Pipeline Health Scan for ACME Corp.

This Pipeline Health Scan report provides a high-level overview of potential risks to your go-to-market strategy resulting from the coronavirus pandemic as of 3/31/2020

PIPELINE ANALYSIS FOR ACTIONABLE SALES & MARKETING INSIGHTS
Dun & Bradstreet’s commercial data and advanced analytics identify sales opportunities that are at heightened risk as a result of the economic impact of government-enforced restrictions to prevent the spread of the coronavirus pandemic.

This report leverages Dun & Bradstreet’s global data and advanced predictive models to identify customers in your sales pipeline that may require closer attention as the period of disruption continues and potentially compounds.

PIPELINE RISK ANALYSIS

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total customers screened</td>
<td>1,685</td>
</tr>
<tr>
<td>All customers with heightened risk</td>
<td>851</td>
</tr>
<tr>
<td>Customers in geographies with restrictions</td>
<td>12</td>
</tr>
<tr>
<td>Customers with ≥ 20% of locations in geographies with government restrictions</td>
<td>41</td>
</tr>
<tr>
<td>Customers operating in industries with government restrictions</td>
<td>41</td>
</tr>
<tr>
<td>Customers flagged as operating with limited margin based on Delinquency Score, Failure Score, or Viability Rating</td>
<td>41</td>
</tr>
</tbody>
</table>

*Counts may not add up as companies can belong to more than one risk category.

Our predictive models indicate that companies operating with limited margin are likely to face hardships when their normal operating environment is disrupted significantly. Predictive models driving this assessment are Delinquency Score, Failure Score, Global Business Ranking (GBR), and Viability Rating.

Our predictive scores show these populations of companies are more likely to struggle to balance all financial obligations, especially if direct sales are compromised through a change in customer behavior.
Having a view into how many of your customers are potentially at risk at any moment enables your organization to:

- Allocate paid media budget to targets with the least amount of disruption to increase marketing ROI.
- Prioritize target accounts and opportunities to pursue based on risk.
- Shift sales activities to opportunities that are less likely to have disruptions and fill pipeline gaps.
- Tailor specific offers to customers that are most impacted to help accelerate the sales process.
- Understand and mitigate collection exposure to avoid a delay between the sale and receivable due date.

### SEGMENT DEFINITION

**Coronavirus Impact Risk:** Analysis on the potential impact of the outbreak using the customer file your organization provided. Risk is evaluated based on geographies and industries where restrictions to commerce have resulted from government-enforced restrictions. These include geographies where movement is limited, events or organizational meetings are suspended, large gatherings are restricted, or other material disruptions of normal daily life have resulted.

**D&B Delinquency Score:** This predictive score anticipates the likelihood of a company repaying unsecured accounts receivables more than 90 days beyond terms in the next 12 months.

**Business Continuity Risk (Failure and Portfolio Comparison Scores):** Customers’ probability of bankruptcy, major financial distress, M&A activity, and other severe high risks.

### KEY RECOMMENDATIONS TO PROTECT YOUR GO-TO-MARKET ENGINE

The coronavirus pandemic has demonstrated how interconnected the global economy has become. An incident in one location can cascade to affect the entire world. It demonstrates the importance of selecting target accounts based on three key dimensions of fit, intent, and risk. Key actions include:

- Maintain a continually updated view of your customers and prospects in a central location to facilitate sales and marketing alignment around your best targets.
- Review and update your Ideal Customer Profile to incorporate new risk factors in addition to key attributes including industry, size, decision authority, and intent.
- Reallocate marketing paid media dollars and sales focus on opportunities that pose the least potential risk to your organization.
- Identify net new targets to pursue based on pipeline risk. Include corporate linkages to reveal up-sell and cross-sell opportunities to make up for lost pipeline.

### ABOUT DUN & BRADSTREET®

Dun & Bradstreet, a leading global provider of business decisioning data and analytics, enables companies around the world to improve their business performance. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity.

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