

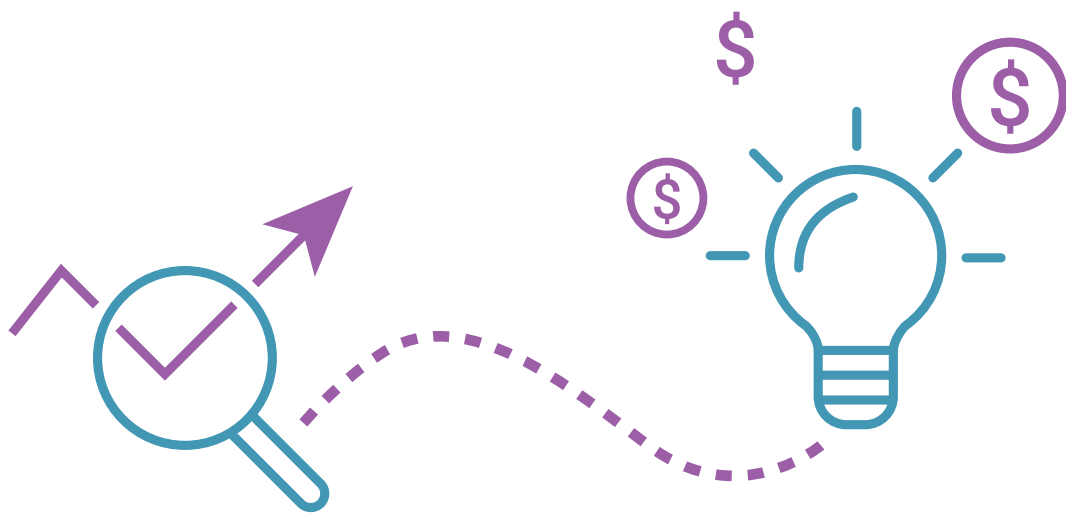
# The New Data Leaders: Credit and Finance

## How Credit Departments Can Build Relationships and Drive Growth

As Finance organizations increasingly become drivers of growth, Credit departments can take a lead role in data strategy and management. With smart data on customers and prospects, Credit can be a powerful force in contributing to sales and identifying new business opportunities.



### THE CREDIT CHALLENGE: FROM RISK TO OPPORTUNITY



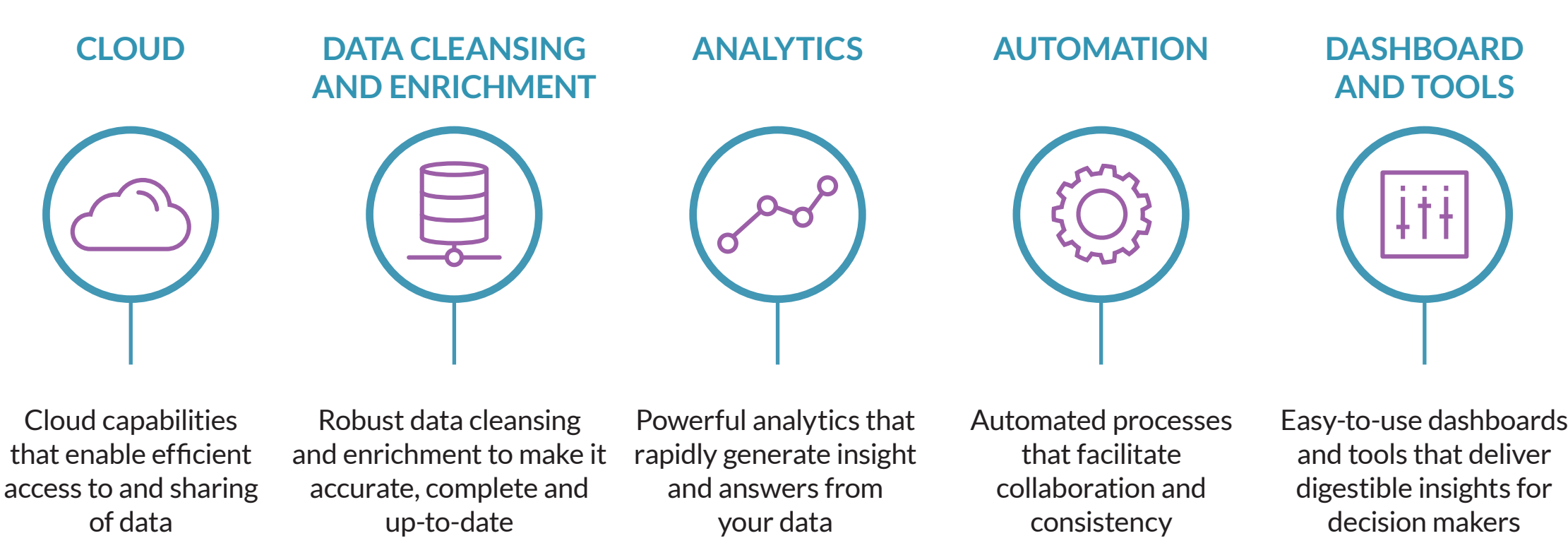
Credit's new role expands from risk mitigation to opportunity management. With good data and the right technologies, Credit is well suited to develop the collaborative relationships that can meet growth targets company-wide.



