

# Global Data Collection and WorldBase

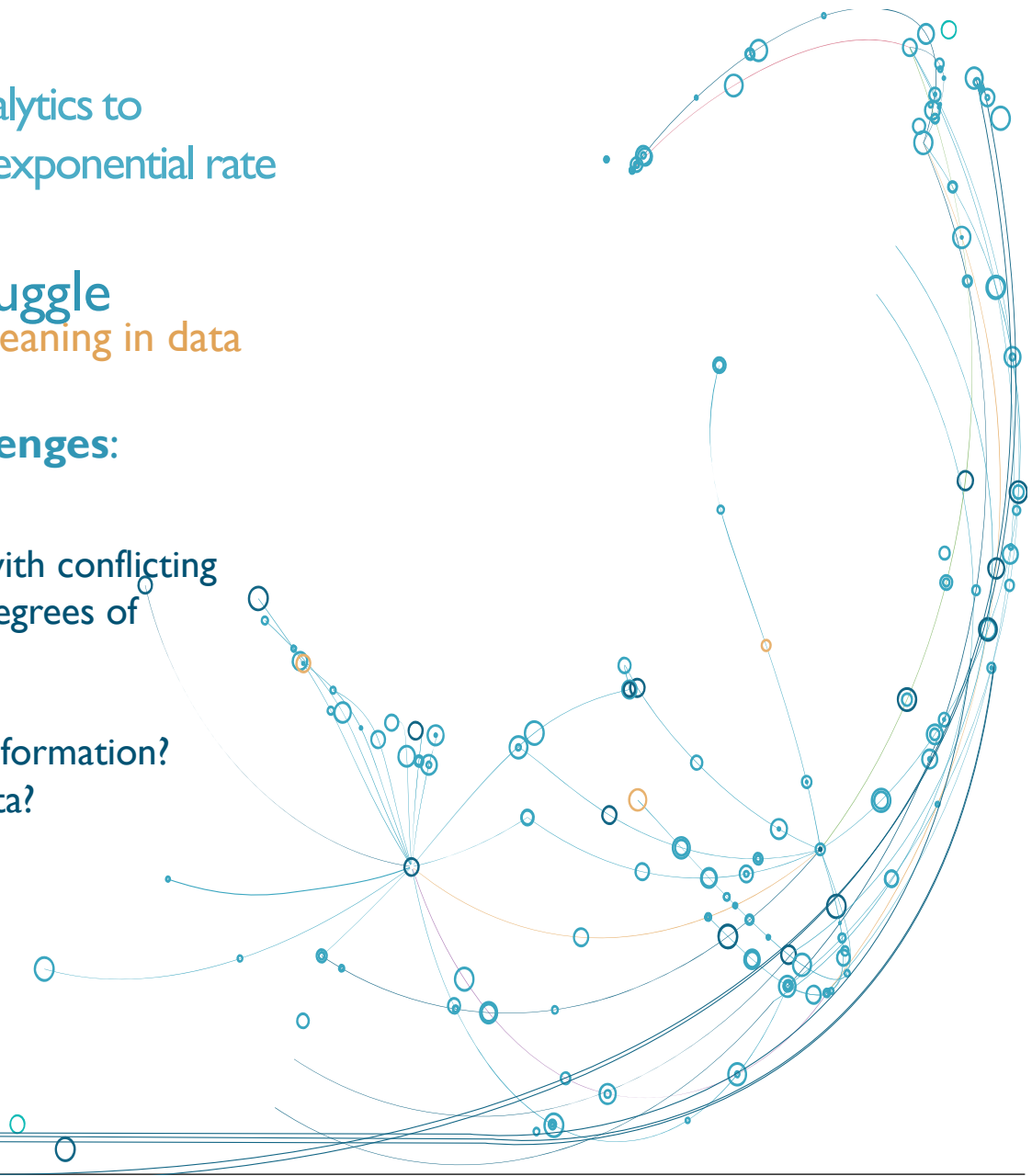
The importance of data and analytics to businesses is accelerating at an exponential rate

**Businesses struggle**  
to find truth and meaning in data

Creating new business challenges:

Multiple sources of data with conflicting information and varying degrees of accuracy

- What data to use?
- How accurate is the information?
- How current is the data?



