tailor the sales strategy for each pitch.
- *Improved data quality* — D&B360 provides sales operations with automatic data updates and vital data cleansing services, eliminating duplication and redundant data to make records complete and accurate.
- *Acquire new prospects* — From building a list of prospects to identifying and connecting with key decision makers, D&B360 helps salespeople quickly build a pipeline of strong leads. By leveraging a unique "look-a-like" function, salespeople can identify potential prospects that are similar to an organization's best customers.
- *Sell deeper into organizations* — Using insight from D&B360, salespeople can leverage a better understanding of corporate hierarchies to identify key decision makers in other departments to drive organic sales.
- *Improve sales effectiveness* — D&B360 leverages D&B's proprietary DUNSRight® quality process to prevent duplicate records, fill in the gaps and improve data accuracy. Embedded directly into the CRM platform, the solution allows salespeople to focus on selling rather than verifying or searching for critical information.

For more on D&B360, visit www.dnb.com/360 or visit D&B at [Gartner Symposium ITxpo 2011](#) in Orlando, FL, October 16 — 20 at Booth Number 523.

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 170 years. D&B's global commercial database contains more than 200 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 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; D&B Sales & Marketing Solutions™ to increase revenue from new and existing customers; and D&B Internet Solutions™ to convert prospects into clients faster by enabling business professionals to research companies, executives and industries, over the web.

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