Data Exchange

DATA EXCHANGE (DEX) - OVERVIEW

The Data **Exchange** & **The Value Proposition**

TODAY, CUSTOMERS ARE BURDENED WITH SOURCING DATA FROM MULTIPLE PROVIDERS AND FACE CHALLENGES IN THE INTEGRATION AND USE OF THIS INFORMATION.

CUSTOMER NEEDS
- Access to multiple sources of information to enable key business decisions.
- Need to integrate multiple data sources in a reliable and repeatable manner.

SOLUTIONS GAP
- Sourcing information from each provider and creating individual relationships is inefficient and costly
- Multi-source data integration is expensive, complex and resource intensive processes

DUN & BRADSTREET DATA EXCHANGE

We carefully select and curate data into a single, branded, dynamic data marketplace to make it easy for customers to browse, identify, and purchase

DATA EXCHANGE (DEX) - PARTNERS

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Our DEX Ecosystem – 12 partners today and plans to expand. Phased Integration into D&B Analytics Studio Starting Q2 2020 with Aberdeen and TNS.
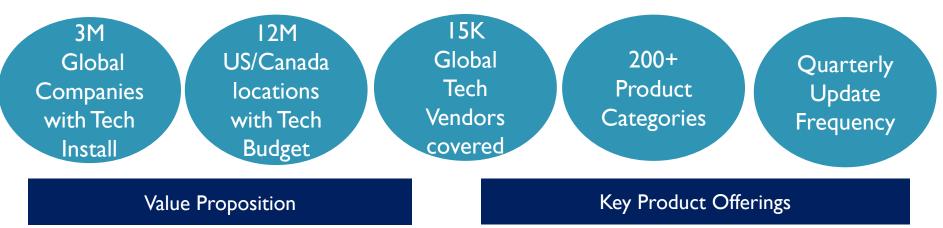
Technology, Telecom and Media	dataprovider	ABERDEEN GROUP	PROFOUND NETWORKS	TNS / mrp prelytix
Healthcare and Energy	imshealth HEALTHCARE DATA SOLUTIONS / IQVIA	OXXFORD Utility Customer Information Services, LLC		
Financial Services and Insurance	OXXFORD Utility Customer Information Services, LLC	We WEALTHENGINE	intelligence360.io The Sales Intelligence Company / iridium	TNS / BLACK KNIGHT
Manufacturing, Agriculture and Transportation	IHS AUTOMOTIVE driven by POLK / IHS	US FARM DATA	NetWise Data more than data…insight!	EDA BY RANDALL-REILLY

The Partners Today and their offerings

Partner Name	Data Offered (High Level)	Coverage
Aberdeen	Tech Install, Technographics and Analytics	Global
DataProvider	Domain, Technographics and Ecommerce	Global
EDA (Rand Reilly)	Asset level UCC Filing	USA only
IQVIA	Hospital, Healthcare and Physicians	USA only
Iridium	Commercial and Government growth activity	USA only
Netwise	Manufacturing	USA only
Oxxford	Energy Consumption, Financial and Pension	USA only
POLK (IHS Markit)	Automotive and Commercial Fleet	USA only
Profound	Domain and Technographics	Global
US Farm Data	Farm Corps, Production and Farmers	USA only
Wealth Engine	Wealth Profiles on 250M Individuals	USA only
TNS (Kantar)	Telcom, Tech Analytics and Building Detail	USA and Canada

Aberdeen - Overview

3M Global Companies with Tech Install

12M US/Canada locations with Tech Budget

15K Global Tech Vendors covered

200+ Product Categories

Quarterly Update Frequency

Value Proposition

- Verified and predictive buying insights on all technology installations at locations by vendors - software, hardware, mobile and infrastructure
- Buying signals and analytics on technology footprint and propensity to buy
- Modeled renewal dates on technology and additional research

Key Product Offerings

- <u>Technology Installations</u> at Companies by Vendor (i.e, Oracle), Application (i.e, ERP) and Version/Model (6.0)
- <u>Technology Footprint</u> at locations focusing on # of servers, software applications and mobile devices
- <u>Technology Budget</u> by locations with modeled total IT budget across hardware and software

Aberdeen – Sample Data Attributes and Use Cases

KEY FIELDS	DESCRIPTION
IT_BUDGET	Total IT Budget
HARDWARE_BUDGET	Hardware Budget
PC_BUDGET	PC Budget
SERVER_BUDGET	Server Budget
TERMINAL_BUDGET	Terminal Budget
PRINTER_BUDGET	Printer Budget
OTHER_HARDWARE_BUDGET	The budget for other hardware related items
STORAGE_BUDGET	Storage Budget
COMM_BUDGET	Communications Service Budget
SOFTWARE_BUDGET	Software Budget
SERVICES_BUDGET	IT related Services Budget
PERIPHERAL_BUDGET	Peripheral Budget
VENDERNAME_PRESENSE_SCORE	Likelihood of given Vendor bring present at the company
IT_STAFF	IT or IS Employees
WIRELESS_USERS	Company-provided Wireless Subscriptions
INTERNET_USERS	Employees using the Internet
DEVELOPERS	IT staff that are Developers
PCS	Desktop and Laptop PCs
DESKTOPS	Desktop PCs
LAPTOPS	Laptop PCs
SERVERS	Servers
PRINTERS	Printers
COLOR_PRINTERS	Color Printers
MULTIFUNC_PRINTERS	Multifunction Printers
STORAGE	Gigabytes used for Storage
EXTENSIONS	Phone extensions
CALLCENTER_CALLERS	Telesales
NETWORK_LINES	Network Lines
SMARTPHONE_PLS	Smart Phone PLS Score
DESKTOP_PRINTERS	Desktop Printers
NETWORK_PRINTERS	Network Printers
SMARTPHONE_USERS	Smartphone Users
TABLETS	Tablets
WORKSTATIONS	Workstations
TECH ALERTS	Weekly Alerts for Company's Tech related events
TECHNOLOGY INSTALLED LIKELIHOOD	Score for given Technology being installed at Company location

