Introduction

F5 Networks, based in Seattle, Washington, is the leading provider of application delivery networking products that optimize the security, performance and availability of network applications, servers and storage systems. Founded in 1996, F5 Network has enjoyed tremendous revenue growth, and in 2010, the company was featured in Fortune’s 100 Fastest-Growing Companies list. With revenue of $1.15 billion in 2011, up 31 percent from $882.0 million in 2010, F5 is focused on better leveraging its CRM to support its future growth.

Situation

F5 approached D&B with the goal of supporting future growth in an organized, scalable and adaptable way—similar to the other market-leading, agile technologies F5 provides to its own customers. F5 had several major objectives:

• Understand the opportunity in existing accounts
• Know more about its top tier accounts to enable account growth
• Identify new prospects and acquire new customers
• Improve lead distribution
• Gain deeper insight into industry trends

Ultimately, F5 wanted to capitalize on its existing investment in CRM and MDM technologies to achieve these goals through better data.

Results

F5 implemented D&B360 and within six months had already achieved significant data quality improvement results, including an increase of 80 percent in the number of customers with assigned D-U-N-S® Numbers. With the aid of the D-U-N-S® Numbers, their account data has been matched to the right companies and their company and contact data has been automatically cleansed, matched and enriched with D&B data, driving overall data quality on a global basis to a historical high by a wide margin. For F5, the D-U-N-S® Number provides a way to uniquely identify company locations, allowing it to pull additional profile data from D&B’s vast database of more than 210 million companies and 100 million contacts, and sets the foundation for the Company’s data management program and processes.

“When we deployed D&B360 we saw a big spike in CRM utilization and the quality of the data in our systems.”

Andrea Jagla, Senior Manager, Sales Operations

F5 quickly achieved account matches using D&B360 batch-matching technology, which incorporates over 30,000 sources of data that is updated over a 1.5 million times daily using D&B’s proprietary predictive indicator technology. Batch-matching connects partial and incomplete company and contact information with the D&B database in the background, providing a match quality grade for each match.
Using the D&B Match grade, F5 automatically matches company records with a D&B company record and assigns a D-U-N-S® Number. This process performs matching on the entire customer database in either an on-demand basis or a regularly set schedule, dramatically simplifying customer data management and reducing F5’s need for additional data processes and resources.

In addition, D&B360 automatically embeds and refreshes D&B’s data and related social media, news, and more, with F5’s database of customers and prospects, adding new external data elements to their customer data for a more complete perspective. Finally, the D-U-N-S® Number allows F5 the ability to link customer accounts using D&B’s three million complete corporate family trees to get a holistic view of the account—including a view into who it is doing business with and who it is not, a valuable insight that allows them to quickly identify the best new cross-sell and up-sell opportunities within their customer base.

“With D&B360, our sales teams are very satisfied with the breadth and quality of information found in our CRM. They enjoy easy access to all of the insight they need to sell effectively, accelerating sales cycles and boosting their results.”

Andrea Jagla, Senior Manager, Sales Operations

Looking Ahead

F5 sees many more possible productivity gains utilizing the tools available to them in D&B360. In the future, F5 plans to rollout more highly targeted sales campaigns utilizing the D&B360 Look-a-Like functionality to enhance their prospecting effectiveness and provide continued sales and marketing alignment. They expect to extend the data quality gains from D&B360 to an internal MDM system by integrating D&B Direct, D&B’s API product, to enhance and maintain customer data quality throughout their customer and prospect facing systems.

Intelligent Insight in Prospects and Customers in Your CRM

- Enhance prospecting results
- Drive higher cross-sell
- Improve sales effectiveness
- Streamline data management

ABOUT D&B360

D&B360 injects valuable business insight directly into the CRM software you already use, giving you on-demand access to company and contact data, social media, news, industry research and more—helping you to accelerate sales and find new targets faster. You’ll see your prospects and customers from entirely new angles with access to this complete information pipeline provided by Dun & Bradstreet.

About D&B

D&B (NYSE: DNB) is the world’s leading provider of commercial information and insight on businesses, enabling companies to Decide with Confidence® for 172 years. D&B’s global commercial database contains more than 205 million business records. The database is enhanced by D&B’s proprietary DUNSRight® Quality Process, which provides our customers with quality business information. This quality information 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; D&B Sales & Marketing Solutions™ to increase revenue from new and existing customers; and D&B Internet Solutions to convert prospects into clients faster by enabling business professionals to research companies, executives and industries. For more information, please visit www.dnb.com.