# The quality and quantity of our data are unparalleled



NON-PUBLIC  
INFORMATION



PROPRIETARY  
DATA



PUBLIC  
SOURCES



WORLDWIDE  
NETWORK

220+  
COUNTRIES

1 BILLION  
UPDATES ANNUALLY

100K+  
QUALITY CHECKS

BREADTH

CONSISTENCY

ACCURACY

PREDICTABILITY

# Our data is collected from thousands of sources worldwide



# WorldBase is the most comprehensive global database of business information available

## Information Collected in 25 Data Centers

Global programs focus on Foundational & Firmographic data collection

**Foundational Data:** Business Name, Address, Phone Number, Executive Name and Line of Business

**Firmographic Data:** Employee Number, Sales Volume and Line of Business

## WorldBase Coverage

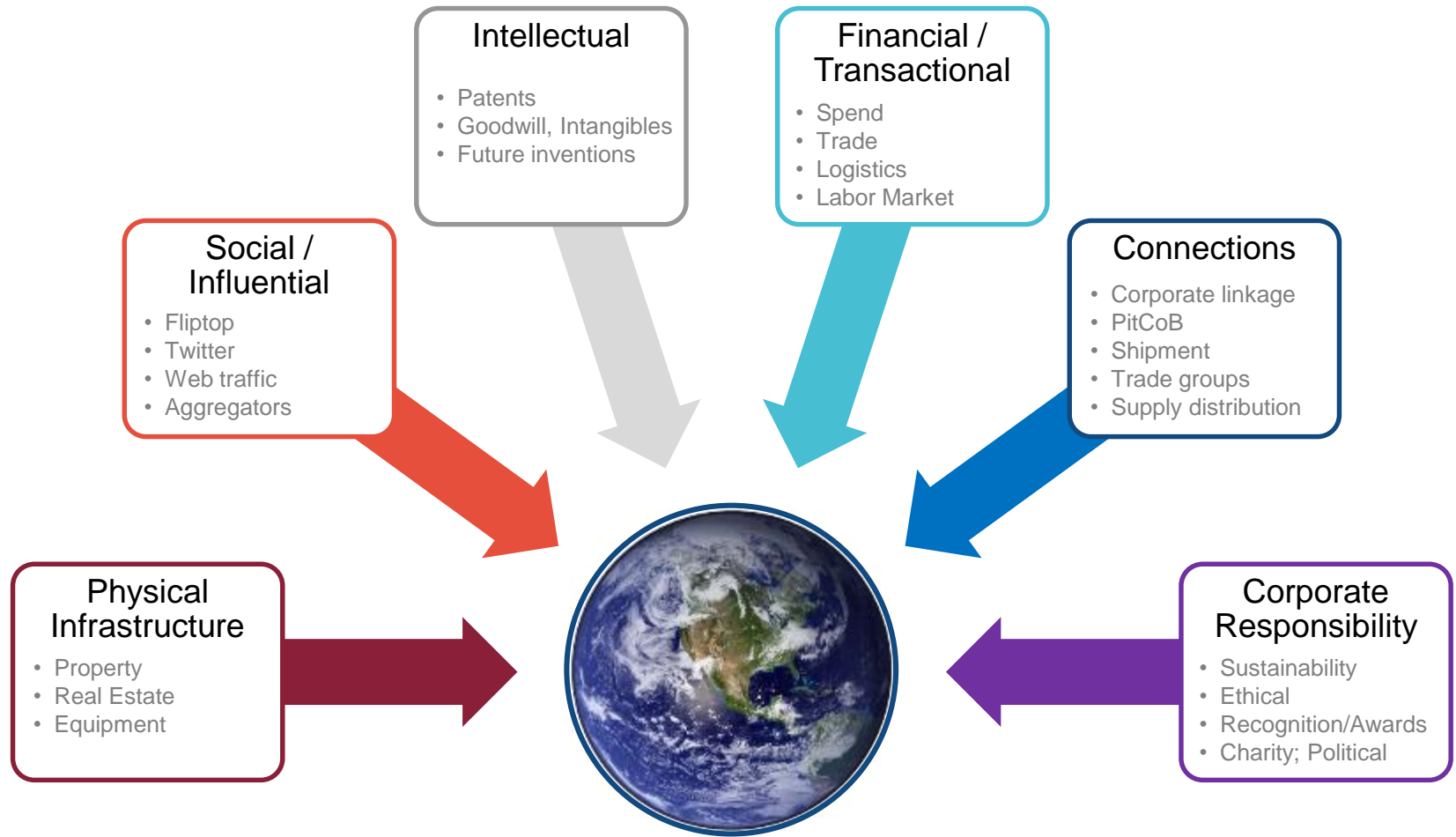
Business Universe Coverage	May 2016	June 2016	Change
Total Records	258,322,582	259,058,748	736,166
Active Records	122,507,575	122,829,432	321,857
Marketable Records	82,314,815	83,102,169	787,354
Linked Records	18,730,735	18,816,641	85,906
Full File Data Element Coverage			
Business Name	258,322,582.00	259,058,748	736,166
Street Address/City	252,665,853.00	253,313,145	647,292
Telephone	118,928,200.00	118,893,127	-35,073
CEO Names	170,677,790.00	171,498,878	821,088
Employee Numbers	167,060,244.00	167,758,504	698,260
Sales Figures	114,345,881.00	114,653,690	307,809
Line of Business	221,838,886.00	222,632,584	793,698

