

dun & bradstreet

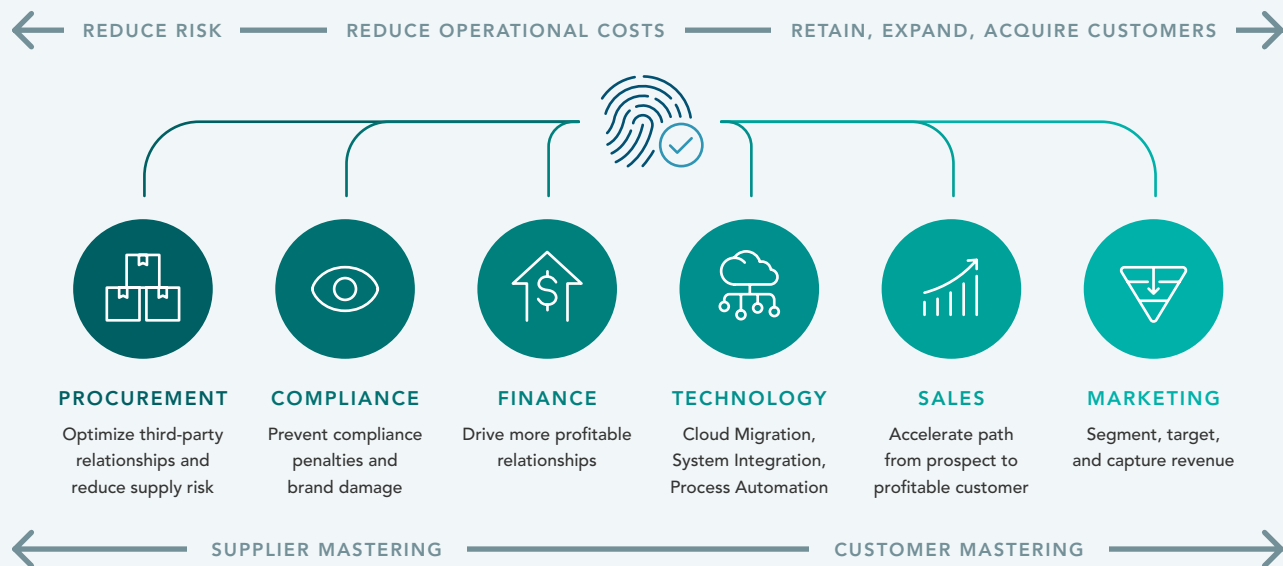
D & B Connect

MANAGE

Low maintenance customer
and supplier mastering

Teams across the organization need a single source of truth

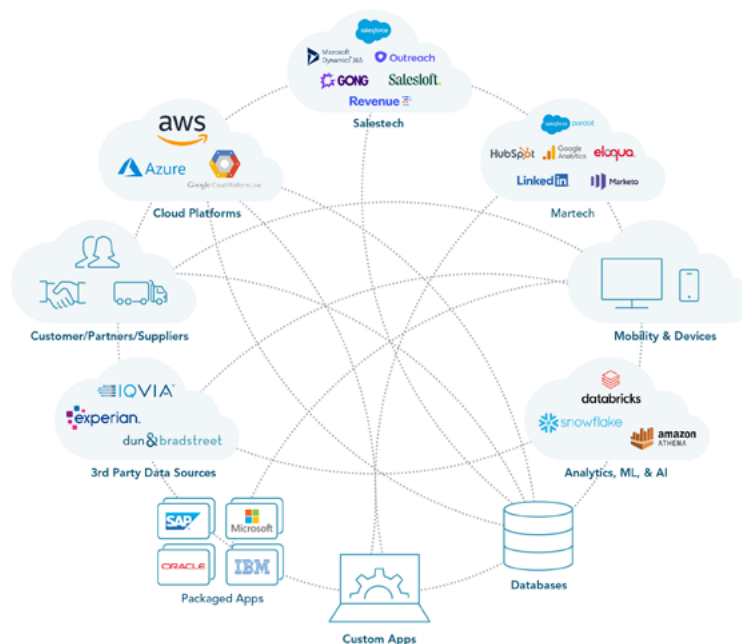
If your teams don't trust the data, or worse, if they do and it's wrong, the business pays the price.



Establishing a single source of truth shouldn't be so hard

Traditional, familiar approaches to managing our data are troublesome.

- **Organizations often look to technology as the solution.** Technology isn't the silver bullet. People, processes, and the data feeding your tech should come first.
- **Your data team shoulders most of the work.** It's a drain on their time, resources, and budget. Other initiatives are deferred causing frustration across the business.
- **You still have nagging questions.** Which companies are actually active? Have we validated them? Are we representing the account accurately? Bad data leads to bad decisions.
- **It's just not sustainable!** Your business doesn't foresee the ongoing demands of the solution and it's not sustainable long term. It's doomed to failure, and most do fail.



A new approach to mastering your data

We take a modern, programmatic approach to mastering that makes it attainable in weeks and sustainable long-term.

DATA

Validate and standardize your data against the Dun & Bradstreet Data Cloud—the world's largest collection of premastered commercial data—and skip intensive data prep and research



TECH

Expedite time-to-deployment by automating duplicate identification and golden record creation with a highly trained machine-learning model that gets smarter over time



PEOPLE

Accelerate time-to-value to days or weeks versus months and years with an enablement package inclusive of MDM subject matter experts averaging 20+ years experience

Unparalleled, premastered business data and insights



DATA

D&B Connect Manage grants you direct access to the Dun & Bradstreet Data Cloud—the world's largest referential database.



