

Global Reference Solution

The power of D&B's unrivalled global data coverage and the insight of D&B's corporate linkage in a single service



Use D&B's unrivalled global, online business database to give you the full picture of a business, minimising risk to your organisation.

If you have responsibility in your company for fraud detection, regulatory compliance, research, business development, or strategy and planning, you understand the importance of having access to all businesses in order to gain a complete picture of customers and prospects. It's difficult to get timely, accurate information about businesses and to trace corporate hierarchies. Using multiple sources of information is expensive and inefficient.

Fortunately, D&B's Global Reference Solution can help.

Global Reference Solution is the only comprehensive source of information on 245 million businesses worldwide. The database is refreshed daily, so you always have access to the most up-to-date information, giving you confidence when you need to make a business critical decision. You can access global reference solutions through a simple user friendly web interface.

WHY GLOBAL REFERENCE SOLUTION?

D&B's Global Reference Solution gives you access to worldwide information that will help your company detect fraud and comply with regulations. It also helps you address a broad range of other business issues. Global Reference Solution also provides you with:

- Coverage – unrivalled access to over 245 million global businesses. No other provider can give you access to information on as many businesses
- Daily data refresh – provides you with accurate data everyday so that you can ensure you make business critical decisions with confidence
- Corporate linkage – allowing you to understand the broader picture of the risks your business may be exposed to
- Data quality – providing you with information which has gone through our DUNSRight™ Quality Process.

D&B's proprietary DUNSRight™ Quality Process is how we collect and enhance information for all D&B solutions. DUNSRight means information you can trust.

WHAT INFORMATION CAN I GET ON BUSINESSES?

- **Who runs the business?**
The names of executives, partners, proprietor
- **What does the business do?**
The line of business, Standard Industrial Classification Code (SIC), NACE, UNSPSC and even your own codes
- **Where does the business operate?**
The trading address, telephone number
- **How large is the business?**
The number of employees, sales(\$), networth
- **How long has the business been trading?**
The age of the business
- **Which corporate family owns the business (where applicable)?**
Who are they part of and where does the company fit within the corporate family
- **Which other businesses operate from the same address?**

COMPLIANCE AND DUE DILIGENCE BENEFITS

Minimise Business Uncertainty

- Ensure you have access to as many business records as possible, enabling you to conduct rigorous compliance checks
- Verify the existence and background of any business, anywhere in the world, quickly and easily
- Ensure compliance with Know Your Customer regulations
- Trace fraudulent operations globally through corporate family connections
- Avoid conflicts of interest
- Identify companies that are operating from the same address and using the same name, telephone number, fax number, and management
- Understand corporate family structure to obtain a complete picture of customers and prospects
- Understand executive business affiliations
- Avoid associating with fraudulent companies and prospects

Sales and Marketing Benefits

- Increase revenue and profits
- Assess opportunities in any market sector, in any country or region
- Create targeted sales/marketing lists by continent, country, or industry
- Identify "hidden" sales opportunities among corporate family members of your existing customers
- Align your sales resources around those client groups with the highest potential
- Develop cost-effective sales profiles within new or existing markets
- Increase your negotiating leverage by understanding supplier relationships within corporate families



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ABOUT DUN & BRADSTREET

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. For more about Dun & Bradstreet, visit DNB.com.

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