




Decide with Confidence

D&B Private Company Suite

D&B For Your Customers

Enhance your products and services and stand out in the market. Build the difference of private company insight into your solutions with hard-to-find, globally consistent data on more than 55 million private companies.



Hard-to-find private company information is a critical differentiator for your customers who need trusted, comprehensive insight for research, mergers and acquisitions (M&A) activity, industry benchmarking, targeted list generation, non-credit related decisions, and more.

The *D&B Private Company Suite* offers the unrivaled power and insight of data and data solutions from Dun & Bradstreet, along with the consultation and expertise of our specialized team of Relationship Managers. That combination means that you can confidently build D&B private company insight into your offerings, improving the way you work and enhancing the products and services you deliver to your customers.

The *D&B Private Company Suite* includes:

- **WorldBase® Private** — Basic firmographic information about more than 55 million global private companies, along with ownership information, including HQ location
- **Private Company Insight** — Hard-to-find, globally consistent data on approximately 250,000 of the largest privately held U.S. companies
- **Private Company Financials—U.S.** — Unique, self-reported financial statements from more than 130,000 private U.S. companies
- **Private Company Financials—Europe** — Unique, self-reported financial statements from more than 2.8 million private global companies
- **Hoover's** — Detailed information and analysis on more than 20,000 private companies in North America and Europe

Only D&B has access to such a comprehensive set of information and insight on private companies around the world.

- Our brand and reputation ensure that private companies provide us with financial information that is not readily available to others.
- Our DUNSRight® Quality Process and Global Database ensure extraordinary data depth, breadth, and quality.
- And our specialized and dedicated consultative team has the expertise, insight, and flexibility to help you successfully build D&B private company data into your offerings.



The Value of Private Knowledge

Many well-known companies—with revenues well into the billions of dollars—are privately owned, and information on these companies is often extremely difficult to obtain. That's a problem when your customers are looking to you to provide them with solid insight on those very companies.

And they're going to ask. Across a variety of industries, information about private companies has valuable—often critical—applications for many of your customers:

- **Financial services** professionals need to target private companies for list generation, client prospecting, M&A valuation, and industry benchmarking and analysis.
- **Investors** are interested in M&A and benchmarking, and also use private company information for deal flow verification.
- **Management consultants** are conducting new market entry analyses, M&A research, and competitive benchmarking.
- **Job seekers and students** are, of course, researching companies for jobs and for academic papers.
- Corporate **business development** professionals are often on the lookout for M&A and licensing opportunities.

By providing your customers with the private company insight they need to confidently make the decisions they face, you will:

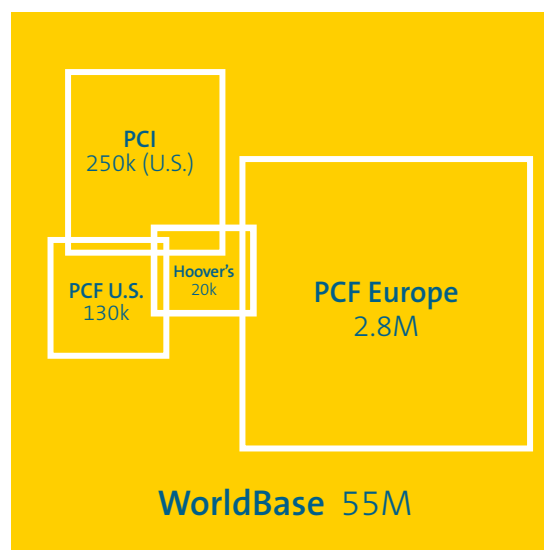
- **Stand out** by offering differentiated services and enhanced products
- **Deliver more value**, keeping your current customers and attracting new ones
- **Build your business** in an increasingly competitive environment

The Value of Private Access

The *D&B Private Company Suite* offers private company information and insight that is unmatched in the industry. We've been helping our customers decide with confidence for more than 165 years, and that experience means that

our solutions are tested, comprehensive, trusted, and broad-reaching. Our solutions include an unprecedented mix of hard-to-find private company data and insight that includes:

- **WorldBase Private**
- **Private Company Insight (PCI)**
- **Private Company Financials—U.S. (PCF U.S.)**
- **Private Company Financials—Europe (PCF Europe)**
- **Hoover's**



WorldBase Private

WorldBase Private offers basic firmographic information about more than 55 million global private companies in virtually every country in the world. Firmographics include basic corporate information such as company name, location, industry, sales, and employees. WorldBase provides an initial source to identify prospective customers, suppliers, and partners worldwide.

