Hewlett Packard
Enterprise

DNB MONITORING OVERVIEW (EMDM) - TECH TALK

Tushar Otia

Entity MDM

Global IT – Data And Analytics

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DUN AND BRADSTREET (D&B) OVERVIEW

The **Dun & Bradstreet Corporation** is one of the world's leading suppliers of business information with a global database (The Dun & Bradstreet Data Cloud) covering some 315 million companies. It mines data to help customers manage risk, accelerate sales, and lower costs through **Data-as-a-Service** (DaaS) integrations, software and subscriptions, and files and reports. The company's product areas include credit and risk, sales and marketing, **master data**, supply chain management, and compliance.

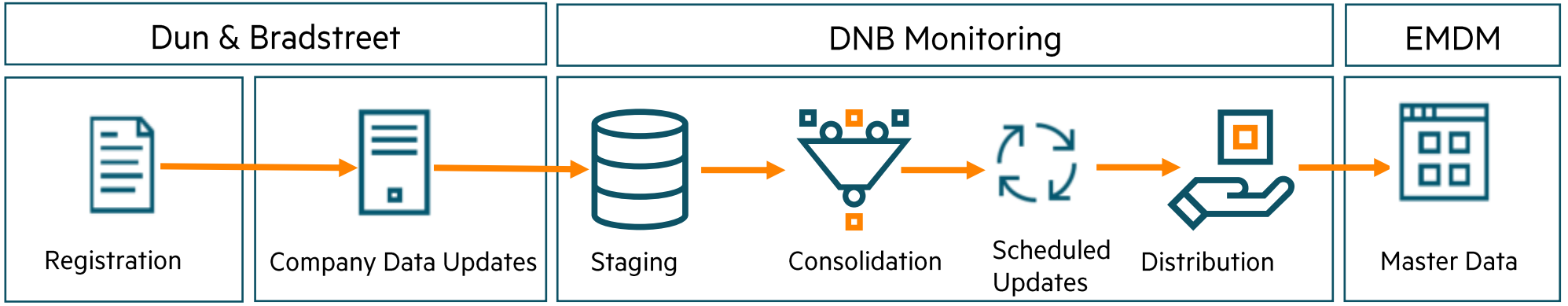
dun & bradstreet

Entity MDM leverages D&B as its primary data source for Company Data including the Company legal hierarchy structure. D&B is accessed real time within all of the EMDM's party creation processes. Post initial Party creation EMDM has an offline process to create the remaining Parties for the entire Company's legal hierarchy structure.

WHAT IS DNB MONITORING

Entity MDM primarily sources company data from Dun & Bradstreet. DNB Monitoring enables Entity MDM to keep the data up-to date with DNB and enables continuous enrichment of data
Its more than monitoring it includes tools where you compare EMDM vs DNB data and take appropriate decisions

High Level DNB Data Flow



WHY DNB MONITORING

Company Data in EMDM can get stale/out-of-date when compared with DNB Source System

Business Growth

- Connected, real time quality data
- Improved lead generation / Conversion
- Enables improved Install Base programs

Customer, Partner, Sales Experience

- Improved service delivery
- Improved Sales Strategy and planning
- Improved TAT for Quoting and Order Management

Cost / Efficiency

- Improved efficiency in data operations
- Less reactive data cleanup/patching

Compliance

- Better end customer verification – less fraud
- Updated Industry Classification Codes
- Enhanced RISK avoidance
- Enhanced overall data accuracy

DNB PRODUCTS

CMPEEL PRODUCT
A DNB Product that offers information on core DNB attributes

AASBIG PRODUCT
A DNB Product that offers BuyDex Score information on a DUNS ID. The Global IT Buydex allows you to segment customers and prospects based on their technology spending capacity.

AASDHQ PRODUCT
A DNB Product that offers Decision HQ information on a DUNS ID. The Decision HQ assessment is the most efficient way to gain insight into the decision-making locations of customer or prospect.

AASSEM PRODUCT
A DNB Product that offers Dominant information on a DUNS ID. Provides Sales and Employees related information.

FAMILY TREE PRODUCT
A DNB Product that gives parent child relationship between companies and their hierarchy structure.

