



# D&B Connect™

Unlock your doorway to growth with a clean data foundation

# In today's ultra-competitive marketplace, data-driven organizations have a clear advantage over their rivals.

In fact, McKinsey predicts a 23x increased likelihood of acquiring customers.\* Organizations must keep up with the rapid changes in available customer data if they want this competitive advantage.

In just the next 60 minutes, 193 business will move to a new address, 312 companies will swap their CEOs, 90 companies will change their name and 12 businesses will file for bankruptcy.\*\* Keeping up with this velocity of change can overwhelm time and resources.

## D&B CONNECT: EASIER, FASTER, FRESHER ACCESS TO TRUSTED DATA

Data management is complex, but with the right AI-driven platform, it doesn't have to be. D&B Connect allows companies to intuitively transform their data with the Dun & Bradstreet® Data Cloud, the world's most comprehensive source of business data and insights. Companies can instantly access, benchmark, enrich, and monitor their data against category-leading data in the Dun & Bradstreet Data Cloud.

With D&B Connect, you'll get a more complete view of your most important business relationships and help keep your systems of record up to date such as Master Data Management (MDM) Platforms, data lakes, CRM, and Customer Data Platforms (CDPs).

With D&B Connect you'll get:



### UNPARALLELED SCALE & QUALITY OF INSIGHTS

Access hundreds of millions of records with an ever-growing set of 2,500+ insights



### BEST-IN-CLASS IDENTITY RESOLUTION

AI-Powered matching engine backed by dozens of patents globally



### SELF-SERVE, INTUITIVE DATA MANAGEMENT

Easier and faster access to reliable data with a cutting-edge platform



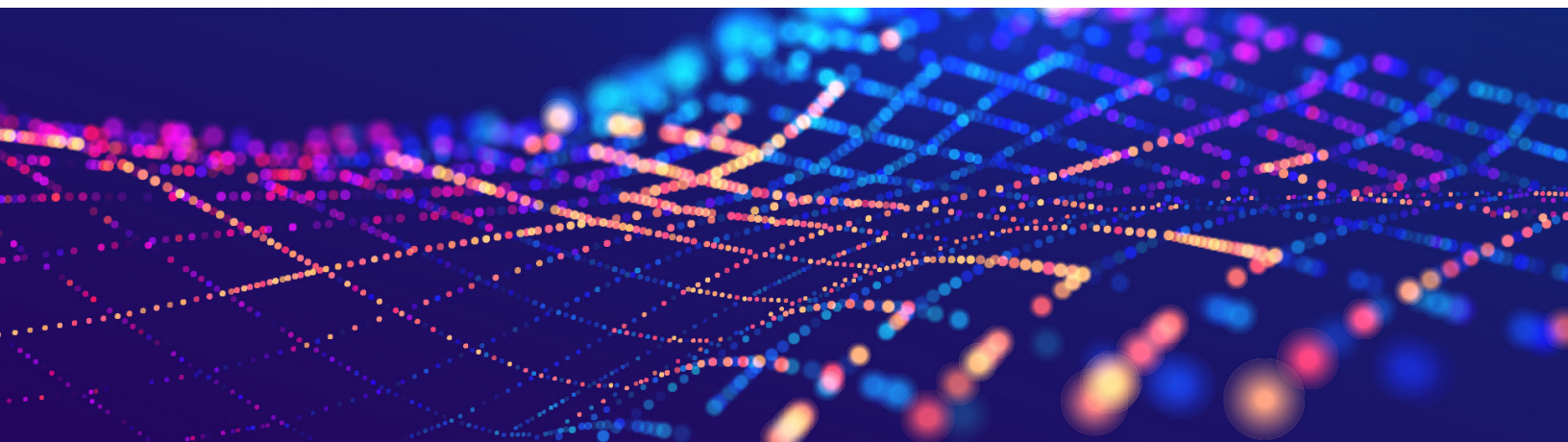
### ENTERPRISE-GRADE PERFORMANCE, SECURITY, COMPLIANCE

Handle millions of records in a SOC 2, CCPA, GDPR certified environment



### DATA EXPERT SUPPORT WITH DECADES OF LEARNINGS

28 data advisors with 10+ years of experience each



### VISUALIZE AND ASSESS DATA HEALTH

Quickly access deep intelligence on your data health such as data gaps, discrepancies, and duplicates



