



Decide with Confidence

D&B Optimizer — Powered by Acxiom®

- **Increase campaign efficiency, improve response rates, and reveal new opportunities** by identifying and enriching more business and commercial records in your databases
- **Enable a single customer view** to identify and act upon sales and marketing opportunities
- **Maximize revenue growth while achieving operational efficiencies** by consistently delivering the right solution to the right customer
- **Get more insight on your customer business relationships**, including home businesses, single-location companies, and domestic and global enterprises

The power of insight

Optimizer transforms your customer and prospect data into up-to-date, accurate, and actionable commercial insight, enabling a single customer view across multiple systems. With a single customer view you can confidently deliver the right solution to the right customer, maximizing revenue growth while achieving operational efficiencies:

- Sales and customer service can focus on maximizing the value of each customer relationship and targeting the prospects with the highest potential.
- Marketing can increase campaign response rates and identify missing opportunities while lowering costs with cutting-edge match technology and improved match rates.
- And IT can reduce operating expenses and maximize ROI of enterprise and customer relationship management systems.

The challenge of uncertainty

- Do you know who your largest customers are? Do you know what they spend with you each year?
- Did you know that you are sending the same letter to the same customer multiple times?

You've been challenged to increase revenue with smaller budgets—to do more with less. However, a significant barrier to meeting that challenge is uncertainty. You are uncertain about the accuracy, completeness, currency, and cross-database consistency of your internal contacts and customer information. Further, your data is fragmented across internal systems that don't work together, preventing you from

confidently identifying sales and marketing opportunities within and beyond your customer base. You need to:

- Gain a single customer view to identify and act on sales and marketing opportunities
- Have more insight on all customer business relationships, including home-based businesses, single-location companies, and domestic and global enterprises
- Work more efficiently and identify missed opportunities by resolving unknown entities in your databases
- Implement marketing and sales efforts much faster than you are currently able to

The strength of *Optimizer*

D&B Optimizer—Powered by Acxiom is an integral ingredient in D&B Solutions for Customer Data Integration (CDI), the critical success factor for effective customer relationship management, business intelligence, and sales and marketing execution.

Optimizer is a data improvement process that consists of three capabilities: **cleanse**, **identify**, and **enrich**. *Optimizer* uses D&B's patented DUNSRight® process to transform customer and prospect files into up-to-date, accurate, and actionable commercial insight, enabling a single customer view across multiple systems and touch-points (such as CRM, ERP, marketing, and billing databases).

Now powered by Acxiom, one of the world's top data integrators, *Optimizer* provides more insight and better capabilities than ever. Acxiom is a leading source of home-based business and consumer demographic data, revealing insight on even the smallest businesses. Acxiom also provides improved processing, enabling enhanced matching of even your largest files.

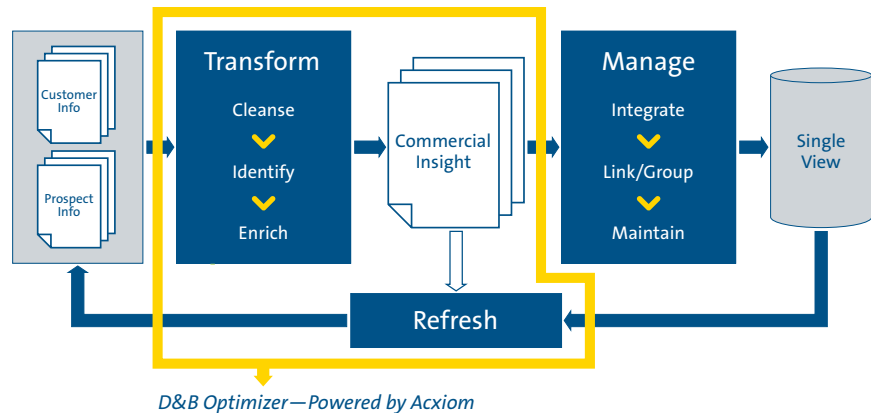
Commercial insight from *Optimizer* helps you identify sales and marketing opportunities quickly and accurately, allowing you to increase revenue and decrease costs by boosting sales, targeting qualified up-sell opportunities, and focusing sales and marketing efforts.

The right solution to the right customer

With high-quality, up-to-date, and accurate commercial insight you will confidently deliver the right solution to the right customer. This enables you to:

- Maximize revenue growth and ROI through effective segmentation and targeting and leveraging cross-sell and up-sell opportunities
- Increase customer satisfaction by targeting the right customer with individualized and appropriate solutions
- Grow revenue by uncovering cross-sell opportunities within different areas of a company
- Increase operational efficiencies—including significant mailing cost reduction—by cleansing, identifying, and enriching data
- Ensure compliance with external rules and regulations, privacy concerns, and internal policies through accurate record identification

D&B Solutions for Customer Data Integration



Optimizer cleanses and identifies customer information from your own systems and then enriches it with a wealth of business insight from the D&B Global Database and home-based business data from Acxiom, enabling integration into a single customer view.