DNB MONITORING FEATURES

REGISTRATION

SINGLE DUNS BASED REGISTRATION

Enables Registration for a Single DUNS at a time

MULTI DUNS REGISTRATION (FILE BASED)

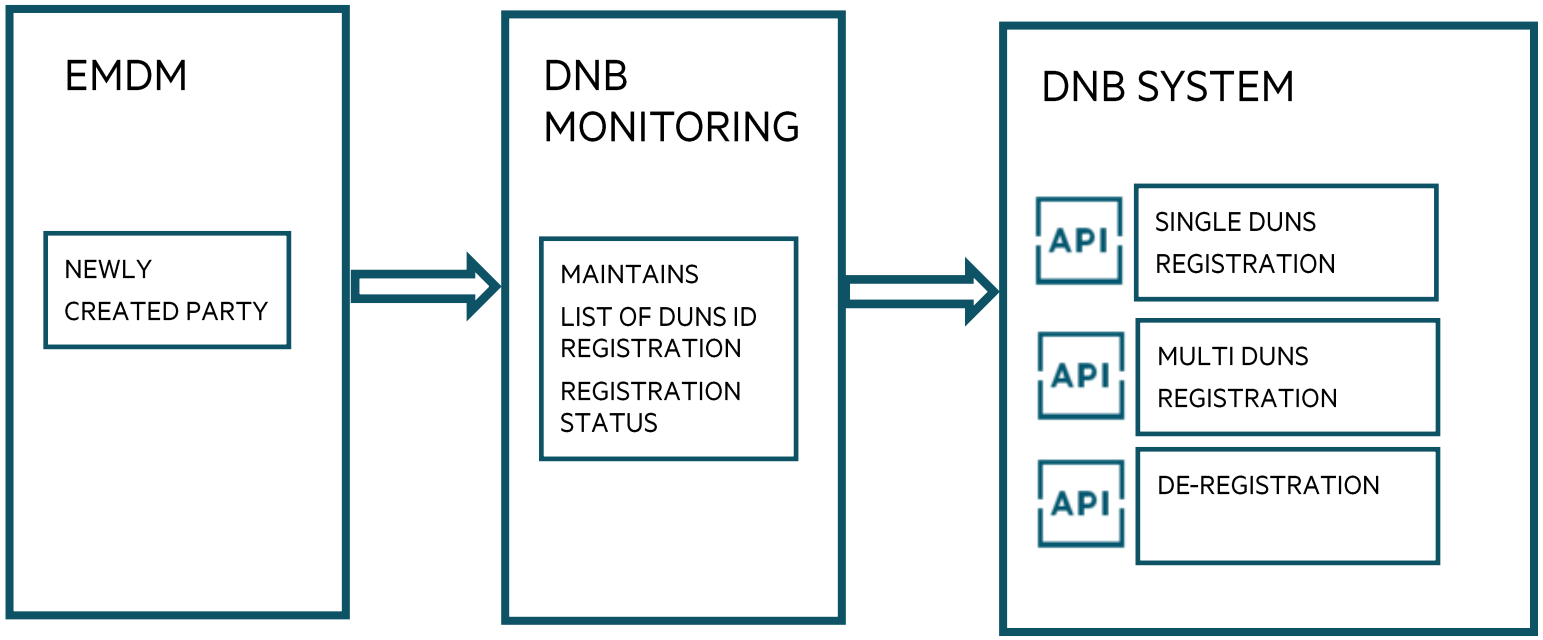
Enables Registration for a Multiple DUNS at a time

