dun & bradstreet

Decision HQ

Pinpoint Where Buying Decisions Are Made Within Enterprises

Decision HQ (DHQ) is Dun & Bradstreet's global solution which looks into linkages within family trees of an enterprise as well as business activities at each site to identify locations with buying decision authority by calculating a "decision-making power" score.

Sales Planning and Marketing professionals are continually trying to optimize sales effectiveness and improve conversion rates by refining qualification criteria and narrowing in on sales-ready leads – those with the highest level of budget, authority and need. DHQ provides an important ingredient into this mission critical equation – those sites within large corporate families which have a buying decision power may also have the most influence over the budget.

Not all business locations make their own buying decisions. Business development time and effort is best utilized engaging with the decision makers. It is helpful, but not always possible, to know which sites or organizational entities control or influence those purchasing decisions. This is where Dun & Bradstreet (D&B) comes in with its advanced analytics solution DHQ.

VALUE PROPOSITION

Decision HQ can be effectively used to drive the assignment of the likely decision making entity or entities within large, complex corporate structures. Here's the primary benefits that D&B customers achieve with this innovative solution:

DHQ helps businesses of all sizes shorten the sales cycle by pinpointing locations where purchasing decisions are most likely being made. And this can be done globally.

DHQ helps enterprises focus resources on the optimal locations of their customers and prospects and spend more time selling than doing research and making misguided calls. Sales leaders can benefit from more intelligent account assignment and sales territory planning.

DHQ helps marketing teams precisely and smartly allocate marketing dollars to target the right locations and contacts to drive campaign efficiency, improved response rates and higher ROI.

D&B ADVANCED ANALYTICS PORTFOLIO:

To optimize sales effectiveness and achieve intelligent targeting, our customers rely on the following D&B solutions using them separately or in conjunction with each other:

BUDGET: *Buydex* analyses a business establishment's overall Spend Capacity.

AUTHORITY: *Decision HQ* assesses business site's Decision Making Power.

NEED: *Industry-Specific Buydex* and *Propensity Models* evaluate an enterprise's needs for products and services. *Material Change* anticipates that need growing.

THE MODEL

Our proprietary model was created using the most robust methodologies and data sources. DHQ was thoroughly validated and the scores are updated on a monthly basis. Multiple tests have proved again and again its accuracy and business value. DHQ provides invaluable insights which can help companies like yours improve their marketing and sales effectiveness.

As a standard solution, DHQ pinpoints the sites where all kinds of buying decisions occur. If a client prefers to target business locations with buying decision power that is specific to their product or service, D&B can customize DHQ based on the standard solution plus the client's own data. This approach allows further refinement and improves model performance.

