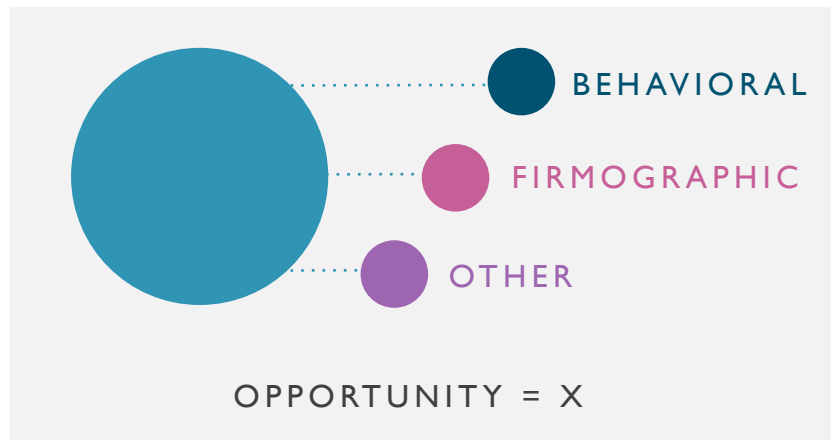dun&bradstreet

Global Material Change

SOLUTION OVERVIEW

OPPORTUNITY, OR DEMAND FOR A COMPANY'S PRODUCTS AND SERVICES, IS ALWAYS SHIFTING

Expanding with growing businesses and contracting with those in decline

BEHAVIORAL

FIRMOGRAPHIC

OTHER

OPPORTUNITY = X

POISED FOR FUTURE GROWTH

HEADED TOWARD DECAY

OPPORTUNITY ≠ X, BUT Y OR Z

Leading marketers today are adept at estimating opportunity using known historical or present-day data attributes.
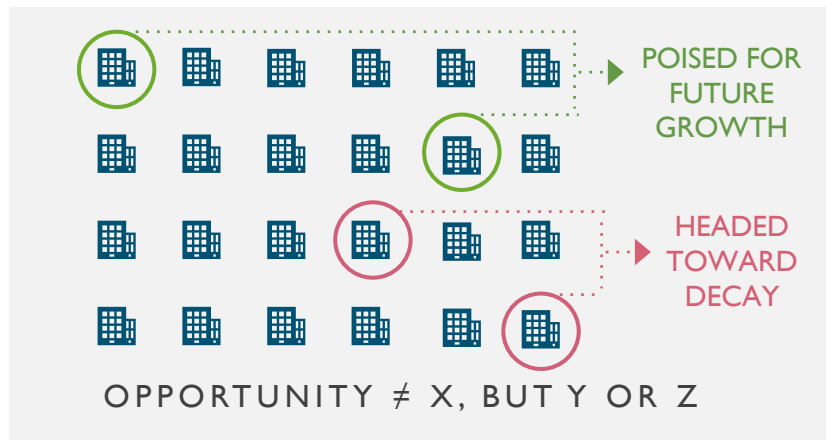
Competitive advantage emerges with the ability to anticipate the future needs of a business, before they show obvious signs of material change in opportunity profile.

THE ABILITY TO FORESEE AND PLAN FOR OPPORTUNITIES BEFORE THEY OCCUR IS INCREDIBLY POWERFUL

Expand Prospect Pool

Target businesses that may not have qualified based on current selection criteria but have near term potential.