AUTOMATIC REGISTRATION

Automatic/No-touch registration upon newly created party in EMDM

DUNS DE-REGISTRATION

Ability to stop the DUNS updates by de-registering the DUNS



DNB MONITORING FEATURES

ATTRIBUTE LEVEL UPDATES

ENABLES FINE CONTROL OVER UPDATES AT ATTRIBUTE LEVEL

e.g., Tax Codes can be turned on/off for updates

ENABLES FINE CONTOL OVER UPDATES FOR A DUNS ID

e.g., DUNS ID can be turned on/off for updates

ENABLES FINE CONTOL OVER FRQUENCY OF UPDATES

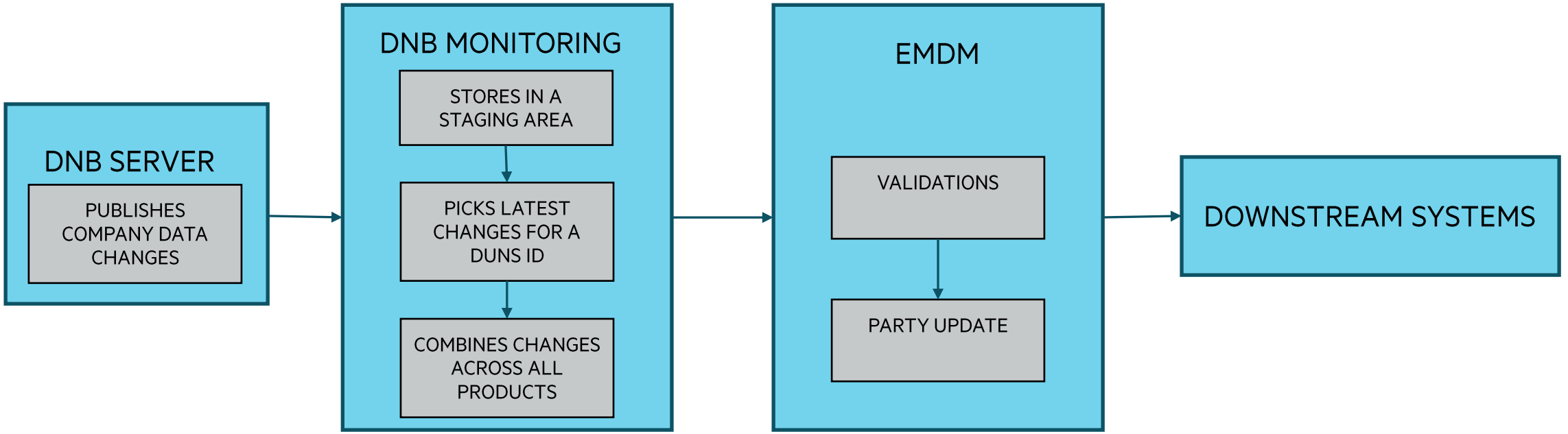
e.g., Currently supported frequencies are Weekly, Monthly, Quarterly

ENABLES FINE CONTOL BY THROTTLING THE NUMBER OF UPDATES

e.g., Throttling limit is in place to control the number of updates flowing into EMDM and subsequently the downstream applications (e.g., S4, SFDC, GTS etc.)

The throttling limit is configurable per day

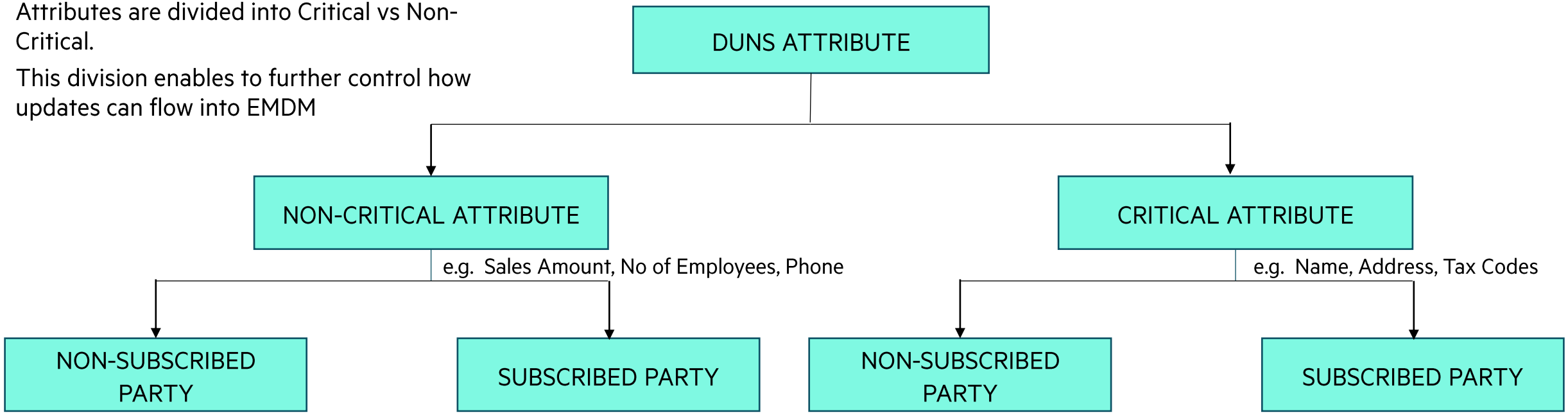
DNB MONITORING FLOW



AUTOMATIC/NO-TOUCH VS ON-DEMAND UPDATES

Attributes are divided into Critical vs Non-Critical.

