

D&B IQ Report
Master Data Quality Analysis

Assess the quality of your data by benchmarking it against ours. Identify your gaps, duplicates, and errors. Identify non-obvious linkages between customers and new cross-sell opportunities.

Overview

D&B IQ, Dun & Bradstreet’s data assessment tool, offers a high-level, illustrative data report, to create a single source of truth, by comparing and benchmarking your current dataset to the Dun & Bradstreet Data Cloud.

Key Benefits

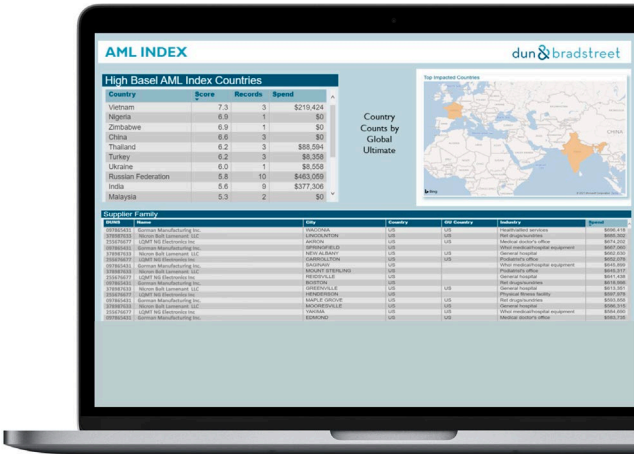
The D&B IQ report will provide a holistic view to help you:

- Connect data silos
- Remove and restrict dupe creation
- Establish a single view of customers/partners
- Expand quality, coverage and completeness
- Understand vendors/customers/partners
- Better understand company linkage

Key Insights

Master Data Quality Analysis will help you understand:

- What your master data quality is today
 - Top countries
 - Number of unique businesses
 - Number of active businesses
 - Number of duplicates
 - Top duplicates
 - Number of unlinked/linked businesses
 - Top corporate linkages
- How you can improve segmentation
 - By industries
 - By size (employee and revenue)
 - By risk ranking according to global business ranking



5-STEP IQ REPORT APPROACH



- SUBMIT**
Upload a sample of your third-party portfolio data for analysis
- MATCH**
Dun & Bradstreet identifies a match based on the third-party data provided
- ENRICH**
Dun & Bradstreet enriches record with foundational firmographic and risk insights
- ANALYZE**
Dun & Bradstreet analyzes the quality of the input file, benchmarking the data against the Dun & Bradstreet Data Cloud
- DISCUSS**
Dun & Bradstreet works with you to provide insights on how best to use data to further mitigate costly risks

