

BETTER DATA BETTER OUTCOMES BETTER GOVERNMENT

Dun & Bradstreet enables better government by uncovering truth and meaning from data.

For 90 years, we have adapted our proprietary data and analytics into high-impact public sector solutions – delivering maximum taxpayer value. Dun & Bradstreet enables better outcomes for government organizations across the globe, partnering with many federal, state, and provincial agencies including all 15 U.S. Cabinet-level departments, the European Commission, and the United Nations – as well as nearly 90% of Fortune 500 companies.

From the largest federal agencies to the smallest state and provincial jurisdictions, Dun & Bradstreet Government works with agencies in every facet of government operations providing timely and critical information to support national security, improve government operations, drive economic growth, and reduce fraud, waste, and abuse.

To learn how Dun & Bradstreet can help to advance your unique mission objectives call us at (800) 424-2495 or email government@dnb.com to speak with a government solutions consultant.

dnb & bradstreet

11710 Plaza America Drive, Suite 900
Reston, VA 20190
(800) 424-2495

www.dnb.com/government

ABOUT DUN & BRADSTREET

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. For more about Dun & Bradstreet, visit DNB.com.

© Dun & Bradstreet, Inc. 2016. All rights reserved. (DB-01847 6/16)



Data in Action

Improving the Business of Government

JUNE 23, 2016

THE W HOTEL, WASHINGTON DC

dnb & bradstreet

DRIVING MEANINGFUL OUTCOMES IN A WORLD AWASH IN DATA

From the desk of Anthony Scriffignano, Chief Data Scientist, Dun & Bradstreet

We are living in a world awash in data. Every day, we produce more data than the previous day, and at a rate which is arguably impossible to measure or model because we have lost the ability to see the boundaries. To drive better outcomes, it is critical to understand factors such as the volume, velocity, and variety of data in order to develop requisite new skills, identify risks, and come to terms with inconvenient truths. The opportunity goes to those who take a conscious decision to look at data in a new way, unconstrained and full of opportunity if we learn how to use it.

REFLECTING ON THE JOURNEY

Considerations for leveraging data and analytics

Pragmatically frame the challenge

- Start with a problem or question, not a tool or dataset
- Understand the going-in assumptions
- Have a clear definition of “done” to avoid analysis paralysis

Acknowledge that not all data is useful

- Consider data in hand vs. data available and not available
- Select methods carefully, use new methods and visualizations for a reason, not to simply expedite a solution
- Always make an effort to understand the bias in your analysis and the sensitivity of your answer to the question at hand

Evolve the science of data

- Continuously evaluate new skills and capabilities
- Challenge assumptions, understand the “inconvenient truths” of big data and the risks of ignoring the changing nature of data
- Continuously evaluate new ways of knowing, breaking down problems into smaller pieces, reducing complexity



MANAGEMENT CHECKLIST

Fundamental steps to launch data into action

BUSINESS PROBLEM FORMULATION AND ANALYTICS

- Establish a question or business problem
- Understand the data available vs. other data
- Evaluate necessary skills and methods (don't lead with a method or technology)
- Estimate the sensitivity of answer to the data that is unavailable for analysis
- Consider how the velocity of change of data will impact the timeliness of the answer
- Consider non-regressive methods for data that is new
- Consider how unstructured or abstract data can add to the analytical frame

DATA SCIENCE BEST PRACTICES

- Invite dissent – consider alternative opinions on the method and results
- Institutionalize the capturing of learnings, reasons for rejecting methods, recommendations for future analysis
- Avoid silos, share as much as feasible
- Consider carefully permissible use and changing regulation
- Continuously evaluate internal skills and capabilities

“It is possible to make decisions with data if we are mindful about what data we have available. However, we must at least have some idea of the data we are not using in the decision-making process and a clear understanding of the constraints on the types of decisions we can make and defend.”

Anthony Scriffignano