## WorldBase

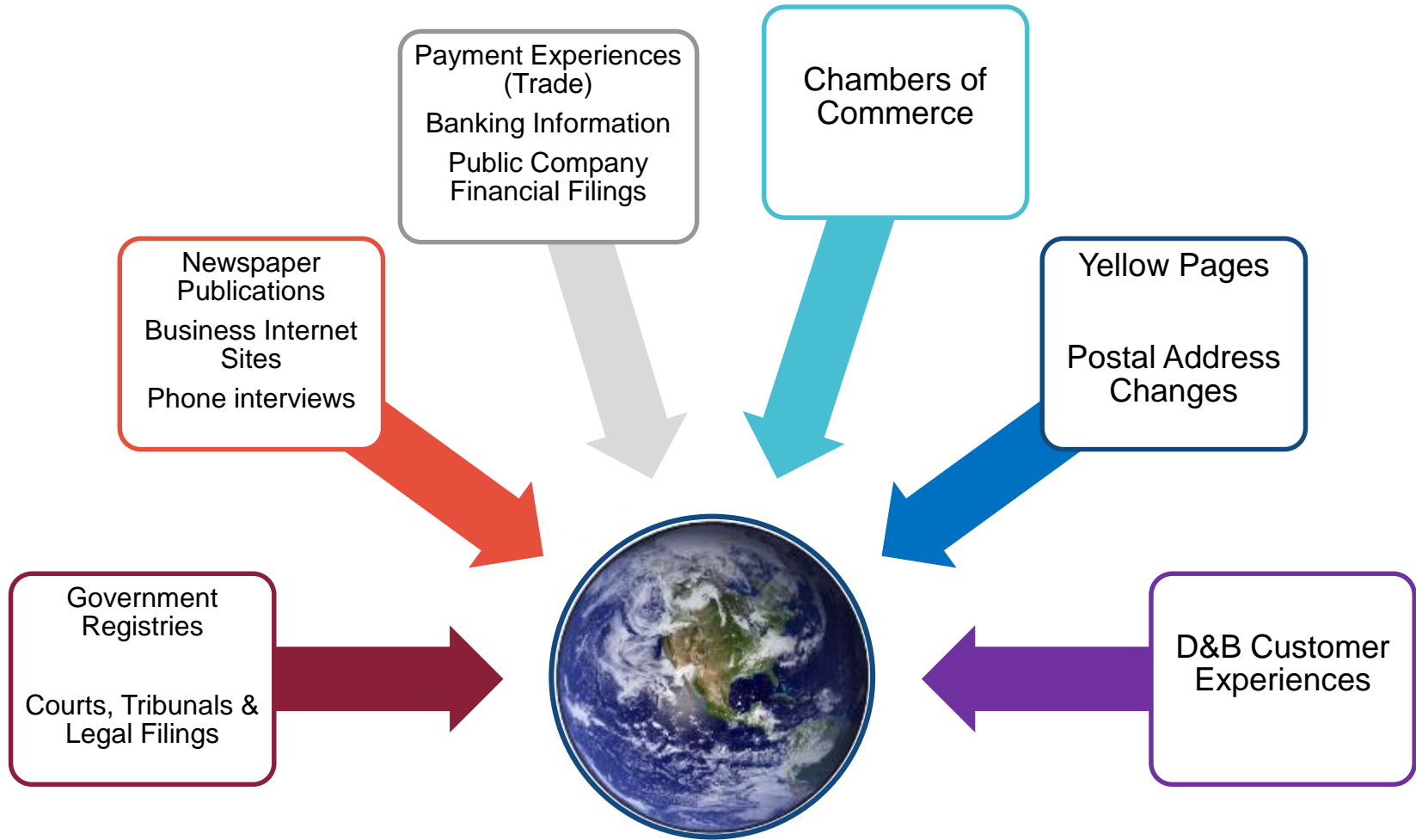


- 280 Million businesses
- 75 - 125 Million updates monthly

