Fuel Your Multidomain MDM Program with Dun & Bradstreet's Pre-Mastered Commercial Content

Having a complete view of the companies you do business with is essential to effectively managing your business and driving revenue. But many organizations are challenged by incomplete and inaccurate information, leading to multiple versions of the truth. This results in not having the information necessary to make good decisions, driving up costs and having a negative impact on revenue.

Stibo Systems Multidomain Master Data Management (MDM) allows organizations to manage any kind of data (e.g., customer, supplier, partner) in a single connected platform. Fueled by Dun & Bradstreet's pre-mastered commercial content, Multidomain MDM solves the challenge of inaccurate and incomplete data, increases efficiency and powers both data-driven insights and opportunities across the enterprise and trading community. Built on Stibo Systems Enterprise Platform, also known as STEP, Multidomain MDM provides a single technology foundation for seamlessly integrating data across multiple systems and domains to drive business innovation and success.

The Dun & Bradstreet integration allows you to jump-start your Multidomain MDM program by both enhancing and adding structure to your customer, supplier and partner data, leveraging Dun & Bradstreet's industry-leading information and the world's largest commercial database.

Structured data is easier to manage and integrate, and is essential for gaining insight from disparate data sources. Dun & Bradstreet provides that structure to a Multidomain MDM project through a unique 9-digit business identifier, the Dun & Bradstreet D-U-N-S® Number. This adds to the existing MDM capabilities that help eliminate data duplication and also highlights the connections between entities.

The pre-built integration allows you to seamlessly match your data with Dun & Bradstreet records from within the MDM workflows and platform. Easily enrich your customer, supplier and partner records with high-quality information, driving deeper business insights and creating a complete 360° view of key business relationships.

Business drivers

- Disparate, inconsistent and outdated information poses a risk to marketing, procurement and compliance
- Marketing lacks the data necessary to optimize campaigns, increasing costs and impacting revenue growth
- Need for a complete view of business relationships across the enterprise

Key benefits

- Create a single view of customers and suppliers to minimize compliance risk and streamline the onboarding process, reducing costs
- Aggregate spending by supplier and corporate family, enabling optimal negotiating and cost savings
- Enable consistent messaging and identification of upsell/cross-sell opportunities to drive revenue growth
- Improve sales and marketing through targeting via firmographic data

Key features

- Reduce or eliminate deployment costs with a turnkey integration
- Enrich existing demographic data with up to 220 additional Dun & Bradstreet attributes
- Improve duplicate detection and management with universal D-U-N-S Number

About Dun & Bradstreet

Dun & Bradstreet has the world's largest commercial database of more than 280 million companies – public and private, small businesses to large corporations.

Updated more than five million times each day from over 30,000 global data sources, Dun & Bradstreet data enables organizations to achieve their business objectives and gain competitive advantages by growing and protecting their most important business relationships.

Below is a sampling of the types of data available through the seamless Dun & Bradstreet integration:

Base company information

- D-U-N-S Number
- Business name
- Trade styles
- Physical address
- Mailing address
- Telephone number

Identification & firmographic information

- National identification number
- Website
- Stock ticker
- Number of employees
- Annual revenues
- Industry classification
- Year started

Hierarchy information

- Parent/headquarter information
- Domestic top parent information
- Global top parent information
- Number of family members

Key person & competitor information

- Primary competitors
- Principal name
- Job title

Multidomain MDM's seamless Dun & Bradstreet integration enhances the completeness and quality of your business records through:

Search & match

Automatically search Dun & Bradstreet's information on 280 million companies and match your customer, supplier and partner records to the correct Dun & Bradstreet record. This process can be run in batch or transactional workflows, with results returned in real time to Multidomain MDM. The process enables two key data management activities: de-duplication and enrichment.

De-duplication

The unique D-U-N-S Number can be used to augment the Multidomain MDM platform's duplicate identification tool and increase performance by eliminating "clutter" from your MDM platform. The D-U-N-S Number understands not only the entity's current name, address and trade style information, but also its former name and address information along with matching to URLs, ticker and principal information.

Enrichment

Create and augment golden records for your key business relationships by adding up to 220 data attributes offered by Dun & Bradstreet's proprietary database. Dun & Bradstreet's corporate hierarchy information is also imported into Multidomain MDM to provide visibility into parent/child relationships within your customer or supplier base.

Monitoring

Data is changing at an unprecedented rate. Studies show that up to 25% of your clean records today will be inaccurate in 12 months. Dun & Bradstreet monitoring will push change notifications on a daily basis so that you can maintain the quality of your customer and supplier records.

License options

▪ **Basic**
Match and find candidates from Dun & Bradstreet and return standard company information containing 20+ data attributes, including the D-U-N-S Number, address, zip code, telephone numbers, country codes, family tree member roles, and more. The basic license includes 500 free lookups.

▪ **Enhanced**
Unlock a world of insight by harnessing the power of Dun & Bradstreet premium data. Access 220+ attributes, including detailed industry codes, key financial figures, company hierarchy, principal information (CEO, VP, etc.), plus other additional company information such as ownership control type, employee counts and more.

To learn more about the benefits of leveraging Dun & Bradstreet's pre-mastered commercial content in your Multidomain MDM program, email **info@stibosystems.com** or visit **stibosystems.com**.

About Dun & Bradstreet

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect our 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.dnb.com.

About Stibo Systems

Stibo Systems, the master data management company, is the trusted source of MDM. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data, empowering them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. We give companies the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. For more information, visit **stibosystems.com**.