

Plan your Transition from Data.com to D&B Optimizer for Salesforce

Fall 2018

DATA.COM IS BEING RETIRED

We know change can be hard! But in the case of Data.com’s retirement in July 2020, it doesn’t need to be. Dun & Bradstreet and Salesforce have partnered to provide a clear path for you to smoothly move from Data.com to **D&B Optimizer for Salesforce**. We’ve compiled a quick checklist of items to consider as you plan your own transition. If you get stuck, your team at both Dun & Bradstreet and Salesforce are standing by to help you along the way.

REPLACEMENTS & OPTIONS

Dun & Bradstreet offers **D&B Optimizer for Salesforce** via Lightning Data on the App Exchange. This is the replacement for **Data.com Clean**, which delivers the same level of business firmographics and D-U-N-S® Number matching and linkage you’re accustomed to. Available now.

Dun & Bradstreet also offers D&B Hoovers™ via the AppExchange to help customers who are looking to do advanced prospecting and research. It’s available now. **D&B Hoovers** offers a different set of business contacts that were available via **Data.com Connect** for use within your Salesforce environment.

Some Data.com subscribers may benefit from a concurrent installation of **Data.com Clean/Prospector** and enjoy the

added benefits of new data, insights or contacts by adding either **D&B Optimizer for Salesforce** or **D&B Hoovers**, or both, depending on the need.

TIMING

The adage that you don’t know what you have until it’s gone is true. Your teams have come to appreciate the data quality and enrichment offered through the Data.com solutions. Those data points drive account segmentation, prioritization, and workflows. Losing access to the data that drives those processes can slow your team down. Put the pedal to the metal and work now to accelerate both your decision-making and continued sales success!

Making the transition to a replacement solution will take time, depending on your customizations, workflows, and contracting. Don’t wait until the last minute to decide.

ASSEMBLE YOUR TEAM – YOU’RE NOT ALONE

Work closely with both your Salesforce Customer Success manager and your Dun & Bradstreet Sales Manager to learn more about your options well in advance of your license renewal date.

PRODUCT	FEATURES	WHAT ARE MY OPTIONS?	WHEN AVAILABLE?
Data.com Clean	Enrich Accounts & Leads	Continue using Data.com Clean -OR- Evaluate Lightning Data packages	D&B Optimizer available now
	Enrich Contacts	Continue using Data.com Clean	D&B Optimizer – late 2018
Data.com Prospector	Prospect for Accounts & Leads	Continue using Data.com Prospector -OR- Evaluate Lightning Data packages	D&B Hoovers available now Evaluate Lightning Data packages
	Prospect for Contacts	Continue using Data.com Prospector	D&B Hoovers available now on the AppExchange

Get started now
www.dnb.com/datadotcom-replacement

Your Transition from Data.com – A Checklist for Success

ASSESS WHAT YOU USE

- Review your implementation and determine the data elements that your teams use
 - o Sales Management
 - o Marketing
 - o Sales Operations
 - o Accounting/Finance
- Determine which data elements are used for workflows

ASSESS WHAT YOU WILL LOSE

- Dun & Bradstreet Company Object
- Certain Data.com fields
- Fields - Plan movement of data from certain fields to new fields
- Data.com APIs will go away at expiry

ASSESS WHAT YOU WANT TO ADD

- Access a new and different set of business contacts for prospecting
- Gain deeper account insights, including competition
- Target based on technology usage
- Understand business trends and target based on behaviors
- Link sales outcomes to digital marketing efforts

REPLACEMENTS & OPTIONS

- Learn about D&B Optimizer for Salesforce on the [Lightning Data exchange](#)
- Take D&B Optimizer for Salesforce for a test drive – sign up via [App Exchange](#), [Lightning Data](#)
- Explore D&B Optimizer with a free trial within your instance
- Check out D&B Hoovers – <http://www.dnb.com/Hoovers>
- [Evaluate preparedness and learn best practices for transition](#) to D&B Optimizer (Free with Premier or Signature Success plans)

ASSEMBLE YOUR TEAM

- Schedule a meeting to review your account and instance with your Salesforce Customer Success Manager
- Schedule a meeting to review your ongoing and new data needs with your Dun & Bradstreet Account Representative
- Working with an implementation partner? Arrange to have them meet with both Salesforce and Dun & Bradstreet to complete a needs assessment

TIMING

- Schedule a meeting to review your account needs with Salesforce and Dun & Bradstreet
- Provide yourself enough time to make an educated decision and complete the transition. We suggest allowing no less than 60 days to complete the transition after you have decided on your path

Get started now
www.dnb.com/datadotcom-replacement

ABOUT DUN & BRADSTREET

Dun & Bradstreet helps companies around the world improve their business performance. The global leader in commercial data and analytics, we glean insight from data to enable our customers to connect with the prospects, suppliers, clients and partners that matter most. Since 1841, companies of every size rely on Dun & Bradstreet to help them manage risk and reveal opportunity.