Global Data Collection and WorldBase
The importance of data and analytics to businesses is accelerating at an exponential rate.

Businesses struggle to find truth and meaning in data.

Creating new business challenges:

Multiple sources of data with conflicting information and varying degrees of accuracy:
- What data to use?
- How accurate is the information?
- How current is the data?
The quality and quantity of our data are unparalleled.

- **Breadth**
- **Consistency**
- **Accuracy**
- **Predictability**

- **220+ Countries**
- **1 Billion Updates Annually**
- **100K+ Quality Checks**

**Non-Public Information**

**Proprietary Data**

**Public Sources**

**Worldwide Network**

**Non**-**Public**

**Information**

**&**

**Proprietary**

**Data**

- **Public**
- **Sources**
- **Worldwide**
- **Network**
Our data is collected from thousands of sources worldwide

- Public Registries
- Payment Experiences (Trade)
- Newspapers & Publications
- D&B Investigations
- Business Web Sites
- Courts, Tribunals & Legal Filings
- Telephone Directories
- D&B Customer Experiences
- Financial Statements
- Insolvency Records
- Local Mercantile Registries
- Chambers of Commerce
- Correspondents on Location
- Telephone Interviews
WorldBase is the most comprehensive global database of business information available

Information Collected in 25 Data Centers
Global programs focus on Foundational & Firmographic data collection

**Foundational Data:** Business Name, Address, Phone Number, Executive Name and Line of Business

**Firmographic Data:** Employee Number, Sales Volume and Line of Business

<table>
<thead>
<tr>
<th>WorldBase Coverage</th>
<th>May 2016</th>
<th>June 2016</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Universe Coverage</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Records</td>
<td>258,322,582</td>
<td>259,058,748</td>
<td>736,166</td>
</tr>
<tr>
<td>Active Records</td>
<td>122,507,575</td>
<td>122,829,432</td>
<td>321,857</td>
</tr>
<tr>
<td>Marketable Records</td>
<td>82,314,815</td>
<td>83,102,169</td>
<td>787,354</td>
</tr>
<tr>
<td>Linked Records</td>
<td>18,730,735</td>
<td>18,816,641</td>
<td>85,906</td>
</tr>
</tbody>
</table>

| Full File Data Element Coverage | | | |
| Business Name | 258,322,582.00 | 259,058,748.00 | 736,166 |
| Street Address/City | 252,665,853.00 | 253,313,145.00 | 647,292 |
| Telephone | 118,928,200.00 | 118,893,127.00 | -35,073 |
| CEO Names | 170,677,790.00 | 171,498,878.00 | 821,088 |
| Employee Numbers | 167,060,244.00 | 167,758,504.00 | 698,260 |
| Sales Figures | 114,345,881.00 | 114,653,690.00 | 307,809 |
| Line of Business | 221,838,886.00 | 222,632,584.00 | 793,698 |

- **300 Million businesses**
- **75 - 125 Million updates monthly**
The data sources we’re offer are increasingly diverse and help us deliver deeper, richer business insight.
We amalgamate thousands of data sources worldwide …sources of information in North America
…sources of information in Europe

- Payment Experiences (Trade)
- Insolvency Records
- Financial Statements / Annual Returns
- D&B Customer Experiences
- Government Registries
- Courts, Tribunals & Legal Filings
- Newspaper Publications
- Business Internet Sites
- Phone interviews
…sources of information in Asia Pacific

- Payment Experiences (Trade)
- Banking Information
- Stock Exchange
- D&B Customer Experiences
- People's Court Newspaper
- Newspaper Publications
- Business Internet Sites
- Phone interviews
- China Conformity Assessment
- Law Firms
- Courts
sources of information in Latin America

Payment Experiences (Trade)
Banking Information

Newspaper Publications
Business Internet Sites
Direct interviews

Local Directories

D&B Customer Experiences

Government Registries
Chamber of Commerce
Gazettes
Tribunals & Courts

Information Partners on Location
…sources of information in Middle East

- Ministry of Commerce
- Registries of Commerce
- Telephone Interviews
- D&B Customer Experiences
- Correspondents on Location
- D&B Investigations
…sources of information in Africa

Local Telephone Directories: Telkom, Brabys, and Cybertel

Newspaper & Publications

Direct Telephone Interviews

D&B Customer Experiences

Registrar’s Office

Correspondents on Location
As we acquire and leverage data from around the world, quality is vetted through a rigorous Global Data Governance program.

**Quality Assurance**

- **Continuous Improvement**
  - Goals are developed for improvement so that success can be measured.

- **Continuous Monitoring**
  - Data partners are monitored and held to quality standards; proactive database sweeps identify data trends.

- **Manual Review**
  - Manual reviews of data ensure accuracy and identify process improvement opportunity areas.

- **Testing**
  - Independent third parties routinely test and measure accuracy of data elements.

- **Standards**
  - Information policies in place for globally-consistent data processing and standardized formatting.

- **Validations**
  - Thousands of automated validations used to prevent incorrect data from entering database.

**Data Governance**
In conclusion, we have spent nearly two centuries of helping businesses build their business

WORLD’S LARGEST COMMERCIAL DATABASE

30,000 DATA SOURCES

5 MILLION UPDATES PER DAY

ONE OF THE LARGEST, MOST ACCURATE CONTACT DATABASES (DUN & BRADSTREET NETPROSPEX)

MORE THAN 300 MILLION COMPANY RECORDS

OUR PATENTED DUNSRIGHT™ DATA QUALITY PROCESS

Trusted by nearly 90% of the Fortune 500 to turn enormous streams of data into high-quality information

Insight delivered in the ways you want to consume it

Solutions custom-built or co-developed with partners