Sample Use Cases

- Targeting prospects that have competitor technology
- Improve share of wallet with existing customers
- Execute ABM strategies based on propensity and intent to purchase

TNS (known as Kantar TNS) - Overview

TNS

- **25M** US/Canada Records with DUNS
- **3.5M** US corporate buildings
- **Analytics** on Telco, Tech and Buildings
- **600+** Analytical Scores
- **Monthly** Update Frequency

Value Proposition

- Comprehensive and deep analytical insights on communications spend, usage and propensity to purchase equipment/services
- Predictive intelligence and technographics on a wide range of Technologies including servers, networking hardware and infrastructure
- Building level information that enables targeting buildings through unique identifier (CPL) and physical attributes of structures

Key Product Offerings

- Communication Business Scores (CBS) provides deep analytics such as bandwith, speed, LAT/LONG, switching behavior, and mobile communications
- Common Premise Location (CPL) is a unique identifier for buildings, that links DUNS with a CPL code
- Enhanced Building File (EBF) provides information on buildings, tenants, ownership and # of floors
- IT Scores (ITBS) covers technology intelligence across propensity to upgrade and tech budgets

TNS (known as Kantar TNS) - Sample Data Attributes and Use Cases

TNS Key Fields	DESCRIPTION
BLDG_EF_TOT_COM_BILL	EFFECTIVE TOTAL COMMUNICATIONS BILL IN BUILDING
BLDG_EF_TOT_IT_BILL	EFFECTIVE TOTAL INFORMATION TECHNOLOGY (IT) BILL IN BUILDING
BLDG_EF_TWCM_BILL	EFFECTIVE TOTAL WIRELINE COMMUNICATIONS BILL IN BUILDING
BLDG_EF_TWCM_VOX_BILL	EFFECTIVE TOTAL WIRELINE VOICE COMMUNICATIONS BILL IN BUILDING
BLDG_EF_DOM_LOC_LD_BILL	EFFECTIVE TOTAL DOMESTIC (LOCAL AND LONG DISTANCE) CALLING BILL IN BLDG.
BLDG_EF_INTL_CALL_BILL	EFFECTIVE TOTAL INTERNATIONAL CALLING BILL IN BUILDING
BLDG_EF_TOT_I800BILL	EFFECTIVE TOTAL 'I-800' BILL (INBOUND CALLING) IN BUILDING
BLDG_EF_TWCM_DATA_BILL	EFFECTIVE TOTAL WIRELINE DATA COMMUNICATIONS BILL IN BUILDING
BLDG_EF_INTACC_SVC_BILL	EFFECTIVE TOTAL INTERNET ACCESS SERVICES BILL IN BUILDING
BLDG_EF_CORP_DAT_NET_BILL	EFFECTIVE TOTAL CORPORATE DATA NETWORK BILL IN BUILDING
BLDG_EF_TOT_WLS_BILL	EFFECTIVE TOTAL WIRELESS COMMUNICATIONS BILL IN BUILDING
BLDG_EF_TOTWLS_PHONE_BILL	EFFECTIVE TOTAL WIRELESS PHONE BILL IN BUILDING
BLDG_EF_TOTWLS_BILL_VOX	EFFECTIVE TOTAL WIRELESS VOICE COMMUNICATIONS BILL IN BUILDING
BLDG_EF_TOTWLS_BILL_DAT	EFFECTIVE TOTAL WIRELESS DATA COMMUNICATIONS BILL IN BUILDING
BLDG_EF_MBB_SVC_BILL	EFFECTIVE TOTAL MOBILE BROADBAND SERVICES BILL IN BUILDING
BLDG_EF_CABSAT_VID_BILL	EFFECTIVE TOTAL CABLE/SATELLITE VIDEO SERVICES BILL IN BUILDING
BLDG_EF_CAB_VID_BILL	EFFECTIVE TOTAL "CABLE-ONLY" VIDEO SERVICES BILL IN BUILDING
BLDG_EF_TOT_COM_BILL	EFFECTIVE TOTAL COMMUNICATIONS BILL IN BUILDING
BLDG_EF_TOT_IT_BILL	EFFECTIVE TOTAL INFORMATION TECHNOLOGY (IT) BILL IN BUILDING
BLDG_EF_TWCM_BILL	EFFECTIVE TOTAL WIRELINE COMMUNICATIONS BILL IN BUILDING
BLDG_EF_TWCM_VOX_BILL	EFFECTIVE TOTAL WIRELINE VOICE COMMUNICATIONS BILL IN BUILDING
P_FP_TB_ALL	PROJECTED FULLY-PENETRATED TOTAL STORAGE (in TB, to 3 Decimals)
P_EF_TB_ALL	PROJECTED EFFECTIVE TOTAL STORAGE (in TB, to 3 Decimals)
P_FP_TB_OP_ALL	PROJECTED FULLY-PENETRATED TOTAL ON-PREMISES STORAGE - ALL (in TB, to 3 Decimals)
P_FP_TB_ALL	PROJECTED FULLY-PENETRATED TOTAL STORAGE (in TB, to 3 Decimals)
BLDG_STATUS	BUILDING STATUS
BLDG_CLASS	BUILDING CLASS
BLDG_YR_BUILT	YEAR STRUCTURE BUILT
BLDG_YR_RENOV	YEAR BUILDING RENOVATED
BLDG_SQ_FT	TOTAL BUILDING SQUARE FOOTAGE