500M+ Companies

497M+ Contacts

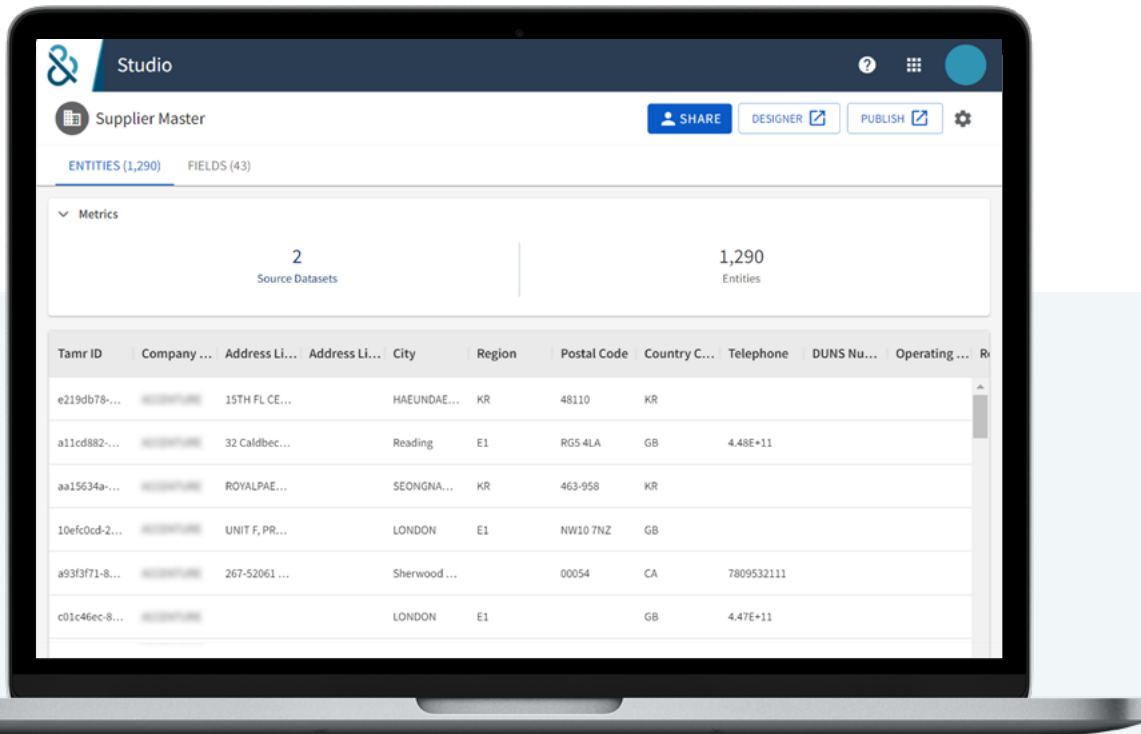
220 Countries

95 Languages

90% of Fortune 500

Majority of the GDP

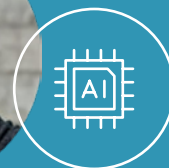
Stats as of November 2022



Automate resolution with Machine-Learning

Reduce manual intervention by 80% and deliver 100% resolution with automation.

- 1 Validate your data first by matching to a universally recognized D-U-N-S® Number before any work begins
- 2 Enrich your data with referential data and insights from the world's largest pre-mastered
- 3 Review, approve, and create trusted golden records with easy yes/no prompts
- 4 Leverage AI/ML that improves as your data set expands and grows, for automated identification, clustering, and deduplication
- 5 Protect your blind spots with continuous updates that help keep your data fresh and complete



The machine-learning powering D&B Connect Manage was designed by Dr. Michael Stonebraker, an adjunct professor at MIT CSAIL and a database pioneer who specializes in database management systems and data integration. In 2014 he was awarded the A.M. Turing Award (known as the "Nobel Prize of computing") by the Association for Computing Machinery for his "fundamental contributions to the concepts and practices underlying modern database systems as well as their practical application through the start-ups he has founded."

Out-of-the-box support ensures quick time-to-value



Extensive setup support increases speed and decreases long-term maintenance. Get it right the first time with our included Enablement Package:

- ✓ **Attain optimal match and master data enrichment** with an assessment and configuration of your initial input data
- ✓ **Increase automated high confidence match rate** with expert guidance on match acceptance criteria
- ✓ **Optimize rules and reduce duplication** with an analysis and review of clustering results
- ✓ **Get a head start on launch** with a final review of your results and best practice recommendations



Our team consists of Data & Technical Advisors, Data Strategists, Principal Consultants, and Solution Design Consultants average 20+ years of data and architecture consulting experience.



See D&B Connect Manage in action.

Get started with a personalized
demo today.

See it Now →

ABOUT DUN & BRADSTREET®

Dun & Bradstreet, a leading global provider of B2B data, insights and AI-driven platforms, helps organizations around the world grow and thrive. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to grow revenue, increase margins, manage risk, and help stay compliant—even in changing times. Since 1841, companies of every size have relied on Dun & Bradstreet. Dun & Bradstreet is publicly traded on the New York Stock Exchange (NYSE: DNB). Twitter: [@DunBradstreet](https://twitter.com/DunBradstreet)

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