DECISION HQ MODEL – DATA INPUTS

FIRMOGRAPHICS

Physical Size
Financial Size
Line of Business

INQUIRY INFORMATION

Inquiries to D&B
Industry Inquiries
Batch Match Audit
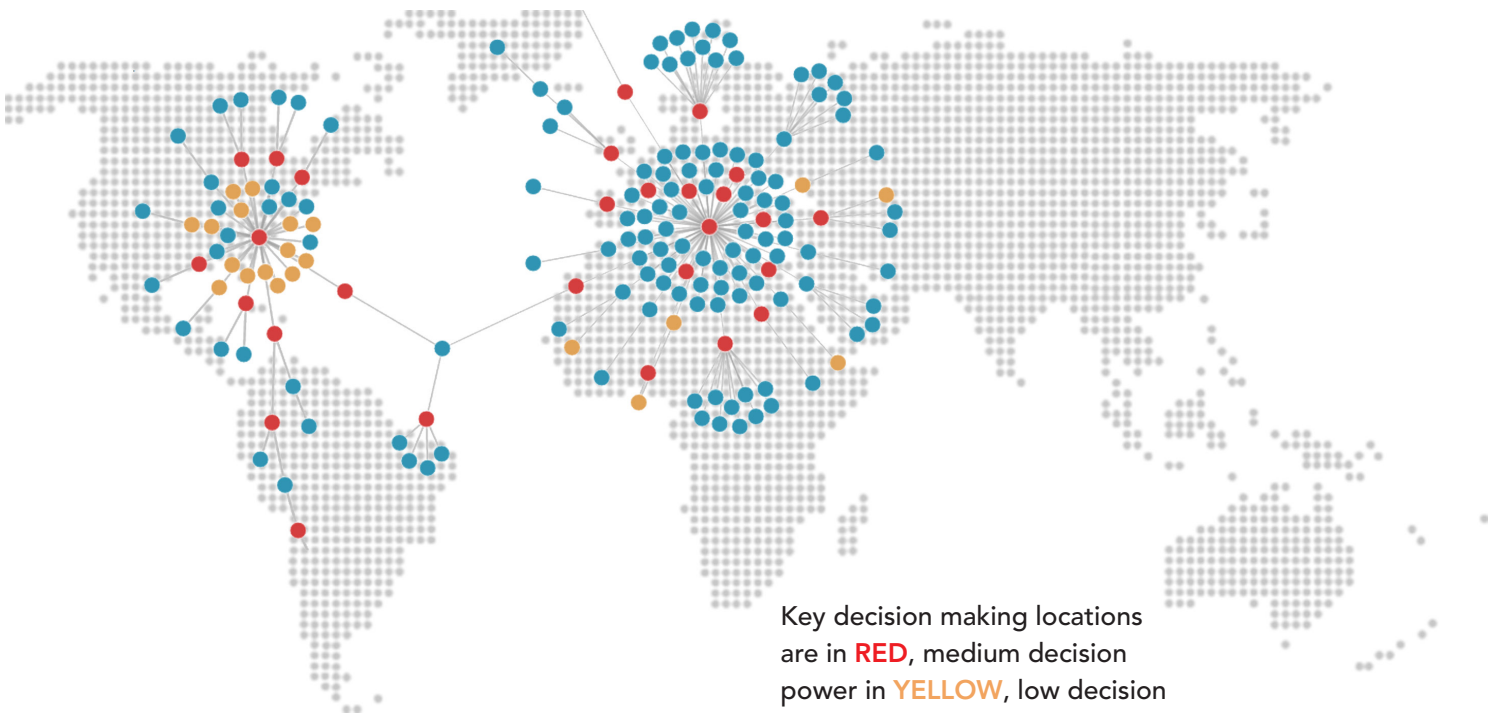
PRESENCE OF C-LEVEL EXECUTIVES

D&B Data Collection

CORPORATE LINKAGE INFORMATION

Influence over Subordinate
Branches and Subsidiaries
Influence from Superior
Business Entities
Position in the Family Tree

DECISION HQ DATA VISUALIZATION

Key decision making locations
are in RED, medium decision
power in YELLOW, low decision
power in BLUE

GLOBAL MARKET STATS:

– Of the 240 million business locations in the D&B global file, 19 Million are members of a family tree
(i.e. they are not stand-alone establishments).

– The top 5,000 corporate family trees in D&B Worldbase® are composed of over 2.5 Million individual sites.

– An average of 25% of corporate sites are responsible for 90% spending of the whole enterprise.

D&B'S ADVANCED ANALYTICS TEAM OVERVIEW

ANALYTICAL EXPERTISE

– 110+ quantitative analysts including 20+ PhDs, with average 10+ years of experience in modeling, strategy, and implementation.

– Offices worldwide to support our clients in the US, UK and Asia Pacific.

– Developed hundreds of custom predictive models globally.

– D&B analytics based strategies and models used by 90% of Fortune 500.

BREADTH & POWER OF DATA

– Expertise and knowledge in commercial, consumer, and industry specific information.

– Proprietary data assets lend predictiveness to analytics.

– 50+ custom analytics engagements past year in multiple industries: Financial Services, Insurance, Technology, Telecom, Manufacturing, Retail, Service, Energy.

– Content from 30K sources, updated 5M times a day.

CONSULTATIVE SUPPORT

– 35 analytic solution consultants who work intimately with clients to understand their needs and to tailor solutions specific to their business problems across all industries.

– Expertise and knowledge in all areas of analytics and identity resolution.

CUTTING EDGE METHODOLOGIES

– Specializing in big data engineering, machine learning and social media analytics to enable continual innovation.

– Heavily investing in R&D to continually expand other areas: risk associated with location, professional executives associated with the business, supply chain network and political/economic climate of countries.

– Expertise in all statistical software: SAS, SPSS, R, Python.

PARTNER WITH D&B'S ADVANCED ANALYTIC SERVICES TEAM

Our experienced best practices consultants work with you to develop an informed perspective to drive decisions that manage risk, seize opportunities, and grow your business. Please call us at 973-921-5864 to discuss your needs, or contact your Account Manager.

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