### ENRICH DATA WITH NEW INSIGHTS

Access an unparalleled 2,500 insights and create custom layouts to append to your customer data



### KEEP SYSTEMS OF RECORD UP TO DATE

Maintain a solid data foundation across Master Data Management, data lakes, CRM, and Customer Data Platforms

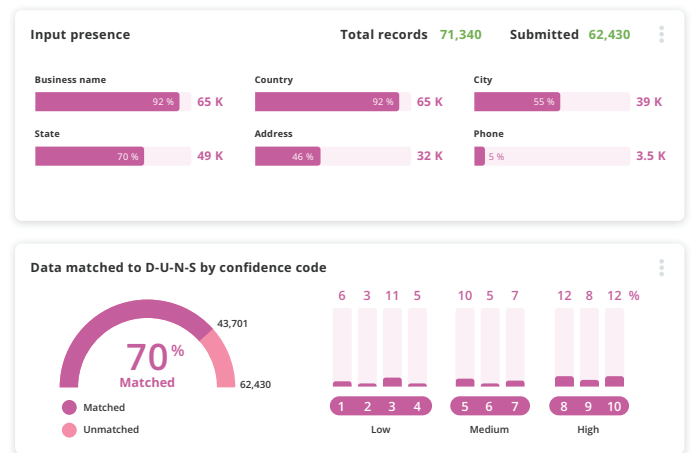
\* [Five facts: How customer analytics boosts corporate performance](#), McKinsey Global Institute

\*\* Figures are for North America based on 8-hour business workday; figures may be different for different countries



## VISUALIZE AND ASSESS DATA HEALTH

- **REVEAL ANOMALIES** in your customer data against a trusted source with a best-in-class identity resolution engine to help ensure match accuracy
- **CREATE AND SAVE MATCH RULES** for future use such as match quality thresholds based on D&B Confidence Code, Match Grade String, and the number of match candidates you want returned
- **QUICKLY IDENTIFY** the firmographic profile of your customer data, duplicates, and data gaps
- **REDUCE TIME AND RESOURCES** spent on manual file preparation tasks with an integrated machine learning engine that normalizes input records



Which option do you want to start with?



Create your enrichment layout by selecting individual elements across all available data blocks.

Create my own

Choose an existing layout saved in <Company> Library as a starting point.

Create from my library

Select from D&B recommended and industry standard layouts, such as SDMR.

Use D&B layout



## ENRICH DATA WITH NEW INSIGHTS

- **ENRICH YOUR DATA** with an ever-growing set of 2,500 insights, ensuring you have the most complete view of your customers
- **CREATE CUSTOM DATA LAYOUTS**, so you'll only see insights that are most relevant to your data management projects



## KEEP SYSTEMS OF RECORD UP TO DATE

- **INVITE AND COLLABORATE** on data management tasks with your team and save a record of past projects for easy access
- **USE A DRAG AND DROP EXPERIENCE** to load a CSV file or use an Amazon S3 bucket to move data across your technology stack



D&B Connect





## ABOUT THE DUN & BRADSTREET DATA CLOUD

The Dun & Bradstreet Data Cloud offers the world's largest set of business decisioning data and analytical insights, covering hundreds of millions of businesses and other commercial entities across the globe. We source data from tens of thousands of sources, tens of millions of websites, and crowd-validating initiatives, uniquely combining public data, proprietary sourced data, and business signal data. We continuously monitor our vast number of sources for changes that impact information in the Dun & Bradstreet Data Cloud, including dynamic changes to business relationships, and update the Data Cloud accordingly.

With our data and insights, clients are able to take intelligent actions that drive a competitive edge, in turn helping their organizations to grow and thrive.

Get started with a [D&B Connect trial](#) by contacting your account representative today.

## ABOUT DUN & BRADSTREET

Dun & Bradstreet, a leading global provider of B2B data, insights and AI-driven platforms, helps organizations around the world grow and thrive. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to grow revenue, increase margins, manage risk, and help stay compliant – even in changing times. Since 1841, companies of every size have relied on Dun & Bradstreet. Dun & Bradstreet is publicly traded on the New York Stock Exchange (NYSE: DNB).  
Twitter: [@DunBradstreet](#)