Sample Use Cases

- Target customers and prospects based on broadband usage over 2 years
- Develop 'Triple Play' offering based on propensity to purchase in next 6 months
- Create a marketing outreach to building managers in Chicago and position daily cleaning services
- Enable rollout of 5G services in markets that have highest growth in wireless spend

Dataprovider – Sample Data Attributes and Use Cases

Field Group	Key Data Elements
Geolocation	Country, Zip Code, City, Address, GPS (lat/long),
Company Details	Company Name, Legal Entity, IBAN Number, BIC Number, Tax Number, Phone Number, Email addresses, Description, Keywords, Language, Website Type,
E-Commerce	Online Store, Shopping Cart Software, Trustmarks, Delivery Services, Payment Methods, Payment Services Provider, Currency, Products
Marketing	Alexa Rank, Incoming Links, Economic Footrint (EII), Forewarding domains, Adsense ID, Ad Network, Social Profiles, Live Chat Software,
Technical	CMS, Scripting Language, SEO Score, HTML version (doctype), Mobile Version, Mobile App, Maps, Libraries
Hosting	Hostname, Top Level Domain, Subdomain, Forwarding Domains, Hosting Country, IP Address, AS number, AS Company, MX Company, NS Company, Operating System, Webserver, Server Signature, SSL Certificate, SSL Issuer Organization, CDN, Registrar

Sample Use Cases

- Determine market size of companies that have PayPal shopping cart and execute outreach campaigns
- Identify the hosting provider and determine partnership opportunities to co-sell
- Assess cyber security risks of domains that do not have Trustmarks

Dataprovider - Overview

250M+ Global URLs (Domains) Analyzed

25M Global DUNS mapped to Domains

50 pages+ indexed from each domain for query

100+ Attributes and key insights

Monthly Update Frequency

Value Proposition

- Detailed indexing of 250M+ domains and its associated web pages including the back links
- Deep information for query, analytics and information
- Contains information on SSL certificates, hosting provider and physical presence

Key Product Offerings

- Company information includes Legal Entity detail, BIC Number, languages and addresses
- Hosting information includes IP addresses, Hostname, SSL certificate, and Registrar
- Ecommerce provides shopping cart software, payment methods accepted, products and Trustmarks

EDA (by Randy Reilly) - Overview

EDA BY RANDALL-REILLY

- **2.5M US Equipment Buyers**
- **10.5M units of equipment in US**
- **250K+ Unique Lenders**
- **8 Industry Verticals, 50+ data attributes**
- **Quarterly Update Frequency**

Value Proposition

- Data driven insight of companies who sell, service or finance equipment through transactional based data – Debtor and Lender level
- Deep asset level analysis of UCC filings from creditors and analytics used to deliver insights
- Vertical coverage across 8 industries: Agriculture, Construction, Lift Trucks, Machine Tools, Office Equipment, Printing and Wood working

Key Product Offerings

- Debtor Information includes detailed profile, company and location level insights
- UCC Filing entails Filing ID, UCC ID, Lien amounts and equipment level information
- Lender Information covers Secured Party Name, Assignee Name and Secure Party Identification

EDA (known as Rand Reilly) – Sample Data Attributes and Use Cases

#	Field	Description
1	BUYID	Buyer Identification code
2	BUYC1FIRST	Buyer Contact 1 First Name
3	BUYC1LAST	Buyer Contact 1 Last Name
4	BUYC1TITLE	Buyer Contact 1 Title
5	BUYC2FIRST	Buyer Contact 2 First Name
6	BUYC2LAST	Buyer Contact 2 Last Name
7	BUYC2TITLE	Buyer Contact 2 Title
8	BUYCOMP1	Buyer Company Name 1
9	BUYADR1	Buyer Address 1
10	BUYADR2	Buyer Address 2
11	BUYCITY	Buyer's City
12	BUYSTATE	Buyer State
13	BUYZIP	Buyer's Zip
14	BUYPHONE	Buyer's Phone Number
15	BUYFAX	Buyer's Fax Number
16	BUYFIPS	Buyer's County Code
17	BUYCTY	Buyer's County
18	BUYSIC	Buyer's SIC Code
19	BUYSICDESC	Buyer's SIC Description
20	BUYDOLA	Buyer's date of last purchase
21	BUYDUNS	Buyer's D-U-N-S Number
22	UCCID	EDA's Filing ID
23	UCCTRANSID	UCC Transaction ID
24	UCCDATE	Date Of Filing
25	UCCSTATUS	Filing Status
26	UCCLIEN	Lien Amount
27	UCCCOM	Comments Relating To Equipment & Location
28	UCCFIPS2	Alternate location of equipment in filing
29	UCCBATCH	EDA's Processing batch
30	SPID	Secured Party Identifier
31	SPCLASS	EDA's Secured party Classification
32	SPCOMP	Secured Party Name
33	SPCITY	Secured Party City
34	SPSTATE	Secured Party State
35	ASID	Assignee Identifier
36	ASCLASS	EDA's Assignee Classification
37	ASCOMP	Assignee Name
38	ASCITY	Assignee City
39	ASSTATE	Assignee State
40	EQTUNIT	Equipment Position on UCC filing
41	EQTUCCYR	Year Of Manufacture From UCC Filing
42	EQTNU	New Or Used Equipment
43	EQTMAN	Manufacturer's Name
44	EQTMODEL	Manufacturer's Model
45	EQTDESC	Equipment Description
46	EQTCODE	EDA Machine Code
47	EQTSN	Equipment Serial Number
48	EQTSZ	EDA Size
49	EQTEDAYR	EDA Est. Year Of Manufacture
50	EQTATTACH	Equipment Attachments
51	EQTVALUE	Equipment Value
52	EQTAE	Actual Or Estimated Equipment Value Indicator

