

CUSTOMER STORY

F5 Leverages Dun & Bradstreet's quality data in its CRM to ramp up their ROI



F5 Network, based in Seattle, Washington, is the leading provider of application delivery networking products that optimize the security, performance and availability of network applications, servers and storage systems. Founded in 1996, F5 Network has enjoyed tremendous revenue growth, and in 2010, the company was featured in Fortune's 100 Fastest-Growing Companies list. F5 is focused on better leveraging its CRM to support future growth.



D&B HELPS F5 WITH A PLAN FOR FUTURE GROWTH

F5 approached D&B with the goal of supporting future growth in an organized, scalable and adaptable way—similar to the other market-leading, agile technologies F5 provides to its own customers. F5 had several major objectives:

- Understand the opportunity in existing accounts
- Know more about its top tier accounts to enable account growth
- Identify new prospects and acquire new customers
- Improve lead distribution
- Gain deeper insight into industry trends

Ultimately, F5 wanted to capitalize on its existing investment in CRM and MDM technologies to achieve these goals through better data.

“With Dun & Bradstreet, our sales teams have easy access to all of the insight they need in our CRM to sell effectively, accelerate sales cycles and boost their results.”

Andrea Jagla
Senior Manager, Sales Operations, F5



HOW IT WORKS

F5 quickly achieved account matches using Dun & Bradstreet's batch-matching technology, that incorporates more than 30,000 sources of data, updated more than a 1.5 million times daily using D&B's proprietary technology. Batch-matching connects partial and incomplete company and contact information with the D&B database in the background, providing a match quality grade for each match.

Using the D&B Match grade, F5 automatically matches company records with a D&B company record and assigns a D-U-N-S® Number, matching on the entire customer database in either an on-demand basis or a regularly set schedule, dramatically simplifying customer data management and reducing F5's need for additional data processes and resources.

In addition, Dun & Bradstreet automatically embeds and refreshes data and related social media, news, and more, with F5's database of customers and prospects, adding new external data elements to their customer data for a more complete perspective. Finally, the D-U-N-S® Number allows F5 the ability to link customer accounts using D&B's 3 million complete corporate family trees to get a holistic view of the account—including a view into who it is doing business with and who it is not, a valuable insight that allows them to quickly identify the best new cross-sell and up-sell opportunities within their customer base.



RESULTS AND ROI

F5 achieved significant data quality improvement results, including an increase of 80 percent in the number of customers with assigned D-U-N-S® Numbers. With the aid of the D-U-N-S® Numbers, their account data has been matched to the right companies and their company and contact data has been automatically cleansed, matched and enriched with D&B data, driving overall data quality on a global basis to a historical high by a wide margin.

For F5, the D-U-N-S® Number provides a way to uniquely identify company locations, allowing it to pull additional profile data from D&B's vast global database that sets the foundation for the Company's data management program and processes.

THE ROI: INTELLIGENT INSIGHT IN PROSPECTS AND CUSTOMERS IN YOUR CRM

- Enhance prospecting results
- Drive higher cross-sell
- Improve sales effectiveness
- Streamline data management

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.