

Global Business Ranking

Measure Risk Levels of Your Customers, Prospects, Suppliers, and Business Partners – Worldwide.

Global Business Ranking (GBR) is a global solution that allows businesses to segment their global portfolio across a consistent scale for the first time. This innovative multi-dimensional relative risk ranking tool predicts the likelihood that a company will become inoperable, inactive or dormant in the next 12 months.

GBR developed by Dun & Bradstreet (D&B) provides actionable foresight on all active businesses worldwide. GBR offers opportunities to execute your global risk strategy, increase efficiencies, and drive profitable business decisions.



THE RANKING

Each business is ranked relative to all businesses in the D&B universe. GBR offers superior risk discrimination, carving the global business universe into 15 segments with 1 representing lowest risk level and 15 – highest risk level.

PREDICTIVE	DESCRIPTIVE
GBR Rating (1-15 Scale)	Depth of data D&B has on the business (A-R classes)
9	C
Overall GBR = 9C	

The GBR ranking is an alpha-numeric score, for instance 9C, where the number provides the overall rating and the letter indicates the depth of data available for this business's ranking. Unlike some other competing solutions which sometimes function as "a black box" tool, GBR provides visibility into the predictive data.

GBR COMPETITIVE DIFFERENTIATORS:

Although other data providers have introduced their own business ranking solutions, GBR stands out because of its major advantages:

TRULY GLOBAL SCOPE – the model ranks businesses worldwide providing predictive measure in both developed and emerging markets.

UNIVERSAL COVERAGE – ranks public and private companies, large and small ones.

PREDICTIVE INSIGHTS – the model's comprehensive validations show its best-in-class ability to accurately predict future risk.

CONSISTENT SCORE – ranking is done uniformly across the markets (a score of 9 means the same in China as in Chile).

WIDE "BAD" DEFINITION – covers a broader spectrum of negative business outcomes predicting delinquency, business failure or inactivity of a company.

IMMEDIATE AVAILABILITY – developed, validated, and constantly updated; readily available for customer's use.

FLEXIBLE PROVISIONING – can be accessed via D&B platforms or delivered to customers in a batch form for in-house portfolio analysis.



MODEL – DATA INPUTS

Data available for GBR analysis varies from country to country.

MACRO-ECONOMIC DATA (country level): GDP, employment, import/export indicators, and changes in them. Rate of inflation, global competitiveness and corruption indexes.

SIGNALS DATA (signs of business activity): within-country and cross-border inquiries on business.

FIRMOGRAPHIC DATA: business size, industry, age, corporate linkage. Changes in employees, sales, linkage, global footprint, locations, management.

TRADE DATA: percent of accounts 30/60/90 days past due, ratio of accounts 60 days past due to accounts 30 days past due, number of payment experiences, etc.

FINANCIAL DATA: age of most recent financials, sales per employee, net worth, etc.

DEROGATORY DATA: lawsuits, liens and judgments, director failures, collection amount, and recency of derogatory event.

DESCRIPTIVE PART OF GBR PROVIDING INSIGHTS ON ONGOING BUSINESSES (A-G) AND DISTRESSED COMPANIES (H-R)

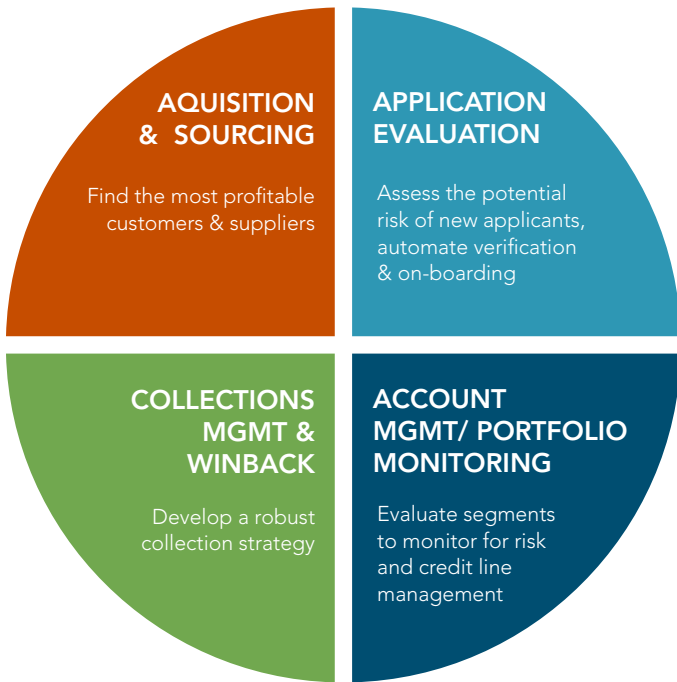
DATA DEPTH	DESCRIPTION	MODEL SEGMENT	LEVEL OF INSIGHT
A	Financial with Trade	Financial and Trade	Robust Predictions
B	Financials Only	Financials Only	
C	Thick Trade Only	Trade Only	Decision Support
D	Thin Trade Only	Trade Only	Directional
E	Full Firmographics and Signals	Macro, Firmographic and Signal	
F	Full Firmographics without Signals or Partial Firmographics with/without Signals	Macro, Firmographic and Signal	Basic
G	Macroeconomic Only	Macro Only	
H	Out of Business	Negative Events	High Risk Events
I	Unable to Confirm Designation		
J	Unfavorable Bankruptcy		
K	High Risk – Severe Risk		
L	Self Reported Duns Support Record		
M	Business Deterioration – Severe Risk		
N	Insolvency/Unable to pay debts		
O	Record is delisted		
P	Ceased Trading and Liquidation Process		
R	Business Financial Embarrassment		



USE CASES

GBR supports use cases for Risk and Supplier management as well as Sales & Marketing.

RISK AND SUPPLIER MANAGEMENT



SALES & MARKETING



PARTNER WITH D&B'S ADVANCED ANALYTIC SERVICES TEAM

Our experienced best practices consultants work with you to develop an informed perspective to drive decisions that manage risk, seize opportunities, and grow your business. Please call us at 973-921-5864 to discuss your needs, or contact your Account Manager.

ABOUT DUN & BRADSTREET

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