This division enables to further control how updates can flow into EMDM



Automatic No-touch

Automatic No-touch

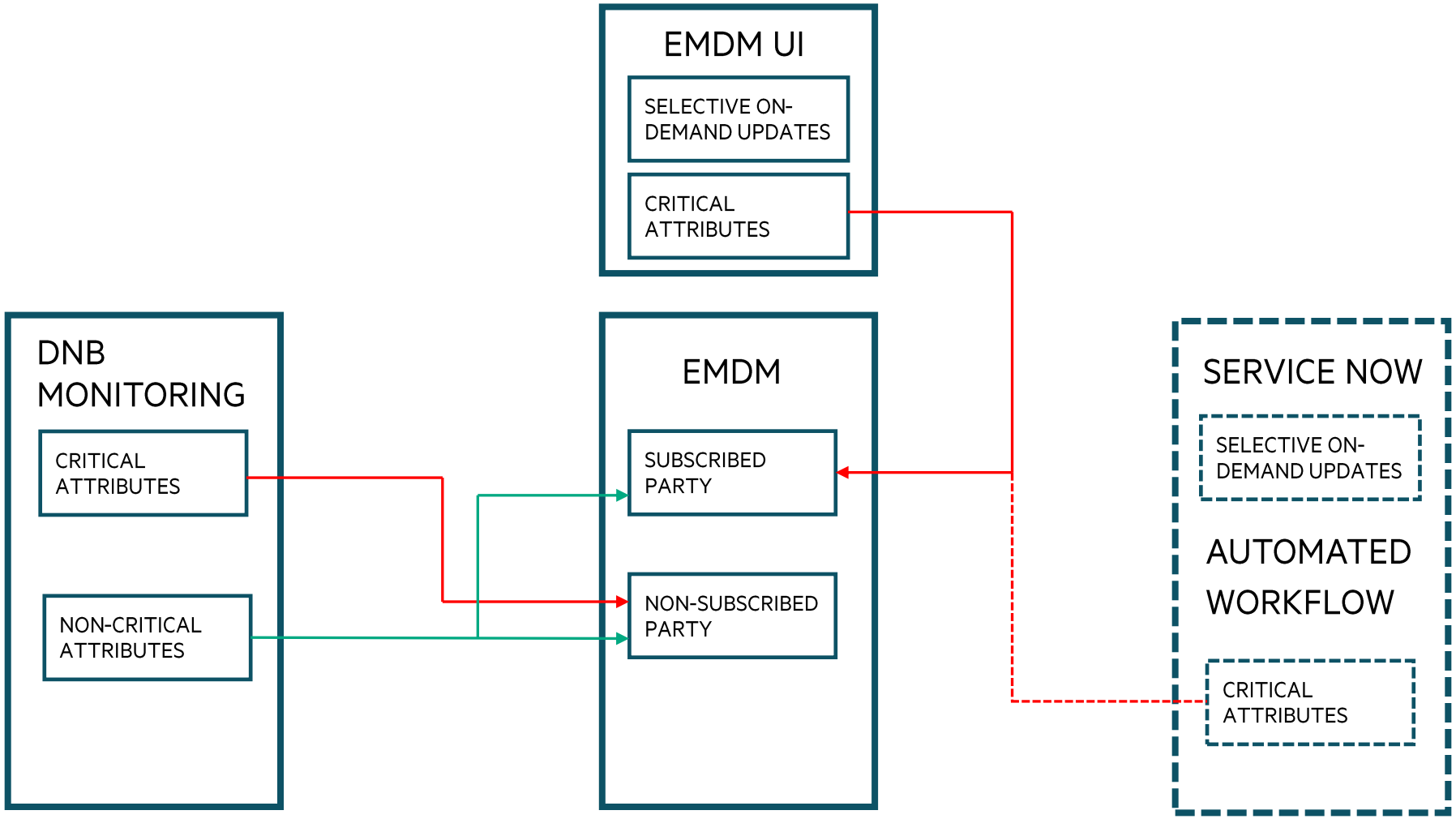
Automatic No-touch

On Demand Updates

- EMDM UI
- SERVICE NOW WORKFLOW

(Implementation In Progress)