Optimize Account Management

Organize sales channel and account segmentation considering current and future opportunity profiles.
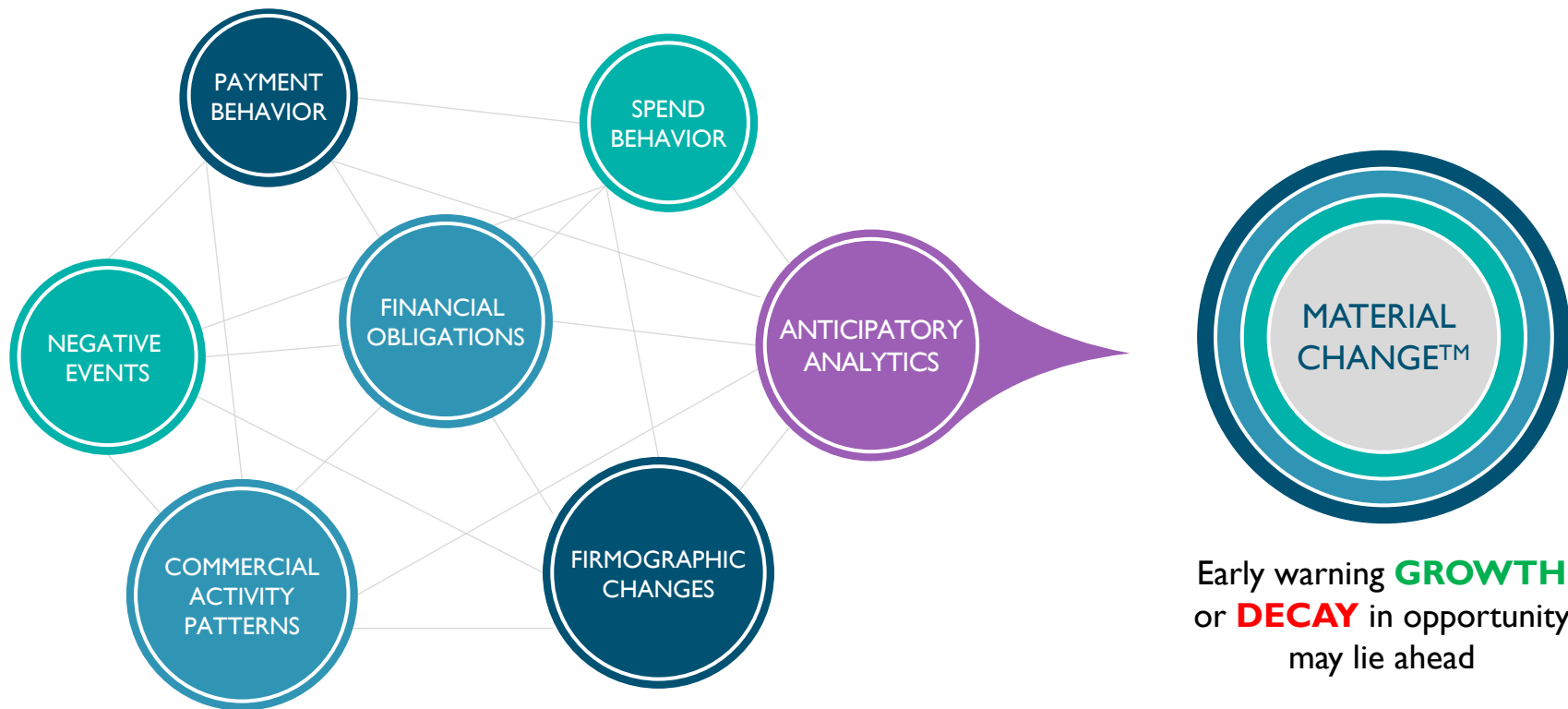
Get Ahead of Competition

Increase market share by anticipating needs and getting an offer out ahead of the competition.

Pinpoint Up-sell Opportunities

Identify those that are ripe for your product or service given their growth trajectory.
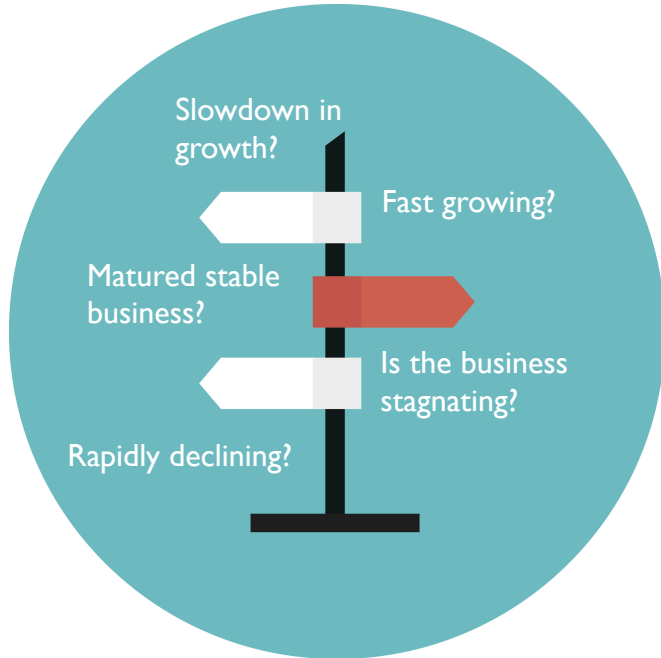
WE ARE EXTENDING OUR OFFERING OF ANTICIPATORY ANALYTICS TO BUSINESSES ACROSS THE GLOBE

FUTURE BUSINESS TRAJECTORY

- Global Material Change anticipates future trajectory of businesses worldwide.

- It predicts businesses that are poised to grow and the ones susceptible to deteriorate over the next 12 months.

- Future trajectory of a business is currently measured by growth/deterioration in its Financial Strength and Physical Size.

GMC IS AN ADVANCED ANALYTICAL SOLUTION

That sieves through millions of data inputs to deliver insights that is most meaningful and relevant to customers

What challenges do Big Data pose?

How D&B solves these challenges through GMC?

VALIDITY, VERACITY, VOLATILITY

Is the data correct and accurate for the intended use? Are the results meaningful for the given problem? How do we separate noise from insights?

