

The Data.com Replacement

Dun & Bradstreet and Salesforce Deliver the Alternative to Data.com Clean and Prospector



THE DATA YOU DEPEND ON WITH EVEN BETTER FUNCTIONALITY

You have a decision to make about how you're going to support the data quality and sales intelligence within your Salesforce instance once Data.com is completely retired. Dun & Bradstreet provides the world-class data that currently powers Data.com, and continues to partner with Salesforce via the AppExchange and Lightning Data to offer powerful replacements for both Clean and Prospector. Our solutions provide a smooth transition from Data.com while helping you to achieve your sales and marketing goals. If you are looking for a Data.com alternative, or want to maximize the ROI of your Salesforce investment, Dun & Bradstreet can help.

THE DATA.COM CLEAN REPLACEMENT: D&B OPTIMIZER FOR SALESFORCE

Data quality is a big challenge. In fact, Salesforce.com estimates that 91% of CRM data is incomplete and 70% of that data decays annually. D&B Optimizer for Salesforce continuously manages the sales and marketing data within your Salesforce environment so you don't have to.

D&B Optimizer for Salesforce is fueled by the Dun & Bradstreet Data Cloud. The Data Cloud is comprised of over 300 million business records from 30,000 sources in more than 190 countries, updated 5 million times a day. By automatically enriching account records every 15 days, D&B Optimizer for Salesforce provides direct access to real-time, quality data at your fingertips.

WHAT D&B OPTIMIZER CAN DO FOR YOU

Continuous access to quality data can help you increase sales, improve campaign performance, have confidence in your data management strategy, and reduce the cost of with bad data. D&B Optimizer also empowers you to:

- Accelerate growth by prioritizing accounts based on 80 fields of advanced information
- Identify cross-sell and upsell opportunities with visibility into corporate linkage and family trees
- Visualize key business segments with robust dashboards to drive better market analysis
- Access real-time enrichment to ensure data completeness and accuracy
- Increase sales productivity by eliminating manual data entry efforts



D&B Optimizer has done wonders for us. Not only has this app cleaned and enriched our account records, it has also helped us manage duplicates and establish account hierarchies.

— James Lines, Digital Media Specialist, Multisorb

THE DATA.COM PROSPECTOR REPLACEMENT: D&B HOOVERS

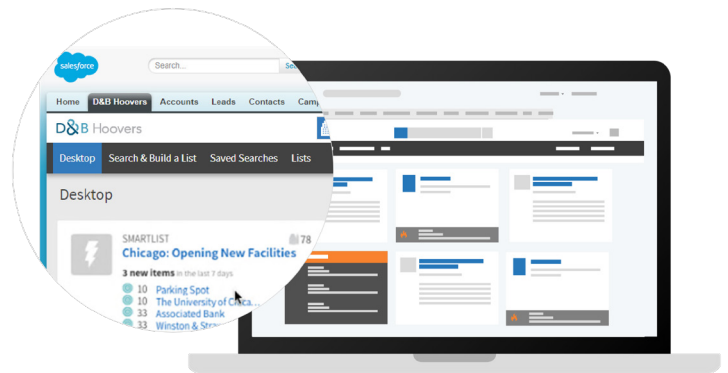
D&B Hoovers is an unparalleled sales intelligence solution that features world-class company and contact data, plus powerful prospecting features. User-friendly business intelligence embedded in your Salesforce instance helps shorten sales cycles, build pipeline, and generate higher returns on marketing investments. Predictive indicators help identify your best prospects and provide a constant flow of updates while sophisticated search and list building streamline targeting.

Our embedded QuickView Company Profiles turn your Salesforce instance into a more powerful B2B prospecting and account management resource by providing easy access to company insights, contacts, and a timeline of company events on your CRM records so your teams can focus on closing more deals instead of hunting for information.

WHAT D&B HOOVERS CAN DO FOR YOU

D&B Hoovers uses sophisticated analytics to deliver a sales acceleration solution packed with insight. It integrates seamlessly into Salesforce and offers:

- Dynamically updated SmartLists® alert sellers of valuable new business opportunities
- Conceptual Search® and 175+ filters to make search and list-building easy
- Real-time trigger alerts and updates about business, social, and digital events
- Analysis and editorial insights about target companies, business contacts, and more



“D&B Hoovers helped me conduct research that allowed me to gain a greater understanding of my sales market... this insight has allowed our leadership to make better decisions about market coverage needs and sales goals.”

— Carie R., Strategic Planning Consultant, Wells Fargo

MAKE THE MOST OF YOUR SALESFORCE INVESTMENT

Try D&B Optimizer and D&B Hoovers Free Today at
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