CRITICAL/NON-CRITICAL ATTRIBUTES FLOW



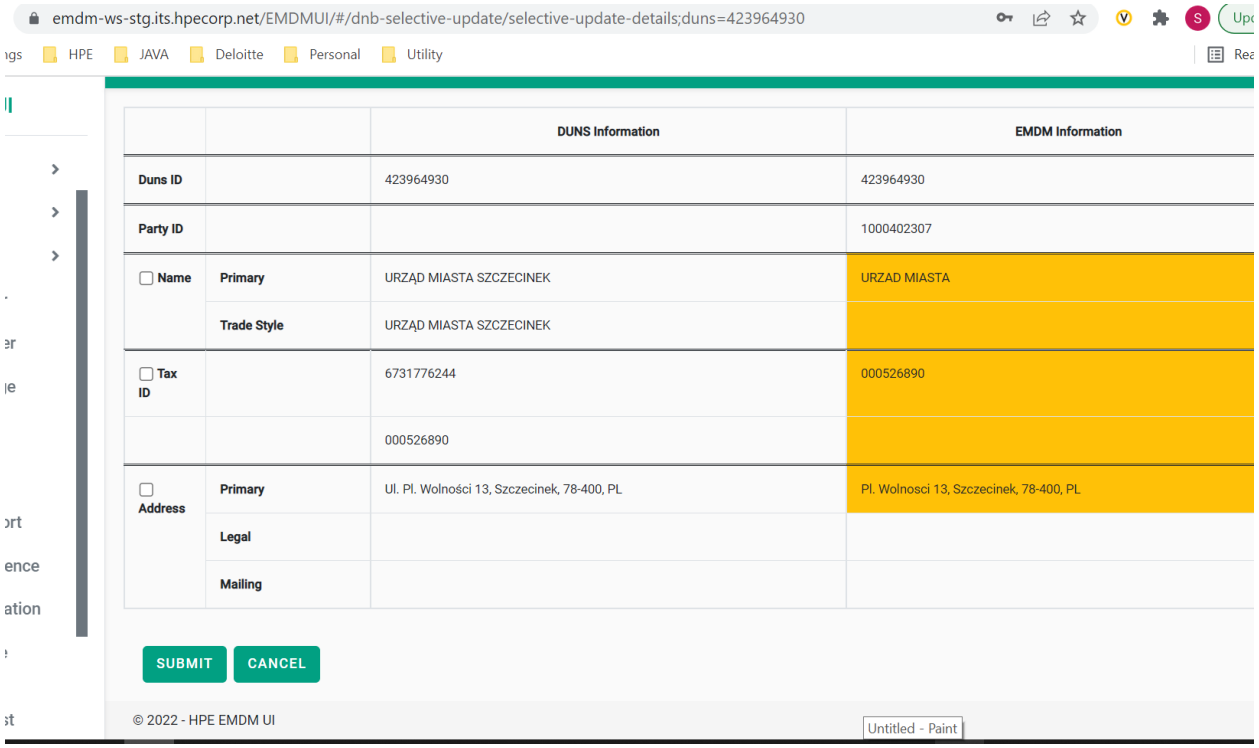
DNB NOTIFICATION TYPES

- SEED
  - SEED is like snap-shot of the entire DNB data, this is the first update that we receive from DNB for any product
- UPDATES
  - UPDATE is the incremental updates that we receive from DNB for any attribute
- DELETE
  - DELETE event is received when any DUNS ID gets Deleted
- UNDELETE
  - UNDELETED event is received when any previously deleted DUNS is undeleted
- TRANSFER
  - TRANSFER event is received when a DUNS ID is transferred to a new DUNS ID


```
{
    "type": "UPDATE",
    "organization": {
        "subjectID": "000000000001",
        "subjectIDType": "SBFEID"
    },
    "elements": [
        {
            "element": "organization.registeredAddress.streetName",
            "previous": "BUILDING 4, HATTERS LANE, CROXLEY GREENBUSINESS PARK",
            "current": "BUILDING 4, HATTERS LANE"
        }
    ]
}
```