### NEW TECHNOLOGIES, NEW UNDERSTANDING, NEW GROWTH



With the right technologies and the right data, Credit and Finance can improve collaboration and facilitate interdepartmental sharing and understanding of insight.



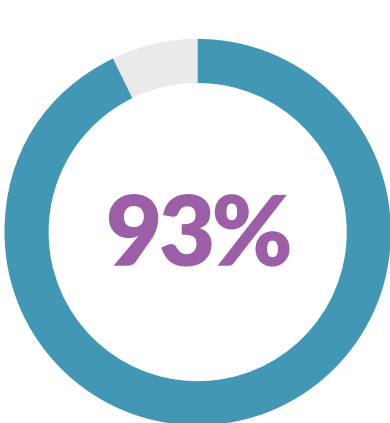
### THE RIGHT TECHNOLOGY TO DRIVE THE RIGHT KIND OF GROWTH



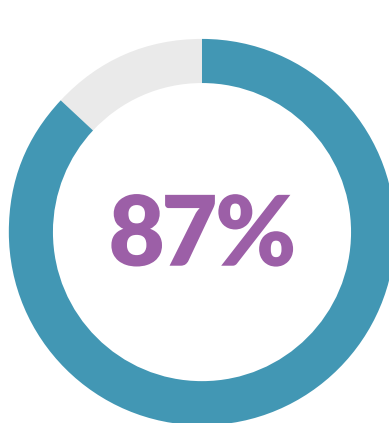
Technology and data are critical for intuitive, growth-orientated decision-making, but careful assessment is required to deploy the right solutions.

- + Improves cross-departmental relationships
- + Boosts flow of the organizational data
- + Increases business efficiencies
- + Frees up time to conquer higher-order objectives
- + Facilitates information accessibility
- + Leverages insight and data across the organization
- + Turns big data into smart data
- + Better supports sales
- + Drives enterprise growth

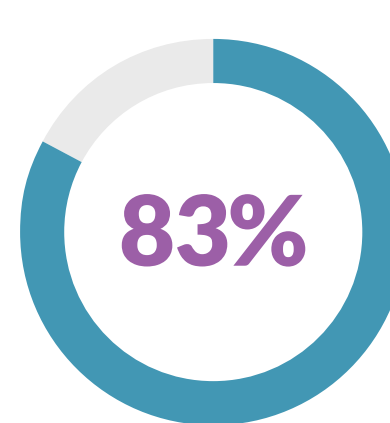
### FINANCE PROFESSIONALS AGREE: IT SYSTEM IMPROVEMENTS DELIVER FINANCIAL BENEFITS



See benefits from improved speed and responsiveness of business analysis supplied to decision makers<sup>(1)</sup>



See benefits from improved ability to conduct highly sophisticated predictive business analysis<sup>(1)</sup>



See benefits from reduced time, attention and resources devoted to data migration and manual reconciliation connected with financial planning and business analysis<sup>(1)</sup>

## INTRODUCING D&B CREDIT™

A next-generation risk intelligence platform built on a foundation of the most comprehensive and reliable business credit data in the world, D&B Credit provides customizable, intelligent risk assessment that is going to change the way modern finance works.

#### Make Better Credit Decisions



- + Most current views and information
- + Intelligent risk assessment and analytics
- + Intuitive search and views to find and make a decision on a business

#### Get Alerts on What You Care Most About



- + Customizable alerts
- + Receive alerts when and how you want them
- + Easy-to-view alerts dashboard

#### Visualize Areas of Risk and Opportunity



- + Customizable tagging and portfolio organization
- + Clear dashboards and clickable summaries to view portfolio trends
- + Analytic views to segment for diverse risk profiles

To learn more about D&B Credit, go to [www.dnb.com/NextGen](http://www.dnb.com/NextGen)



1. The Future of Financial Planning and Analysis, CFO Research