Like all of our insight, information on WorldBase has been through DUNSRight®, the most comprehensive and rigorous quality process that transforms business information — yours and ours — into decision-ready insight.

You and your customers benefit from two DUNSRight capabilities: the D-U-N-S® Number and Corporate Linkage. The D-U-N-S Number, our patented and globally accepted business identifier, acts as a universal key enabling all of the data within the Private Company Suite to be matched and easily reconciled. Further, ownership information drawn from our powerful Corporate Linkage capability provides information on “global ultimate,” “domestic ultimate,” and “headquarters” within the corporate family tree, enabling a more complete picture of opportunity and risk.

Private Company Insight

D&B *Private Company Insight* offers consistent data on the top privately held companies in the United States. Designed as a research tool to source this hard-to-find insight on elusive private companies, *Private Company Insight* includes

both basic information and hard-to-find details on approximately 250,000 of the largest U.S. private companies (ranked by annual sales).

Private Company Financials (U.S. and Europe)

D&B *Private Company Financials* includes unique, self-reported private company financial statements, with easy links back to demographic and summary corporate linkage information (corporate family size). In the United States, only publicly traded companies are required to share financial statements. However, many private U.S. companies voluntarily provide D&B with their financial statements, since D&B is a trusted company that has been collecting financial information for many years.

As a result, the *Private Company Financials – U.S.* database contains up to five years of financial information on more than 130,000 private companies in the United States. In addition, our *Private Company Financials – Europe* database contains up to five years of financial information on more than 2.8 million private companies in Europe.

Basic Information	Hard-to-find Details
Company name	Executive names and biographies
Address, city, state, and ZIP	History and operations data:
Tradestyles	• Background information on company
URL	• Work history of officers
Telephone and fax	Corporate linkage summary (# of corp. family members)
CEO	Public records summary
Sales	• Evidence of open suits, liens, and judgments
Employees	• Government activity
Net worth	• Business registrations
History	SIC and NAIC classifications
Year started	

Get hard-to-find details with Private Company Insight



Hoover's

Hoover's offers private company insight at a depth unique in the industry. The Hoover's editorial team gathers content from multiple sources and carefully resolves inconsistencies to ensure that all information is completely accurate before it is posted. The team also draws on practiced journalism skills to turn traditionally dry business information into engaging and enlightening content.

Hoover's comprehensive coverage on more than 43,000 companies in North America and Europe—of which more than 20,000 are private—including company overviews, extensive financial data, in-depth industry records, key company contacts, and board member bios—can help a range of departments reach organizational goals.

The Value of D&B

D&B offers you the most trusted, comprehensive, and highest quality business-to-business data and data solutions in the market today. Our *D&B Third-Party Solutions* offer unparalleled consultation, flexibility, and expertise that enable you to build D&B data and data solutions into your offerings, providing your end users with unique and essential insight to make confident business decisions.

Only D&B has access to such a comprehensive set of information and insight on private companies around the world. Here's how we can offer such rich insight:

- Our **brand and reputation** ensure that private companies provide us with financial information that is not readily available to others.
- We offer extraordinary **data depth, breadth, and quality** through:
 - The D&B Global Database, the largest single source of local and global business information on more than 130 million businesses
 - The world-class DUNSRight Quality Process, with data updated more than 1.5 million times daily

- Unique **database building and management** capabilities—Our patented technology and unique expertise enable you and your customers to effectively match and link similar data and maintain its quality over time for consistently effective decision-making.

Take Action Today

To learn more about any of the powerful products that make up the *D&B Private Company Suite*, contact your Relationship Manager today, call 800.255.9220, or visit dnb.com/foryourcustomers.



Decide with Confidence

D&B Solutions

Risk Management Solutions
Sales & Marketing Solutions
Supply Management Solutions
E-Business Solutions

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T 800.255.9220