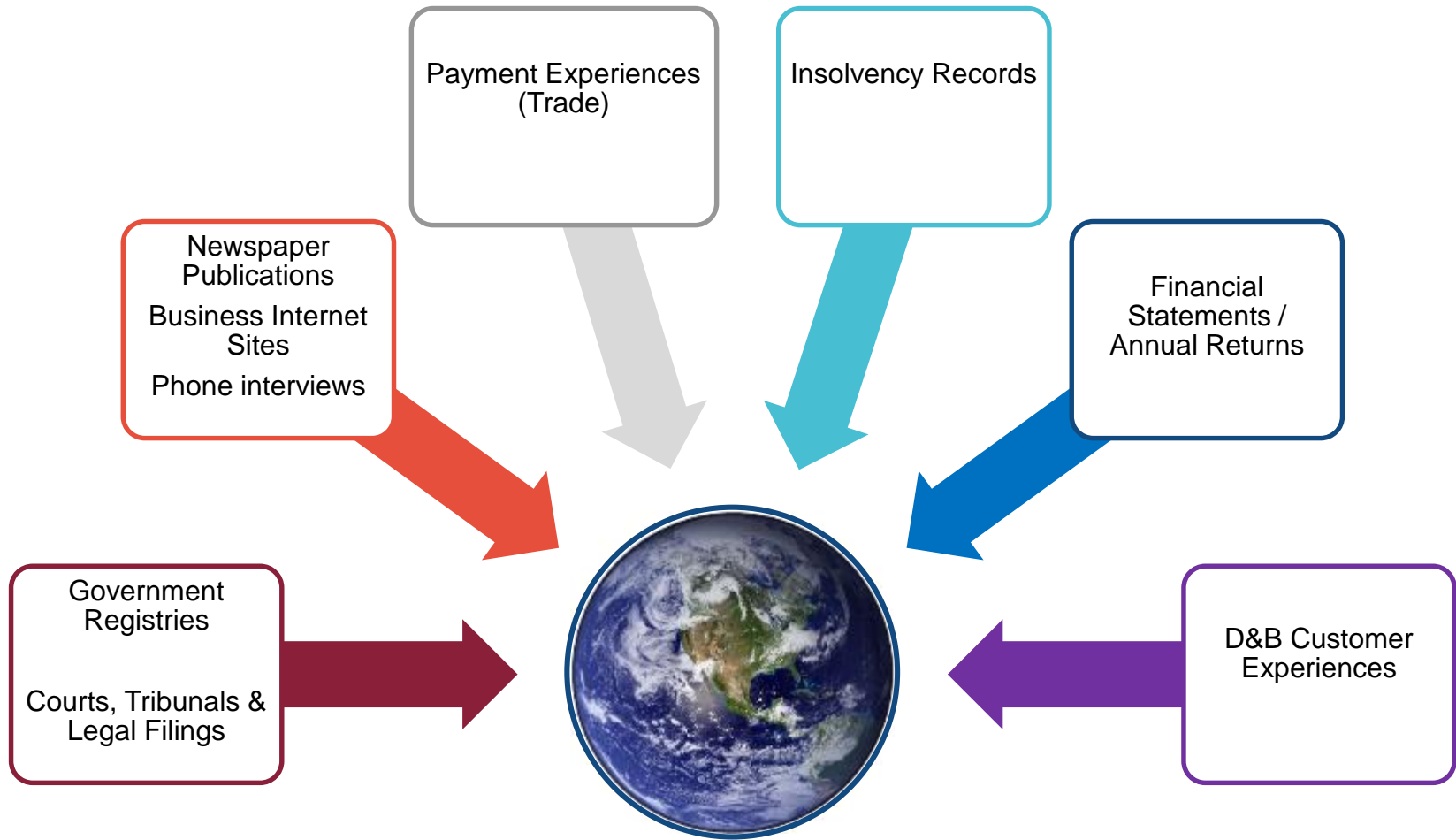
# The data sources we offer are increasingly diverse and help us deliver deeper, richer business insight