SELECTIVE ON DEMAND UPDATE TOOL

- Enables the user to compare EMDM data vs DNB data and selectively update individual critical attributes if desired
- This enables the EMDM Ops team to update fields with confidence which does not impact any downstream systems



MULTI-DUNS COMPARISION TOOL

- This enables the business user to compare multiple DUNS from DNB
- It also allows them to compare with EMDM data if needed

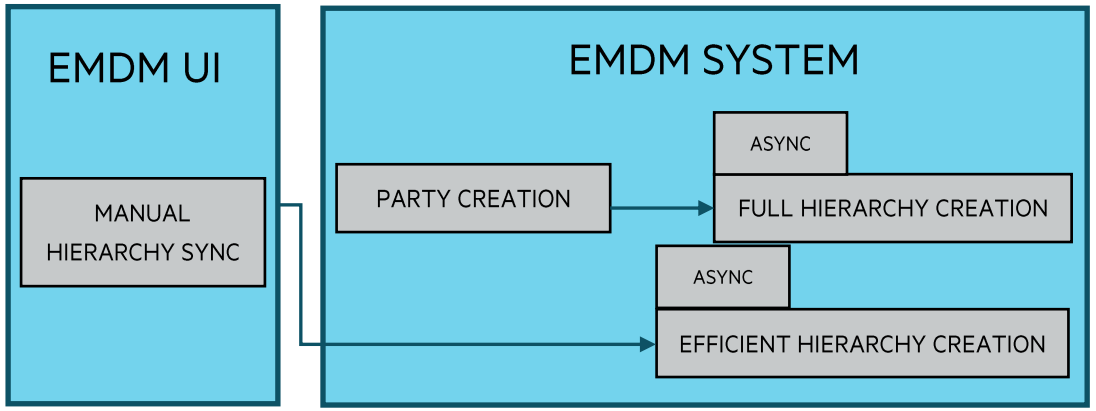
	COMPARE W/ EMDM	COMPARE W/ EMDM	COMPARE W/ EMDM
Duns IDs	704831258	731522342	415486367
Organization Name	Beijing Yidian New Energy Technology Co., Ltd.	Zhongchuan Xinneng (Delingha) Optothermal Co., Ltd.	Zhongdian Inner Mongolia Solar Energy Power Generation Co., Ltd.
Site Names	北京翌电新能源科技有限公司	中船新能(德令哈)光热有限公司	中电内蒙古太阳能热发电有限公司
Duns Control Status	ACTIVE	ACTIVE	ACTIVE
Tradestyle Name 1	-	-	-
Tradestyle Name 2	-	-	-
Tradestyle Name 3	-	-	-
Tradestyle Name 4	-	-	-
Tradestyle Name 5	-	-	-
Tradestyle Name 6	-	-	-
Address Line 1	621-5, Unit 1, Floor 6, No.99, Yuexiu Road, Haidian District	No.16, Qilian Road	Building 03, Jiuchang Jiefang, Hailiutu Town, Urad Middle Banner
Address Line 2	-	-	-

