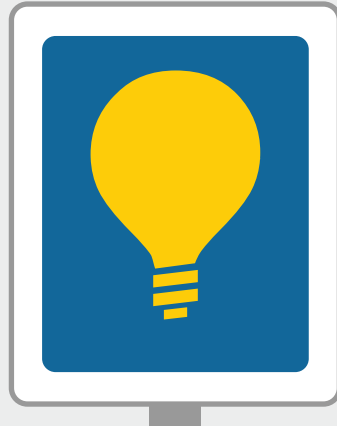


# The Road to Informed Perspective

... is riddled with business challenges



## Big Data demands Big Insight

Faced with data that is ever-expanding in volume and speed but questionable in accuracy, businesses must quickly identify how to sift through it all to arrive at actionable insight.



## Accelerated globalization

A more global marketplace demands access to information from all over the world. Businesses must conduct themselves with greater urgency, intensity and cross-border precision.

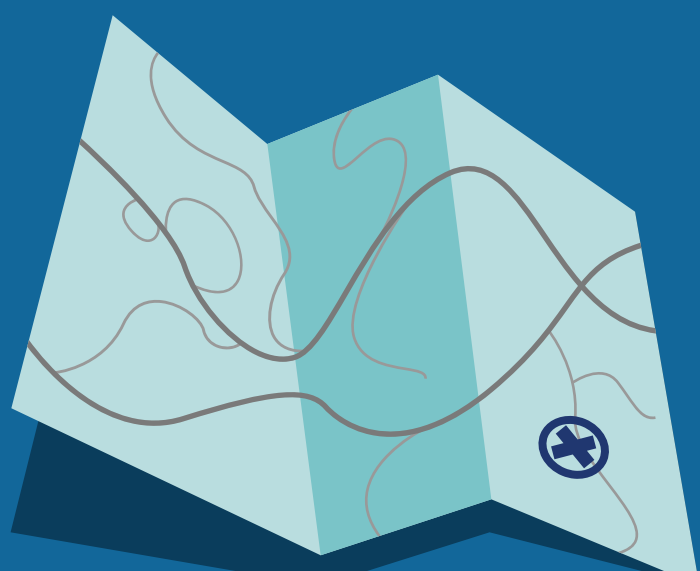
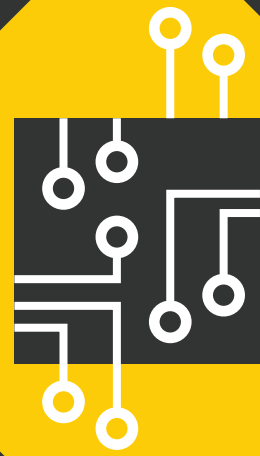


## Prolonged economic uncertainty

A financial outlook that continues to be marked by uncertainty is forcing businesses to do more with less. They must constantly uncover new opportunities to stay ahead of risk.

## Disruptive technological change

Technologies continue to advance faster and faster, introducing radical new paradigms for data consumers. Today's businesses are scrambling to understand the impact of new but quickly adopted social, mobile, and cloud technologies.



The Key to Navigating this Complex and Ever-Changing Environment tomorrow...

... is powerful insights today.

D&B's informed perspective means:

Global data and insight to make the best decisions.

Market-sensing predictive analytics that empower foresight.

Smarter solutions that work the way you do.

Deep expertise from a trusted global partner.

Anticipate tomorrow, today, so that you can meet the future with confidence and success. D&B can arm you with the Informed Perspective that puts the future in focus.

For more ways you can get the insight you need from your data, visit [dnb.com/bigdata](http://dnb.com/bigdata)