# We amalgamate thousands of data sources worldwide ...sources of information in North America

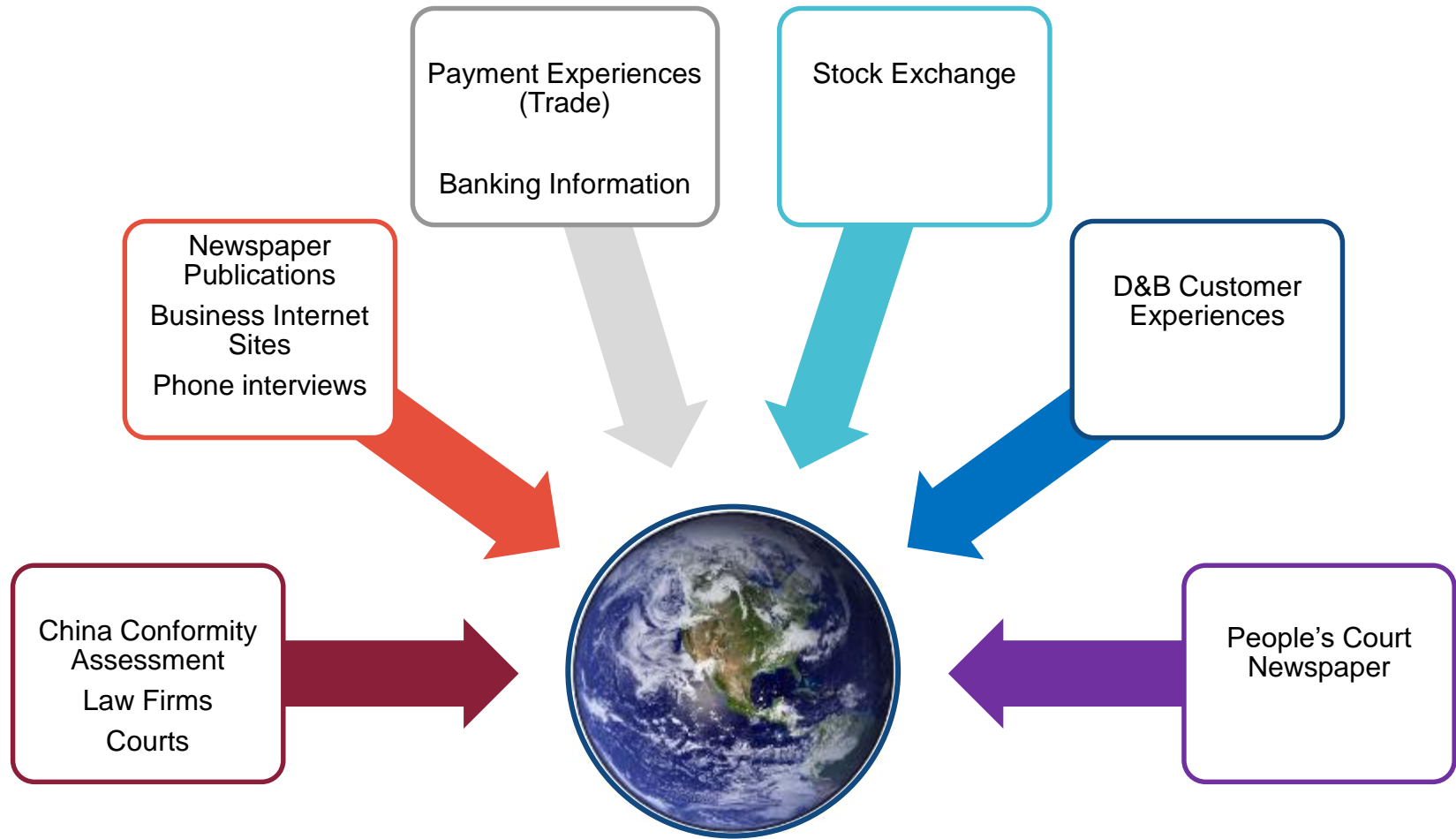