Section groupings (left): DEBTOR (rows 1–21), FILING (rows 22–29), LENDER (rows 30–39), EQUIPMENT (rows 40–52)

Sample Use Cases

- Target high production printers with lease expiration in Chicago market for upsell
- Identify high-growth agriculture companies for new products
- Design refinancing programs for debtors with that purchase bulldozers

IQVIA (formerly IMS Health/HDS) - Overview

700K+ Healthcare Organizations

4M+ Healthcare Professionals

7K Hospitals

100+ Attributes on Hospitals

Quarterly Update Frequency

Value Proposition

- Comprehensive and deep data set covering hospitals, pharmacies, healthcare providers and nursing homes
- Detailed taxonomy of industry classifications (i.e, Academic hospital) and specialty (i.e, Cardiology)
- Understand education background, certifications and affiliations of healthcare providers including email/contact information for 2M+ people

Key Product Offerings

- Organization (HCO) includes detailed information on all healthcare facilities – such as type of organization (Hospital), ownership (Atlantic Health, etc), # of beds, total patient capacity, insurance plans taken and Medicare acceptance
- Provider (HCP) provides contact level information on doctors, dentists and other practioners including education, hospital affiliations, office hours, languages spoken and email addresses

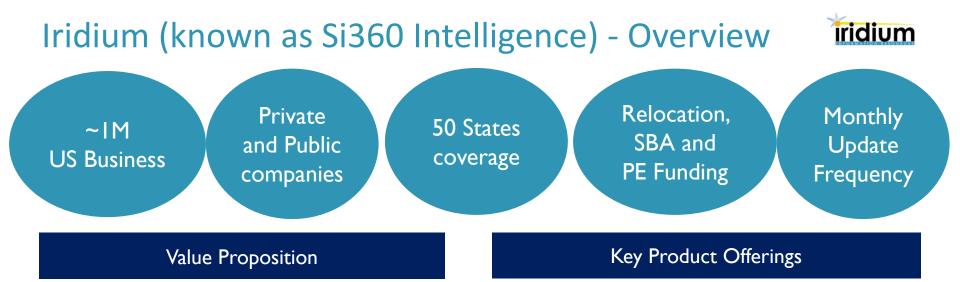# IQVIA (formerly IMS Health/HDS) -Sample Data Attributes and Use Cases

HDS KEY FIELDS	DESCRIPTION
Resident	Resident Selector
PhyLoc_ID	Unique Physician @ Location Identifier
HDSPhy_ID	Unique Physician Identifier
Primary_Location	Primary Location Indicator
Full_Name	Full Formatted Name of Physician
Physician_Practice_Type	Physician type
Specialty_1	Primary Specialty of Physician
Specialty_2	Secondary Specialty of Physician
NPI_NUM	National Provider Identification Number
DEA_NUM	DEA Number of Physician
License_State	State of Licensure
License_Number	State License Number
Phone	Unformatted Primary Phone
Hospital	Indicates a hospital-based physician
Practice_Name	Practice Name
Office_Size	Number of Physicians/Dentists in the office
High_Prescriber	Indicates a high prescriber (physician-level)
Board_Certified	Board Certification
DEA_Expire_Date	DEA Expiration date
Medicaid_ID	Medicaid Identification Number
Medicare_ID	Medicare Identification Number
Medicare_Provider_Flag	Flags record as a Medicare provider (Y)
Medical_School	Medical school attended
Graduation_Year	Year of Graduation
CompanyTypeName	It is commonly understood to be simply the descriptive type of healthcare business one is dealing with e.g., manufacturer, hospital, wholesaler, IDN, etc.
NumBeds	The number of beds a facility has sufficient staffing resources to operate.
NumSurgeries	The estimated number of surgeries based on derived demographic attributes
ExclusiveGPO_CompanyName	GPO name with whom the facility has an exclusive relationship, as indicated by single GPO roster inclusion.
IDNSystemChain1_CompanyName	If this facility is part of a Health System/IDN, what Health System is its Corporate Parent (as in the parent/child metaphor)? Based on relationship type, there may be multiple listed here in different columns ("Parent[1..4] with different relationships (e.g., owned, managed, leased, etc).
ACO Affiliation Name	The name of Accountable Care Organization (ACO) that facility belongs to and is listed in Centers for Medicare & Medicaid for future Medicare reimbursement

