



Decide with Confidence

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D&B Releases D&B360 with Enhanced Data and Analytics for Deeper Customer and Prospect Insights

Integration of Company Financial Data, Competitor Information and Industry Research Provides Sales & Marketing Teams With a Complete Customer Picture

SHORT HILLS, N.J.--(BUSINESS WIRE)-- D&B (NYSE: DNB), the world's leading source of commercial information and insight on businesses, has made available enhanced data functionality for D&B360, including company financial data, competitor information and industry research. D&B360 seamlessly integrates D&B data and other essential business information into CRM applications and provides data management, cleansing and enrichment capabilities. By providing a deeper understanding of a customer's financial position and industry standing, sales and marketing teams using D&B360 are equipped with information to identify and target better opportunities, build healthier pipelines and improve sales effectiveness.

"Today, you need to be an industry expert to truly understand and react to your customers' needs," said Mike Sabin, senior vice president of sales and marketing solutions at D&B. "By understanding your customers' industries, their competitors, and how they're performing and behaving, you can quickly connect your solutions to their everyday problems. Instantly harnessing that information, along with financial and company data, provides a complete customer picture that improves the sales process."

Businesses are doing more with fewer people today, requiring sales and marketing professionals to come to the table armed with expert level knowledge of the target business, its competitors and industry. In order to establish a strong relationship with prospects, sales professionals must quickly become industry experts while marketing teams need in-depth research and analytics to customize product talk tracks.

Customers using D&B360 have access to D&B's data and insight on more than 205 million companies, 100 million people and three million corporate family trees, along with integrated social data from popular social platforms. With D&B360's new enhanced data offerings, customers can now identify financially viable prospects, conduct advanced segmentation by financial standing and demographics, develop key financial indicators, understand competitive landscapes and quickly become industry specialists.

The enhancement of D&B360 continues to provide customers with the ability to know their customers more thoroughly, sell deeper into organizations and improve salesperson effectiveness. New features include:

- **Company Financial Data:** Assess the business health of your customers and prospects with financial information including growth indicators, per share data and key ratios, among others. Identify financially attractive companies to target. Segment based on key financial indicators.
- **First Research Industry Information:** Improve solution sales with insight and data on industries and companies from First Research. Learn key terminology and buzz words used by customers and prospects. Identify industry challenges and opportunities faced by customers and their competitors. Prepare for sales calls and gain valuable insight into executives.
- **Competitors:** Gain a 360-degree view of your customers' competitors. Identify competitors to target based on company similarities with competitor information developed by Hoover's editorial team

To meet the needs of both large and small organizations, D&B360 customers can now select from three subscription levels to access the data and tools they need to be effective. With this release, D&B offers a new tier of data quality and database enhancements to expand on the existing two tiers, including D&B data and social data, all the way up to full batch matching and data from Hoover's, First Research and company financial data. All three tiers of D&B360 are available with Microsoft Dynamics, SAP CRM, Oracle on Demand and Siebel CRM.

For additional information about D&B360 and to view a video overview of the product please visit: www.dnb.com/dnb360.

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 205 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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