## ...sources of information in Europe

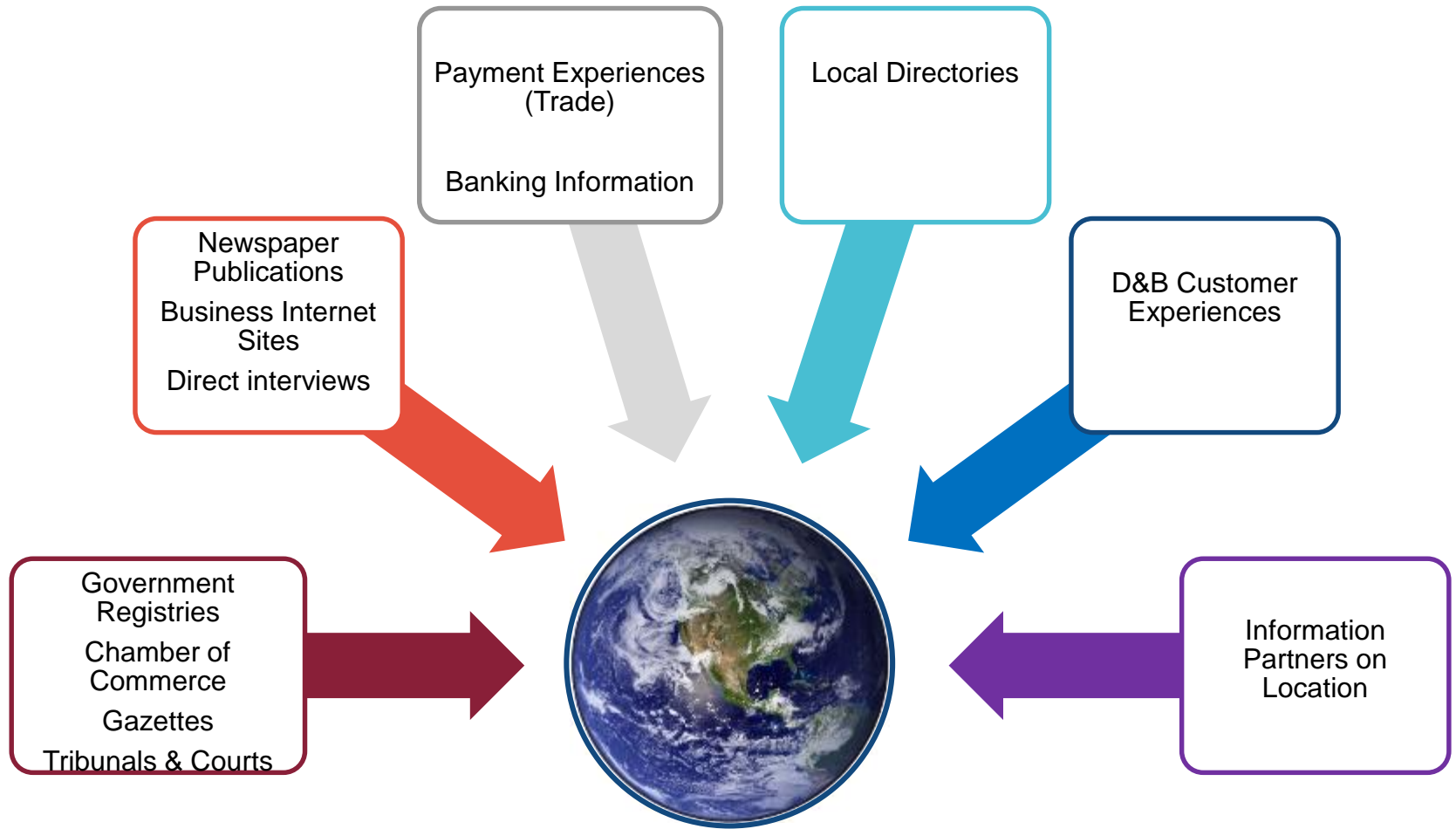




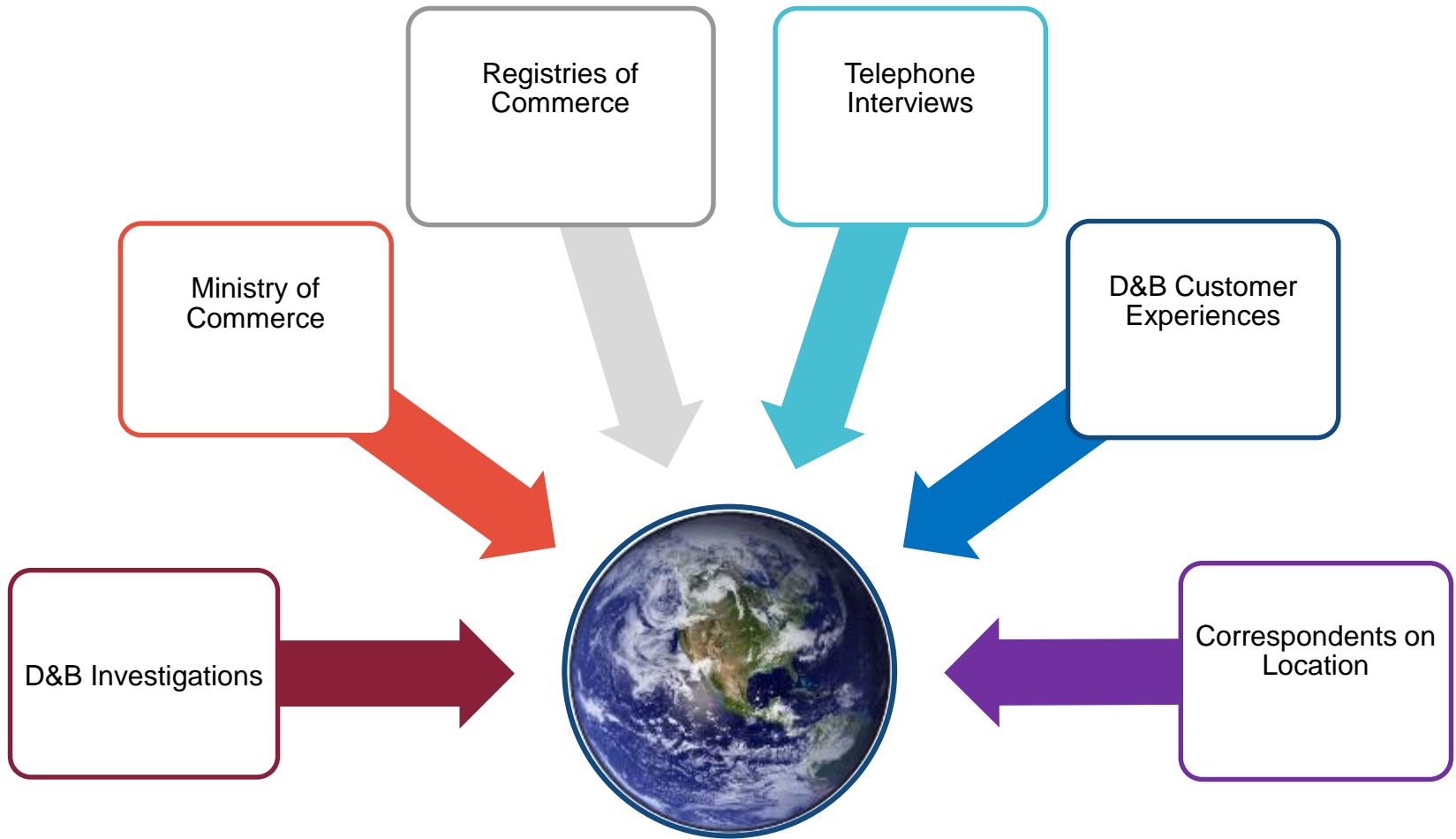
## ...sources of information in Asia Pacific



