dun & bradstreet

Quickly Adapt to the Ever-Changing Market with Analytic Flexibility

In one way or another, your job is to help your company make fact-based decisions using data and analytics — from creating best-in-class sales strategies to mitigating risk among prospects to monitoring your existing portfolio.

These tasks have become more challenging because the number of data points grows daily. Data is coming from a myriad of sources: individuals on smart phones, databases with ratings, and even your own company. But which create noise, and which create the key to your best strategy? Which can work with your system and process?

All of this is made even harder because your team has to respond to numerous ad-hoc requests and report on changing business conditions for executives. In fact, according to 2020 research from Anaconda, data scientists spend 45%-65% of their time doing data prep and reporting tasks, which impacts strategic work.

While having more capacity can help solve your issues, it can fall short when the unexpected occurs. What you actually need is analytic flexibility so you can quickly respond to queries and react to market changes. D&B Analytics Studio is a cloud-based platform that flexes to fit at almost any stage of your analytic journey and almost any use case.

Once logged in to the platform, you'll have access to hundreds of millions of global business records with deep analytical insights from the Dun & Bradstreet Data Cloud. Sources are continually monitored for changes, and the Data Cloud is updated accordingly. Within Analytics Studio, you'll also be able to upload and match your own data in a secured partition.

Then, with predefined models or your own code, you can conduct robust modeling on multiple scenarios including trade credit, sales, marketing, supply, and compliance.

AUTOMATE REPETITION

Automate repetitive processes and analyses to scale manpower with prebuilt models, flexible programming options, a user-friendly UI, and experts on call.
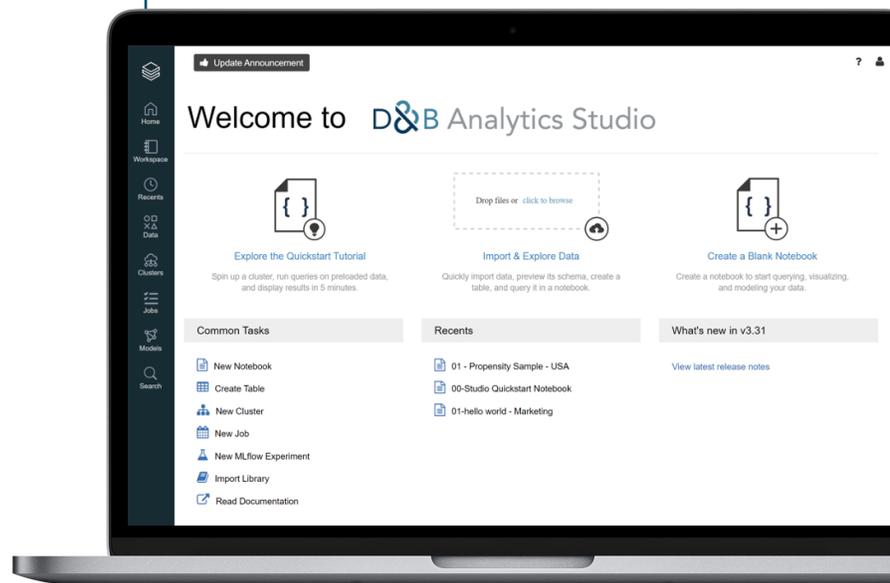
CONNECT THE DOTS

Quickly connect the dots to break through the data clutter, pivot with hundreds of millions of business records refreshed frequently, match more easily, and access a readily available space to which you can bring your own data.

IGNITE CHANGE

Ignite change confidently with support from a secure platform that's ready to go on day one.

How Organizations Are Using D&B Analytics Studio

FINANCE & RISK

A business credit card issuer conducted custom modeling to build a new predictive score of lift, helping its team to increase automated approval rates, triage new applications effectively, and reduce charge-offs.

A large telecom provider utilized advanced Dun & Bradstreet risk and fraud insights to identify top predictors and then built small business underwriting and line assessment strategies that resulted in higher ROI for the business.

An insurance customer used Dun & Bradstreet business signals data to quickly evaluate portfolio retention risk and proactively formulated a pre-attrition strategy to retain high-value customers.

A government agency utilized Analytics Studio to quickly review business survival trends from 2008 forward and studied the impact of government relief programs over time to build guidance for COVID-19 relief efforts.

SALES & MARKETING

A large high-tech customer quickly understood total addressable market (TAM) and the upside opportunity by business segments as a result of leveraging the global business data and insights in Analytics Studio.

A retail customer utilized Analytics Studio to quickly identify high-value prospects using a complex intelligent targeting approach and drove over 2X lift in response rates.

A bank scored all prospects within its diverse total addressable market to build behavioral segments, assess upside value for each segment, and eventually create an effective sales channel strategy based on potential value.

A national bank estimated product-level demand across all commercial products in order to activate a next-best product cross-sell strategy.

EXPERTS ON CALL

Perhaps you don't know where to start or want some guidance as you change your analytics process. Dun & Bradstreet's analytic solution consultants can guide you to better outcomes. Services include:

- **Predictive model development** from quantitative analysts who have created hundreds of global B2B models

- **Innovation infusion** with specialists in big data engineering, ML, and social media analytics

- **Match optimization and API integration services** to match your data to Dun & Bradstreet D-U-N-S® Numbers and drive decision automation with advanced insights

- Strong expertise across statistical methods and software available in the market today

- Extensive knowledge and expertise in commercial, consumer, and industry- specific information

- More than 180 years of experience in building business relationships

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