Sample Use Cases

- Identify hospitals that are affiliated with universities and position cross-sell campaigns
- Develop sales territory planning and coverage across states for dentists that accept Cigna
- Establish due diligence processes and screening of providers prior to entry into a network

Iridium (known as Si360 Intelligence) - Overview

iridium INFORMATION RESOURCES

- ~1M US Business
- Private and Public companies
- 50 States coverage
- Relocation, SBA and PE Funding
- Monthly Update Frequency

Value Proposition

- Identify companies that are growing through sales triggers and intelligence
- Sales triggers include moving into new offices, merging operations, and attaining funding through private equity and SBA loans
- Includes coverage across public and private companies

Key Product Offerings

- Triggers provides project level detail including summary of event (relocation, SBA funding, etc), start/close of the event and $ amount attained

Iridium (known as Si360 Intelligence)– Sample Data Attributes and Use Cases

KEY FIELDS	DESCRIPTION
ID	Iridium's internal ID for the event.
SalesIntelligence	Free-form summary of the trigger event and important details – Relocation, SBA Loan, Private Equity Funding and Other
LeadType	The type of trigger event being reported on.
PublicationDate	The date Iridium reported on the event.
ProjectDueDate	The expected timetable for the trigger event.
ProjectSize	The square footage associated with the trigger event, if applicable.
ProjectValue	The dollar amount associated with the trigger event.
LeadStreet	The project location's street address.
CompanyName	The company's name.
GSA	Whether the project is a federal government contract.

Sample Use Cases

- Target companies that are moving to larger offices in Denver to position broad-band services
- Identify growth companies that have received SBA loans in past 6 months and position 401K plan offerings
- Analyze acquisition candidates

Netwise Data - Overview

500M+ Records Analyzed

600K US based Companies

30+ Certifications Provided

Deep Manuf Level Data

Quarterly Update Frequency

Value Proposition

- Deep information on manufacturing companies in the US and their production capabilities
- Insights on 30+ certifications covering all global standards (i.e, ISO) enabling an accurate view for sourcing and partnering opportunities
- Analysis and certification across 30+ business diversity typesets (i.e, Minority owned) to better understand your customers and business partners

Key Product Offerings

- Manufacturing includes products manufactured, materials used, brands represented and industries served
- Certifications covers all the global certifications attained
- Diversity indicates if the company qualifies for over 30+ diversity categories

Netwise – Sample Data Attributes and Use Cases

Supplier	Original Equipment Manufacturer	American Manufacturer
Manufacturer	Contract Manufacturer	Value Added Fabricator
Supplier	Manufacturer's Representative	Importer
Distributor	Representative Group	Exporter
Reseller		

8(a) Business Development Program	Minority Institution
American Indian Owned Business	Minority Owned Business
Asian-Pacific American Owned	Native American Owned Business
Black American Owned Business	SBA Certified 8A Program Participant
CF Minority Business Enterprise	SBA Certified Hub Zone Firm
Disabled Veteran's Business Enterprise	SBA Certified Small Disadvantaged Business
Disadvantaged Business Enterprise	Service Disabled Veteran Owned
DoT Certified Disadvantaged Business Enterprise	Small Business Innovation Research Program
Economically Disadvantaged Women-Owned Small Business	Small Business Program
Enterprise Zone Act	Small Business Technology Transfer Program
Federally Funded Research and Development Corp	Small Disadvantaged Business
Hispanic American Owned Business	State Minority Business Enterprise
Historically Underutilized Business Zone	Subcontinent Asian American Owned Business
International Organization	Target Area Contract Preference Act
Joint Venture Economically Disadvantaged Women-Owned Small Business	Tribally Owned Business
Joint Venture Women-Owned Small Business	Veteran Owned Business
Labor Surplus Area Firm	Veteran Owned Small Business
Local Agency Military Base Recovery Area	Women Owned Business
Local Government Owned	Women-Owned Small Business
Minority Enterprise Development Program	Women's Business Enterprise National Council

Sample Use Cases

- Identify companies in Texas that qualify my supplier requirements and certifications
- Target companies that have certain manufacturing equipment to scale production
- Onboard partners that have certifications for quality processes

Oxxford - Overview

3M Total Company Records

2M Company Records with Utility Usage

~1M Companies with ERISA Records

Analytics Focus

Quarterly Update Frequency

Value Proposition

- Deep information and analytics across financial and energy usage metrics
- Insights for insurance verticals on premium paid and property/risk variables
- Broad information on ERISA filings across ~1M filings
- Analytics across the data sets

Key Product Offerings

- Financial encompasses detailed financial statement information (i.e, Balance Sheet) and scores on payment factors
- Insurance covers deep analytics on energy consumption, likelihood to have fire and other insurance analytics
- Pension covers information from ERISA filings including Plan Administrator