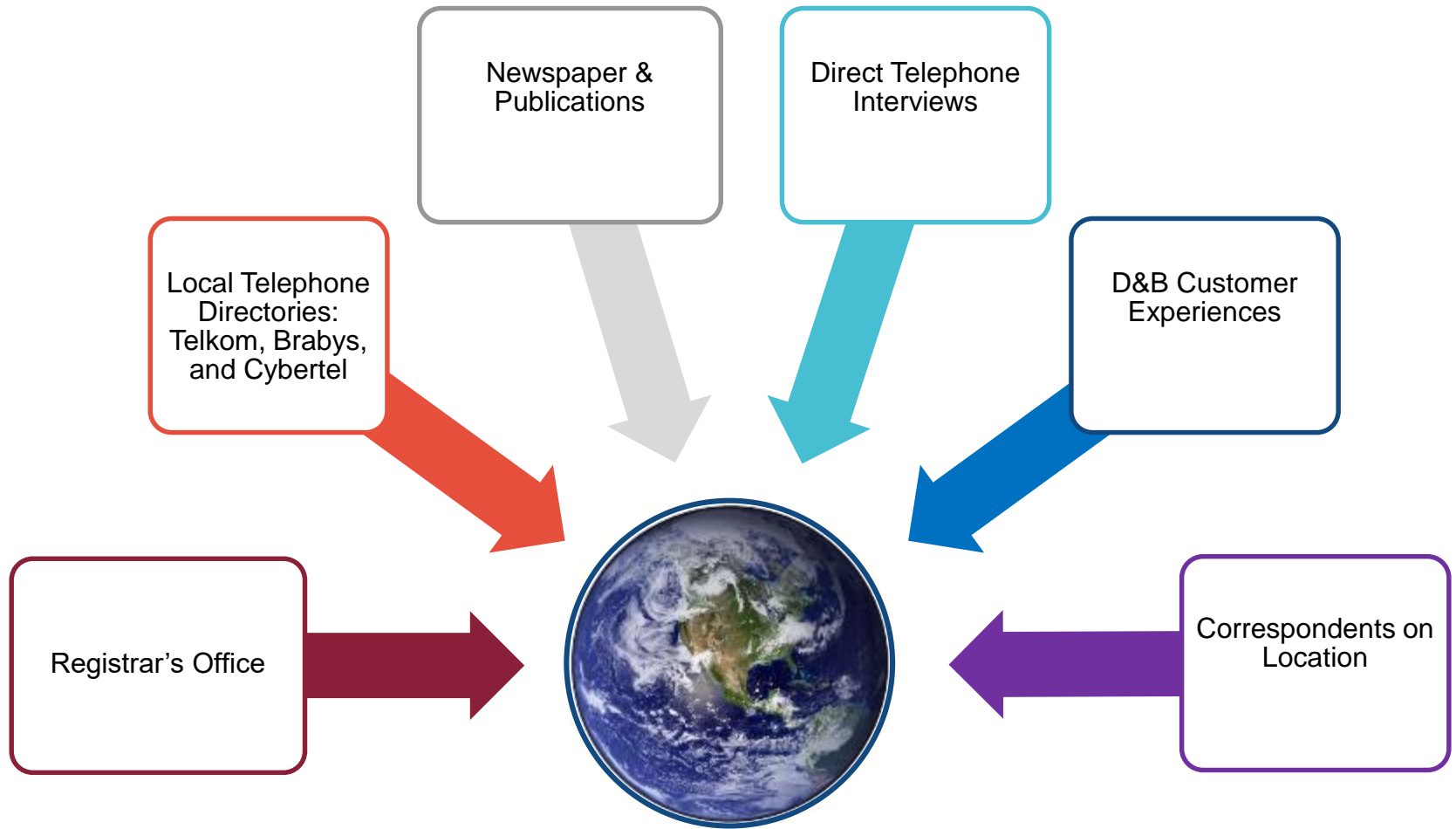
## ...sources of information in Latin America