PARTY HIERARCHY STREAMLINING

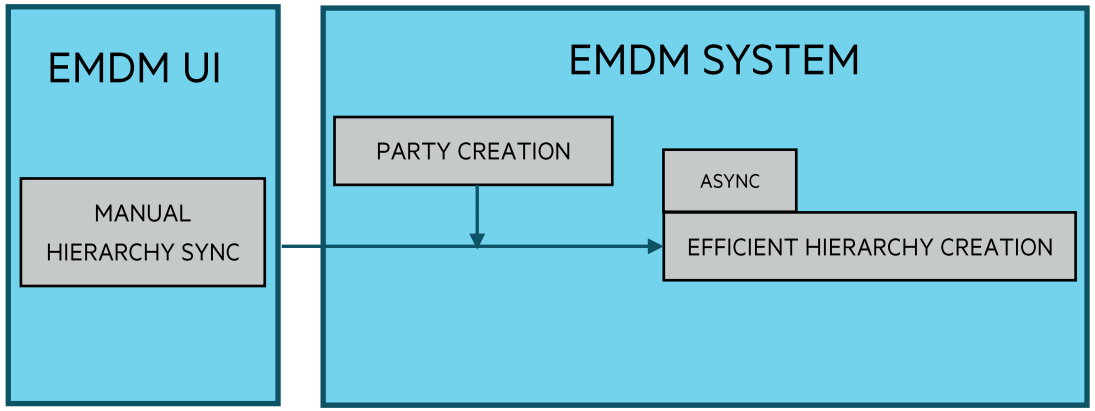
Before EMDM had multiple ways of creating hierarchy

DNB Monitoring streamlined this process and now there is only one way of creating hierarchies in EMDM

BEFORE

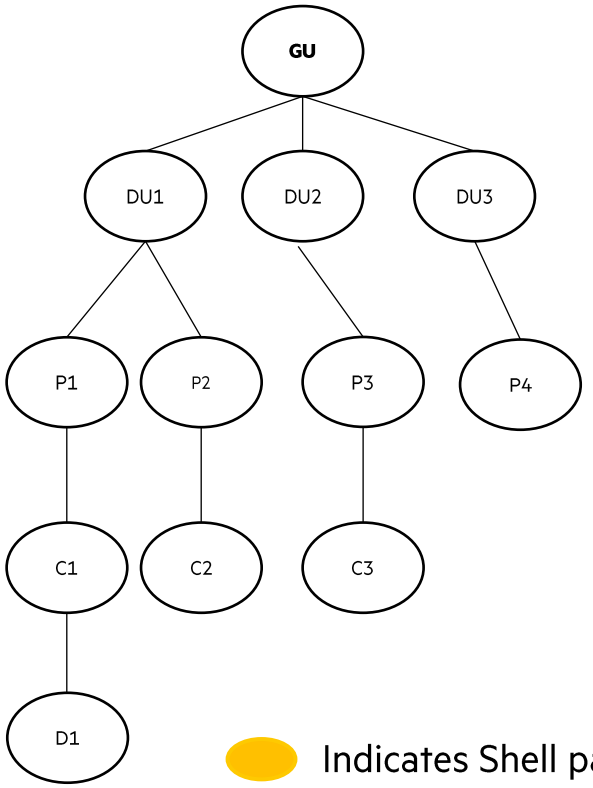


AFTER

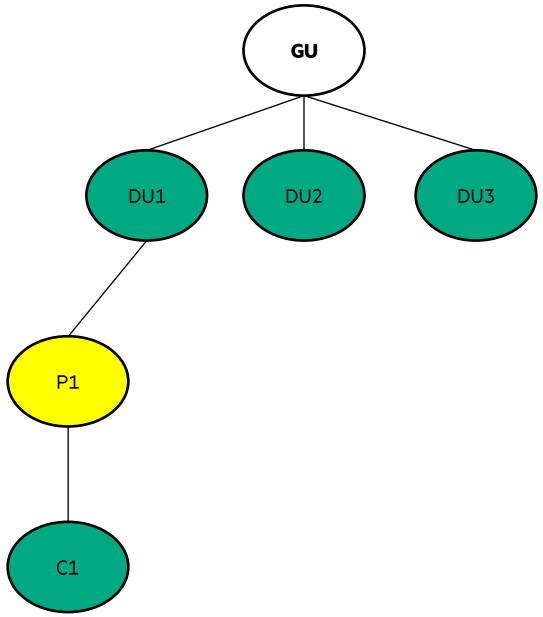


C1 – Party getting created in EMDM

BEFORE



AFTER



Indicates Shell party

Indicates Full party

DNB LINKS FOR FURTHER READING

https://directplus.documentation.dnb.com/html/guides/Monitor/Overview.html

https://directplus.documentation.dnb.com/html/guides/Monitor/FamilyTree.html#:~:text=Family%20Tree%20Monitoring%20is%20a,that%20is%20permitted%20is%20SUMMARY.

WEEKLY UPDATE LINKS

EMDM WEEKLY UPDATE