



D&B Direct Monitoring Capabilities: Immediate Insight for Immediate Action


Rapidly Changing Company Data




 **399**
suits, liens, or judgments will be filed against businesses

 **170**
directorship (CEO, CFO, etc.) changes will occur

 **148**
new businesses will open their doors

 **142**
business telephone numbers will change or be disconnected

 **86**
business addresses will change

 **9**
businesses will file for bankruptcy

 **2**
companies will change their names

* US Data Only

source: Dun & Bradstreet

*It's easy to be caught off guard by the frantic pace of change in your customer base. Seize opportunities and anticipate risks **in real-time** with D&B Direct Monitoring.*

Knowledge to Drive Urgency

The ability to monitor businesses in real-time gives you the upper hand in seizing opportunities before your competitors, responding to market events, and improving operational performance in your business, consequently making you a better decision maker.

Monitoring lets you:

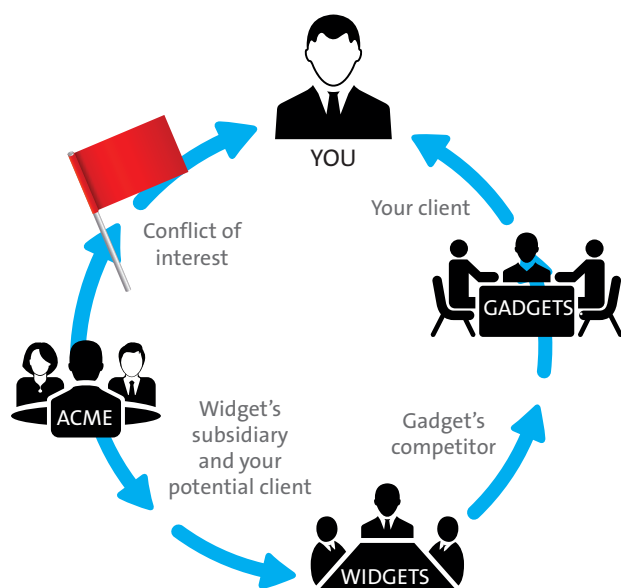
- Save time and effort from manual file importing
- Receive unlimited updates without making additional data calls to the same record
- Receive updates directly within your system
- Make decisions based on real-time information
- Take timely action when critical information changes

Example: From Flat Files to Streaming Data



- Acme Corp. moves their corporate headquarters and reports a change of address today
- The flat file data delivered to you yesterday does not reflect the change to Acme's record
- In contrast, D&B's Monitoring feature sends you a real-time notification of the address change
- You no longer worry about making decisions based on outdated data

Example: Conflict of Interest

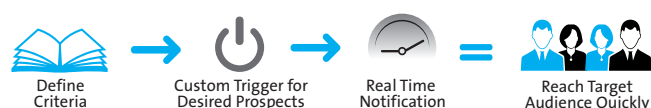


- You are a Corporate Attorney and represent Gadgets Inc.
- Gadgets Inc. is a competitor of Widgets Inc.
- You are determining whether to legally represent Acme Corp. in a class action lawsuit
- Widgets acquires Acme as a subsidiary
- D&B's Monitoring feature sends you a real-time notification of the new corporate structure
- You learn that there is a conflict of interest to represent Acme and decide not to move forward

Key Features

Monitoring is a feature that allows you to receive real-time notifications whenever a change is made in a record you're tracking. When you register a D-U-N-S® number you wish to monitor, you specify the conditions under which a notification for a change event is triggered. With 2,000+ available data elements such as Marketing Prescreen Score, Total Loss Predictor Score and more, there are endless ways to create custom triggers with as much detail as you need.

Example: Custom Triggers



- Acme Corp. wants to market to new software startup firms in Austin, TX with a strong likelihood of paying their bills on time.
- Acme creates a custom trigger for real-time monitoring of all companies located in Austin with a healthy Marketing Prescreen Score.
- Acme defines the criteria for the following D&B data elements: Metropolitan Statistical Area Code, Marketing Prescreen Score, and Industry Code Description.
- Result: With D&B's real-time notifications, Acme knows every time a new software startup reaches financial stability and when one falls out of good standing. Acme can target its marketing efforts accordingly.

Monitoring capacity now available for millions of records!

Updates Your Way



You can customize:

- The updates you want – define the data fields and conditions tied to a unique D-U-N-S® Number to trigger a change notification to you*
- Your preferred delivery vehicle – Email, HTTP Callback, or IBM WebSphere MQ
- Which change events you want to integrate into your system and when

* available in early 2015

Set Up Monitoring in Minutes:

- Select the businesses you want to monitor within your portfolio by registering a D-U-N-S® Number
- Select the data elements you want to monitor within these eligible data products:

D&B Data Products that Can Be Monitored:

Alternative Detailed Company Profile
Corporate Linkage
D&B Supplier Evaluation Risk Rating
D&B Total Loss Predictor
D&B Viability Rating
Detailed Company Profile
Diversity Indicators
Financial Highlights
Financial Statements
Payment Information & Paydex (Rating) – Detail
USA Patriot Act Plus
People
Predictive Bankruptcy Risk–D&B Financial Stress Score (FSS)
Predictive Payment Risk–D&B Commercial Credit Score (CCS)
Predictive Bankruptcy & Payment Risk
Predictive Global Payment Risk–D&B Emerging Market Mediation Alert Score (EMMA)
Strategic Database Marketing Record (SDMR)
WorldBase 1784 (WB1784)



3. Select the type of change notification you want to receive.

	Level 1 Monitoring	Level 2 Monitoring
Notification of Change Event	unlimited	unlimited
List of Data Fields that Changed	YES	YES
Date of Change Event	YES	YES
Delivery of Refreshed Data Fields	YES	YES
Delivery of Entire Record	NO	YES
Fees	Charge per business you monitor	Charge per business you monitor

About Dun & Bradstreet® (D&B)

The Dun & Bradstreet Corporation is the world's leading source of commercial data, analytics and insight on businesses, or "content." Our global commercial database contains more than 235 million business records. We transform commercial data into valuable insight which is the foundation of our global solutions that customers rely on to make critical business decisions.

D&B provides solution sets that meet a diverse set of customer needs globally. Customers use D&B Risk Management Solutions™ to mitigate credit and supplier risk, increase cash flow and drive increased profitability, and D&B Sales & Marketing Solutions™ to provide data management capabilities that provide effective and cost efficient marketing solutions to increase revenue from new and existing customers.

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