Optimizer capabilities

- **Cleanse** customer addresses so that you can communicate more effectively and with less wasted investment. Cleanse ensures baseline customer data is up-to-date and accurate. We standardize customer information formats, correct inaccuracies, update moved addresses, and consolidate duplicate records.
- **Identify** your commercial customers so that you can sell and market more effectively. Identify (matching) increases campaign efficiencies and increases your confidence in customer records by detecting similarities in incoming data to more accurately combine it into a single business. We use our unique identifiers (D-U-N-S® Number and AbiliTec® technology from Acxiom) and exclusive entity matching process to match cleansed

How Optimizer Helps

D&B Optimizer – Powered by Acxiom enriches prospect and customer database with value-added insight. This enrichment allows modeling on a much higher number of attributes than a typical mass-market mailing list. The D&B information enrichment process allows for very sophisticated targeting models (even including business demographic, ownership, and credit characteristics) and drives high response rates.

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How *Optimizer* Helps

Using the cleansed, identified, and enriched information according to the best practices recommended by D&B and Acxiom identifies different home-based business sub-segments. By putting carefully crafted marketing messages in front of those customers, and through deep knowledge of their customers, their needs, and their probable response patterns, companies can, for example, increase revenue from home-based business customers.

records, resolve customer records that did not meet match requirements, and investigate non-matches.

- Once records are matched, we **enrich** customer data to add insight and show previously hidden up-sell and cross-sell opportunities. Additional information from the D&B and Acxiom databases provides you with a multidimensional customer view and increases the business value of your customer information. D&B business information includes SIC codes, corporate linkages, sales volumes, and predictive scores, among hundreds of other variables. Acxiom home-based insight includes age range, presence of children, education, length of residence, and more.

Your data is now transformed into commercial insight that you can integrate to provide a single view of your customer across disparate databases. Enriched insight is integrated into your customer databases to eliminate inconsistencies, increase responsiveness, and leverage data across your organization.

Regular updates ensure that your business information and insight remain up-to-date, accurate, and actionable.

Differentiators for success

D&B's global business identification, linking, and business information enrichment capabilities are best in class and are offered through flexible deployment options that serve your business needs.

Best-in-class global identification and linking

Unique identifiers for business and consumer information that leverage Acxiom's leading CDI technology mean faster and more complete matching and linking:

- Our industry-leading match engine that detects similarities in incoming data to more accurately combine it into a single business
- World's largest collection of global corporate linkages and reference files, providing unequaled corporate hierarchies
- Unique identifiers for business information from D&B and consumer information from Acxiom to more easily keep your records up-to-date

What makes us unique

- DUNSRight – Innovative, patent-pending process that transforms business data—yours and ours—into decision-ready insight
- The D&B Global Database – The largest single source of local and global business information on more than 110 million businesses worldwide
- D-U-N-S Number – The widely accepted and recognized “unique identifier” for every business
- AbiliTec – Acxiom’s CDI technology provides an accurate representation of each customer by identifying associations between seemingly disparate names and addresses. An extensive repository of historical name and address information enables the technology to provide a consistent link for unique names and addresses.
- Acxiom InfoBase® – The largest collection of U.S. consumer and telephone data in one source for database or file appending, analytical services, mailing lists and e-mail data

Best-in-class enriching of business information

D&B’s partnership with Acxiom means that you get both business and consumer insight when enriching your information:

- D&B has the world’s largest single source of local and global business information to recognize more businesses in your databases than any other company.
- D&B’s partnership with Acxiom brings the largest collection of U.S. consumer demographics data in one source, enabling identification of small home-based businesses.

Flexible deployment options

Let D&B manage your end-to-end customer and prospect information solutions or simply plug-’n’-play D&B’s insight in your existing technical infrastructure. Choose from:

- D&B-hosted transactional processing of your customer and prospect data
- D&B-hosted batch processing of your customer and prospect data
- D&B-hosted end-to-end customer and prospect information management services

About D&B & Acxiom

D&B is the world's leading source of business information and commercial insight on the companies that are important to your business. With commercial insight from D&B, you will establish and build significantly more profitable business relationships with your customers, prospects, and suppliers—globally.

Acxiom integrates data, services, and technology to create and deliver customer and information management solutions for many of the largest, most respected companies in the world. The core components of Acxiom's innovative solutions are customer data integration (CDI) technology, data, database services, IT outsourcing, consulting and analytics, and privacy leadership.

In August 2006, D&B and Acxiom announced a joint product and technology relationship that significantly increases the speed, capacity, and automation capabilities of *D&B Solutions for Customer Data Integration*, the critical success factor to enable effective customer relationship management, business intelligence, and sales and marketing execution.



Decide with Confidence

D&B Solutions

Risk Management Solutions
Sales & Marketing Solutions
Supply Management Solutions
E-Business Solutions

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