Oxxford – Sample Data Attributes and Use Cases

KEY FIELDS	DESCRIPTION
FINANCIAL	
Company Name	Business Name
Business Sweep Account	Propensity For a Business to Own or Maintain a Sweep Account
Cash Equivalent Total (000$)	Estimated Cash at Enterprise Level
Business Savings	Propensity for a Business to Own or Maintain Savings Account
CD Account	Propensity for a Business to Own or Maintain a Business CD
Business' Estimated Liabilities Total	Estimated Liabilities at Enterprise Level
SBA Qualification/Indicator	Flag to identify whether the firm qualifies for SBA Lending given its industry and asset/sales size
Financial Institution Name	Nearest financial institution as reported by the FDIC and the NCUA (National Credit Union Association)
Transaction Account $	Propensity for a Business to Maintain a Transaction Account
Commercial Loan	Propensity for a Business to Maintain a Commercial Loan
Business Credit Card	Propensity Business to Maintain Business Credit Cards
Short Term Debt Total (000$)	Estimated Short-Term Debt at this Location
Longer Term Debt Total ((000$)	Estimated Long-Term Debt at Enterprise Level
Business Assets	Estimated Assets at this Location
Business Net Worth	Estimated Net Worth at this Location
Equipment Leasing	Propensity Equipment Leasing
Line of Credit	Propensity for a Business to Maintain a Business Line of Credit
Longer Term Debt	Propensity For a Business to Maintain Long-Term Debt
Demand Deposits	Estimated Demand Deposits at this Location
Accounts Receivable	Estimated Accounts Receivable at this Location
Accounts Payable	Estimated Accounts Payable at this Location
Gross Margin	Estimated Gross Margin at this Location
Pretax Profit	Estimated Pretax Profit at this Location
Payroll	Estimated Payroll at this Location

Sample Use Cases

- Identify companies that are likely to acquire fire insurance and position premiums
- Target companies with certain pension plan administrators for cross-sell opportunities
- Leverage the analytics to create additional scores for prioritized leads

IHS Markit (POLK) - Overview

- 21M+ Commercial Vehicles
- 3M US Businesses
- 50 States coverage
- 25+ Vehicle and Fleet Attributes
- Monthly Update Frequency

Value Proposition

- Identify and target effectively across the entire commercial fleet and vehicle ecosystem, spanning fleet owners, R&D and manufacturing
- Deep information on commercial vehicle and fleet across both restricted and non-restricted states, covering all 50 states
- 41 states (non-restricted) are directly sourced and 9 are modeled based on state restrictions

Key Product Offerings

- Vehicle Attributes provides deep detail including vehicles origin, engine type, manufacturer and gross weight categories
- Fleet Attributes include Fleet size, purchase date and configurations

IHS Market (POLK) – Sample Data Attributes and Use Cases

KEY FIELDS	DESCRIPTION
Fleetsize	Total Fleet Size
Fleetsize Car	Fleet Size- Cars - # of Cars in Fleet
Fleetsize Truck	Fleet Size- Trucks - # of Trucks in Fleet
VRG_A	FLT SIZE VEHICLE GROUP BASE
VGR_B	FLT SIZE VEHICLE GROUP MID SIZE CARS
VGR_C	FLT SIZE VEHICLE GROUP LARGE CARS
VGR_D	FLT SIZE VEHICLE GROUP LUXURY CARS
GVW_1 - GVW_3	Fleet Size GVW 1 - GVW 3
GVW_4 - GVW_8	Fleet Size GVW 4 - GVW 8
Restriction Status	Restricted State Flag

Sample Use Cases

- Identify companies that have largest commercial fleets to position GPS devices
- Target companies that have the oldest fleet and create an upgrade incentive for leasing
- Determine the proper audience to purchase used fleet

Profound - Overview

50M+ Glogal Business Domains

25M Global DUNS mapped to Domains

1.6B IP Global Addresses mapped to DUNS

50+ Techno-graphic insights

Monthly Update Frequency

Value Proposition

- Accurately identify visitors to digital properties and determine appropriate routing (customer or prospect) and messaging
- Prioritize sales campaigns based on digital footprint of customers
- Comprehensively map digital corporate linkage by matching domains to enterprises
- Track network growth and evaluate risk for cyber security programs

Key Product Offerings

- Visitor Intelligence matches and identifies corporate ownership of domain/IPs with visitor
- Digital Business Intelligence provides over 50+ technographics and analytics on organizations network presence, e-comm capabilities and overall digital footprint
- Domain Rank is an analytical driven ranking on a domain's presence and its growth over a period of time – indicating acceleration of the business

Profound – Sample Data Attributes and Use Cases

KEY FIELDS	DESCRIPTION
DUNS	DUNS Number
Company Name	The name of the company published on their website
Country Code	The country of the company's HQ published on their website
URL	The Primary URL/website for this domain
Web Server Type	The type of web server
Web Server Count	The number of webservers
Hosting Domain	The Domain of the hosting provider
Hosting Company	The web hosting company name
Unique Email User Count	The number of unique email addresses tied to the domain
Mail Server	The primary email server hostname
Mail Server Provider	The name of the email service provider
SSL Certificate Issuer	The SSL certificate vendor
Network Growth %	The rate of network growth over the last year
Local Links Homepage Count	Number of links to Domain on homepage
Local Links Level 2 Count	Number of links to Domain on second level
External Links Homepage Count	Number of links to other Domains on homepage
External Links Level 2 Count	Number of links to other Domains in second level

Sample Use Cases

- Identify visitors to web site and route them to the proper sales team to improve close rates
- Target companies that have PayPal shopping cart on the domain and determine a partnership offering
- Determine which domains are cyber threats and restrict access to them at corporate level

US Farms - Overview

2.5M Total Farms in US

500K Farms in US mapped to DUNS

Farm Ownership and Production Metrics

100+ Crops and Acreage Metrics

Bi-Annual Update Frequency

Value Proposition

- Target effectively to farmers and ranchers with the broadest farm related information including farms that received US Govt subsidies
- Segment based on detailed crop information including crop type, livestock types and size of operation including production capabilities
- Determine the farm owners and market directly to the right audiences