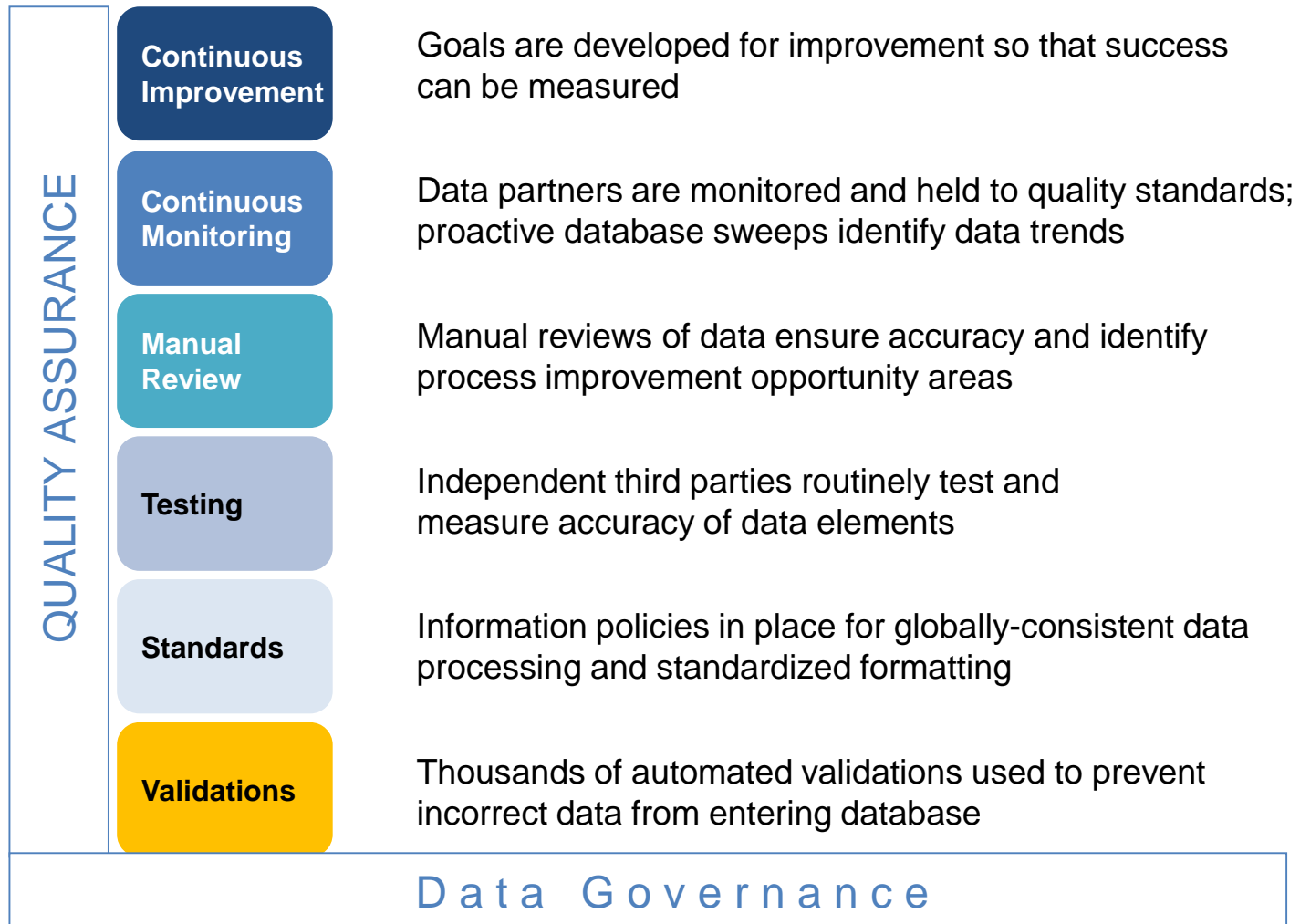
## ...sources of information in Middle East



## ...sources of information in Africa



# As we acquire and leverage data from around the world, quality is vetted through a rigorous Global Data Governance program



# In conclusion, we have spent nearly two centuries of helping businesses build their business

WORLD'S LARGEST  
COMMERCIAL DATABASE

30,000 DATA SOURCES

5 MILLION UPDATES  
PER DAY



ONE OF THE LARGEST, MOST  
ACCURATE CONTACT DATABASES  
(DUN & BRADSTREET NETPROSPEX)

MORE THAN 280 MILLION  
COMPANY RECORDS

OUR PATENTED DUNSRIGHT™  
DATA QUALITY PROCESS

Trusted by nearly 90% of the  
Fortune 500 to turn enormous streams  
of data into high-quality information

Insight delivered in the ways  
you want to consume it

Solutions custom-built  
or co-developed with partners