VARIETY, VOLUME, VELOCITY

Millions of data points are created from variety of data sources, processed at great speed and validated against different time periods to deliver meaningful insights regarding future growth/decline of a business

GMC WILL MEASURE GROWTH/DECLINE IN PHYSICAL SIZE AND FINANCIAL STRENGTH OF BUSINESSES OVER 12-MONTHS

	FINANCIAL STRENGTH/SALES	PHYSICAL SIZE/EMPLOYEES
GROWTH	• 10% or more increase in actual Sales over 12 months OR • 15% or more increase in estimated Sales over 12 months	<table><tr><td>Business Size (employees count)</td><td>% Increase (over 12M)</td></tr><tr><td>1 to 9</td><td>20%</td></tr><tr><td>10+</td><td>10%</td></tr></table>
DETERIORATION	• 10% or more decrease in actual Sales over 12 months OR • 15% or more decrease in estimated Sales over 12 months	<table><tr><td>Business Size (employee count)</td><td>% Decrease (over 12M)</td></tr><tr><td>1-9</td><td>20%</td></tr><tr><td>10+</td><td>10%</td></tr></table>

Growth and Deterioration metrics are tracked at D-U-N-S level
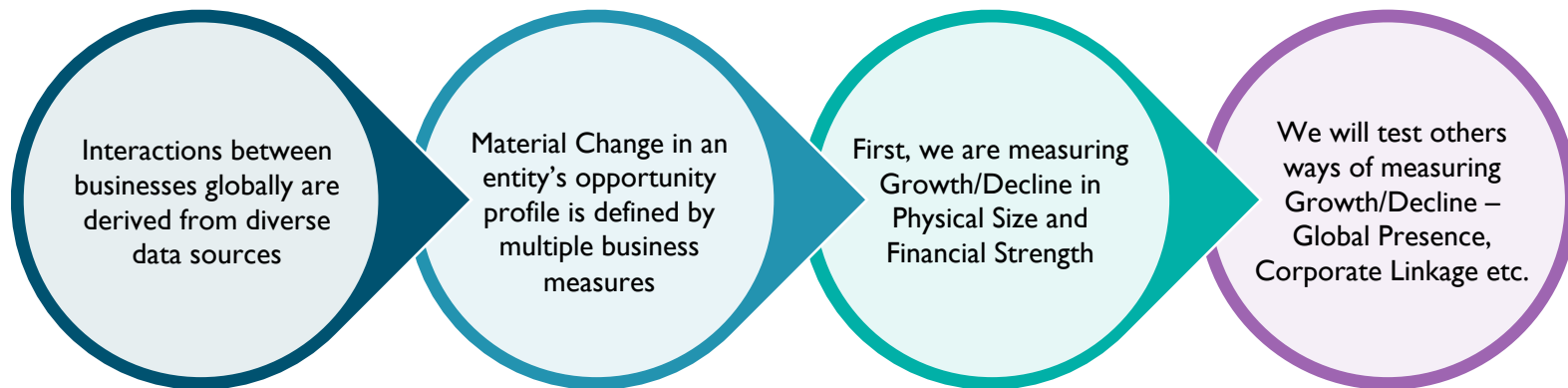
INSIGHTS DERIVED FROM THE DUN & BRADSTREET DATA CLOUD HAVE ENABLED THE DEVELOPMENT OF THIS ANTICIPATORY SOLUTION

Global Trade Data*

Global Inquiries

Match Audit, Global Cross Border Inquiries

Traditional and Alternate Linkage

Corporate Linkage

M&A

Intelligent Change Management

WorldBase

Firmographics

Shipment

Imports & Exports

Sample Predictors of Growth/Decline

- Sales value
- Total number of unique countries from which the inquiry came from over the last 12 months
- Total match audit signal both online and batch with averaged over 6 months
- Aggregated Signal over past 6months that captures decrease in signal for sales
- Indicates number of countries from which the shipment is done
- Total number of franchises in the month

* Under evaluation. Other data sources under considerations – Financials, Legal Events, Intent, Web activity, Etc.

GMC WILL SCORE RECORDS IN ONE OF THE THREE SEGMENTS BASED ON AN UNDERLYING RAW SCORE.

SEGMENTS
GMC Segments based on: Sales & Employees Models:
Growth, Stable, Decay

PROBABILITY OF GROWTH
Rank ordering businesses based on their Probability of Growth* (ranges between 0 and 1)

AVAILABILITY RULES:

- All active records across the globe will be scored

- Businesses without actual/modeled sales and actual/modeled employees will not be scored

- Businesses considered as government institutions will not be scored

*Businesses with lower probability of growth are considered to have higher likelihood of deterioration

THE SOLUTION WILL EVOLVE AS WE TEST AND LEARN, IMPROVISE EXISTING USE CASES AND UNCOVER NEW APPLICATIONS

Additional dimensions under considerations for predicting future trajectory include:

GLOBAL MATERIAL CHANGE

Inquiries

Is there correlation between Dun & Bradstreet inquires and future trajectory?

Business Age

How do young businesses grow across industries?

Corporate Tree

How to measure growth within Corporate Family Tree?