Key Product Offerings

- Farm Ownership provides corporate and farm level ownership information, including annual production and contact names
- Crop Profile details over 100+ crops (i.,e Grain, Organic Farmer, Spinach, Wine Grapes) and the amount of acreage used for each type of crop
- Livestock provides detail on various types of livestock (i., Cattle, Sheep) and the numbers by each type of livestock on the farm
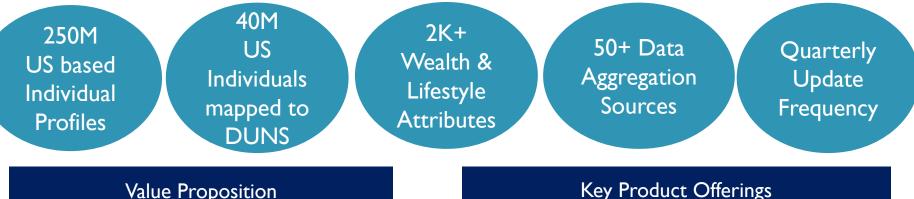
US Farm Data – Sample Data Attributes and Use Cases

KEY FIELDS	DESCRIPTION
Almond	Yes/No Indicator for Growing of Almond
Apple	Yes/No Indicator for Growing of Apple
Apricot	Yes/No Indicator for Growing of Apricot
Artichoke	Yes/No Indicator for Growing of Artichoke
Asparagus	Yes/No Indicator for Growing of Asparagus
Organic farmers	Yes/No Indicator for Organic Farming
Spinach Acre	Estimated acreage for growing of spinach
Squash Acre	Estimated acreage for growing of squash
Wine grapes Acre	Estimated acreage for growing of wine grapes
Total Number of Acres	Total numbers of acres used for agriculture at the farm
Corporate Farm Acre Size	Total number of acres used for agriculture at corporate level
Cattle	Yes/No Indicator for Raising Cattle
Cattle Total Head	Estimated Number of Cattle
Estimated Farm Operation	Sales Revenue at farm
Estimated Corporate Operation	Sales Revenue at Corporate Level
Subsidy Payment	Payments received from US Government
Last Subsidy Payment	Dollar amount received in subsidy
Last Subsidy Payment Year	Time of last subsidy payment
Crop Type Subsidy Payment	Payments received from US Government by Crop Type

Sample Use Cases

- Target farms that grow organic crops to increase my sourcing options
- Determine farms that receive US Govt subsidies for select financial offerings
- Analyze acreage and production capabilities to properly underwrite insurance polices

Wealth Engine - Overview

250M
US based
Individual
Profiles

40M
US
Individuals
mapped to
DUNS

2K+
Wealth &
Lifestyle
Attributes

50+ Data
Aggregation
Sources

Quarterly
Update
Frequency

Value Proposition

- Provide a 360 degree picture and intelligence on the individual to help target effectively
- Crosslink a consumer with a business via DUNS
- Determine high net worth individuals that have lifestyle attributes that cater to specialized marketing campaigns
- Apply modeled scores to ascertain the appropriate audiences to reach coupled with the right message

Key Product Offerings

- Essential Profile models individuals estimated net worth, donor giving capacity and key hobbies (i.,e Boat owner, interest in Arts)
- Financial Services Profile determines individuals likelihood to be an investor in equites and propensity to purchase Life Insurance
- Travel & Leisure Profile provides intelligence on individuals interest in international travel, cruises and propensity to purchase time share properties

Wealth Engine – Sample Data Attributes and Use Cases

KEY FIELDS	DESCRIPTION
Net Worth	A measure of financial assets that are readily accessible (e.g. checking, savings, money market accounts, etc.)
Investible Assets (range)	Net Worth minus Primary Home Value or Aggregated Real Estate Value
Total Assets (range)	Total Assets – The total value of all financial and non-financial assets held by a household, derived from varying asset components
Cash on Hand (range)	A measure of financial assets which are readily accessible (e.g. checking, savings, money market accounts, etc.)
Real Estate Value (Aggregate, range)	Total value of all real estate owned.
# Properties Owned	Number of real estate properties owned
Stock Value (range)	Stock - The total value of the "Insider's" stock is broken down by how much is held through direct holdings and includes any stock sales within the last 3 years, indirect holdings are not included in the Total Stock Value.
NonProfit Board Indicator	An indicator if this person sits on the board of a nonprofit organization or business
Estimated Charitable Donations (range)	Estimated charitable donations for the year
Estimated Giving Capacity (range)	Estimated capacity for charitable giving for the year
propensity to Give (P2G)	A score to assess an individual's overall wealth and ability to donate or spend and the inclination to do so. This score easily segments and prioritizes prospects based on exact household matches, overall wealth and financial ability. A score of 1|0 is the highest score and a score of 4|0 is the lowest. A P2G score of 5 is for individuals who did not match to any data in our database.
Many More Interest, Hobby and Life Style Attributes	Over 2000 attributes to select on. Few examples include Sports team, Car Model, etc.

