

# The Dun & Bradstreet D-U-N-S<sup>®</sup> Number

## The Universal Standard for Business Identification

Established in 1963, Dun & Bradstreet's Data Universal Numbering System, commonly known as the D-U-N-S Number, is a unique global business identification system that identifies, validates, and links to more than 280 million businesses worldwide.

The D-U-N-S Number is a nine-digit non-indicative numbering sequence and is assigned at the lowest organizational level, i.e. business locations with a unique, separate, and distinct operation. The D-U-N-S Number is assigned to all types of business organizations including sole proprietorships, corporations, partnerships, non-profits, and government entities. The D-U-N-S Number is constant—it stays with a business throughout the lifecycle including name, address and corporate structure changes and even bankruptcy.

The D-U-N-S Number is not just a number—it is a system for maintaining accurate, comprehensive and timely information. This system is our patented, proprietary DUNSRight<sup>®</sup> Quality Process—a process encompassing five quality drivers—Global Data Collection, Entity Matching, D-U-N-S Number, Corporate Linkage and Predictive Indicators—that work sequentially to aggregate, standardize and enrich information.

Used by the world's most influential standard setting organizations, the D-U-N-S Number is recognized, recommended, or required by over 250 government, trade, and industry organizations around the globe.

In the United States, for over 30 years the Federal Government has relied on Dun & Bradstreet, the D-U-N-S

Number, and critical data and insights to facilitate timely evaluations of, and awards to, all contractors conducting business across the global government procurement process. Since then, the D-U-N-S Number has been more widely adopted across the U.S. Government for intra-governmental transactions, grants management and transparency reporting. Major retailers such as Target also rely on the D-U-N-S Number as a requirement for supplier registration.

Across Europe and Asia, the D-U-N-S Number is also embraced as the business identification system. In Germany, Unique Partner Identification Key (UPIK) — a unique and uniform online cross-company identification system to set-up and maintain information about business partners—is standardized on the D-U-N-S Number.

In Japan, the D-U-N-S Number is recognized as the only global identifier for business entities. In the Middle East, the governments of Dubai and Abu Dhabi both require the D-U-N-S Number for business registration.

International organizations such as World Customs Organization (WCO), recognizes the D-U-N-S Number as the acceptable identifier in its WCO Customs Data Model and International Trade Data System (ITDS) has recommended the D-U-N-S Number as an alternative identifier for all ACE transactions. The D-U-N-S Number is the business entity identifier recognized by the FDA Data Standards Council. The United Nations also uses the D-U-N-S Number as their Consignee Party Identifier.



Global Data Collection



Entity Matching



D-U-N-S Number



Corporate Linkage



Predictive Indicators



## FEATURES AND BENEFITS: AT A GLANCE

In today's global economy, Dun & Bradstreet's D-U-N-S Number has many unique capabilities which set it apart from other numbering systems. Private and public sector organizations use the D-U-N-S Number to link information about suppliers, customers and trading partners, providing a more complete picture of the risk and opportunity in their business relationships.

### THE D-U-N-S NUMBER FEATURES

- It is a **universal standard**. The D-U-N-S Number has existed for close to 50 years and is relied on by businesses and government agencies around the world.
- It is **global**. D-U-N-S Numbers are currently assigned to businesses in more than 190 countries around the world.
- It is **unique**. D-U-N-S Numbers are assigned to the lowest possible organizational level, i.e. business locations with a unique, separate and distinct operation.
- It is **persistent**. Only D&B assigns D-U-N-S Numbers which helps ensure accuracy, consistency, timeliness and cross-border consistency of information. We follow rigorous rules for assignment and maintenance. Prior to assignment, there is validation from multiple sources. Once assigned it will not be re-issued or re-assigned.
- It is **constant**. The D-U-N-S Number stays with a business throughout the duration of its life cycle, including name and address changes, changes in corporate structure and even bankruptcy.
- It is **non-indicative**. The nine digits in a D-U-N-S Number are not indicative of any aspect of the company to which it is assigned.
- It is **intensely maintained**. D&B invests more than \$1 million every business day in maintenance and enhancements of our database of D-U-N-S Numbered entities.

### THE D-U-N-S NUMBER BENEFITS

- It is **not just a number, it is a system**. DUNSRight is our patented, proprietary and rigorous process used to aggregate, standardize and enrich information.
- It **keeps track of business data and all associated change** across a single program, entire organization or government agency.
- It **enables crosswalks** to other agency-specific identifiers.
- It **organizes information** for internal ERP, CRM and registration databases.
- It **eliminates errors or duplication** to ensure increased efficiency.
- It **enables a complete single view of an entity** allowing you to understand any risk or opportunity.
- It is **hierarchical** and reveals relationships between companies and corporate families worldwide.
- It is **free** for a company to obtain a D-U-N-S Number in the standard turnaround.

#### 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](http://DNB.com).