Sample Use Cases

- Targeting high-net worth individuals with premium credit card offerings
- Evaluating the segment size of individuals who shift insurance providers yearly
- Pre-qualification of leads with wealth and lifestyle attributes to build high quality pipeline

Black Knight – Overview

| 160M US based Property Records | 45M US based Commercial Properties | 80+ Loan-Level Collateral Attributes | 200+ Property Level Attributes | Monthly Update Frequency |

Value Proposition

- Complete portfolio lead generation, retention and grow strategies across a broad spectrum from loan originators to servicers
- Analyze mortgage performance connected to loss mitigation, property, credit lines and property valuation, providing insights into credit and prepay performance
- Enable appropriate valuation for mortgage origination and distressed assets

Key Product Offerings

- Commercial Property Record provides detailed attributes on properties including site information, ownership, mortgage components and underwriting analytics
- Valuation Modeled Profile generates a valuation for each property based on several attributes and analytics
- Mortgage and Deed provides underlying mortgage, foreclosure, deed level and release information, along with Lender, Borrower and Trustee detail

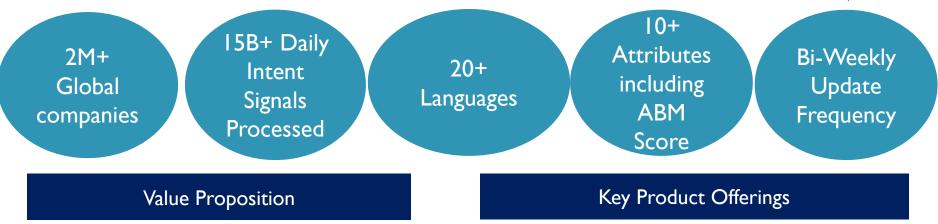# Black Knight – Sample Data Attributes and Use Cases

KEY FIELDS	DESCRIPTION
ADJUSTED_ASSESSOR_PROPERTY_VALUE	When the assessor supplies an estimated property market value, it appears here. When assessors supply only an assessed value, we estimate market value by using comparable sales.
BLDG_SQUARE_FOOTAGE_ESTIMATED	Model-driven estimate of building square footage, supplied when assessor data are absent or are questionable.
EXISTING_MTG_RISK_SCORE	This score pertains to properties that have loans now and also are located in areas with adequate nod history data. This score is to judge default risk on existing commercial mortgages. A score of 100 = national average; scores below 100 = less risk; scores over 100 = more risk
NEW_APPLICANT_UNDERWRITING_SCORE	This score is designed for lender underwriting purposes when a new borrower approaches them to seek mortgage financing when buying a commercial property. All records have a score here, based on property and local risk characteristics, not on the new borrower. A score of 100 = national average; scores below 100 = less risk; scores over 100 = more risk
Title Company Name	Name of Title Company which issues the certificate of title insurance. Not coded or abbreviated. If more than one Title Company Name is reported on the document, this field will report "Multiple" versus an actual Title Company Name.
Lender DBA Name	Lender DBA/AKA Name. Not preceded with letters "DBA" or "AKA". If present, Lender Care of Name is preceded by "C/O". "DBA" takes priority over "C/O" if both are present on the same document.
Lender Mail: Full Street Address	Lender Address keyed for Private Party Lenders only . For Street Address components, see Property Full Street Address on Assessment Tab (Field #6). Note: Lender Zip (Field #74) keyed for all Lenders.
Title Company Name	Name of Title Company which issues the certificate of title insurance. Not coded or abbreviated. If more than one Title Company Name is reported on the document, this field will report "Multiple" versus an actual Title Company Name.
Loan Organization Name	Name or Loan Originator Organization/Company as referenced on signature page of Mortgage Document - Also referenced as Creditor.

Sample Use Cases

- Target commercial properties for refinancing offers
- Validate the proprieties in specific zip codes and determine appropriate valuations including for distressed assets
- Ensure proper lending practices and due diligence across states

MRP Prelytix - Overview

2M+ Global companies

15B+ Daily Intent Signals Processed

20+ Languages

10+ Attributes including ABM Score

Bi-Weekly Update Frequency

Value Proposition

- Real-time intent signal streaming from a slew of 3rd party sources to enable effective Account Based Marketing (ABM) strategies
- Analyze and determine which audience to properly target and the channel to drive the largest ROI
- Determine the engagement model for the entire buyers journey and sales funnel

Key Product Offerings

- Intent Offering provides organizations that are showing high level of intent activity for broad base of topics along with an ABM score, using machine learning and streaming live intent data

MRP Prelytix – Sample Data Attributes and Use Cases

KEY FIELDS	DESCRIPTION
Rank	Prioritized list based on content consumption, ABM score, and timeframe of intent
ABM	A two-dimensional score – from A1 to C3. The score is the intersection of the alphabetical scores, which are derived from predictive data, and the numerical scores, which represent how much the account "looks like" a viable lead based on firmographics and account history
Stage	Indication of what stage of the buyer journey an account falls into, based on the content an account is consuming. An account is assigned a stage of "Early", "Mid", or "Late".
Company	Account Name of company actively consuming content relevant to a given program.
Domain	Domain of company actively consuming content relevant to a given program
City	City headquarters for each company actively consuming content relevant to a given program
Region	State or regional headquarters for each company actively consuming content relevant to a given program.
Country	Country headquarters for each company actively consuming content relevant to a given program

Sample Use Cases

- Segment visitors to domains and execute broad reaching enablement model to drive sales
- Position cross-sell campaigns for existing customers who show intent for select products, including competitor products
- Create an acquisition strategy for small business customers with keywords that have the highest intent signals

dun & bradstreet