

CUSTOMER STORY

Rostelecom Assesses Compliance And Credit Risk To Service To Millions At The XXII Olympic And XI Paralympic Winter Games With Help From Dun & Bradstreet



Rostelecom



Open joint-stock company, Rostelecom (www.rostelecom.ru) is one of the largest national telecommunications companies in Russia and Europe. With a presence in every segment of the telecommunications services market they reach more than 34 million households in Russia. The Company holds a leading position on the Russian broadband and pay TV markets, with over 11.2 million fixed-line broadband subscribers and more than 8.0 million pay TV customers, of which more than 2.7 million use the unique nationwide "Interactive TV" product.

OJSC Rostelecom was honored to be the General partner of the XXII Olympic Winter Games and XI Paralympic Winter Games held in Sochi, Russia in 2014. In this capacity, Rostelecom built the telecommunication infrastructure needed for the Games host, television broadcasting maintenance and also provision of the most up-to-date telecommunication services to the organizers, participants and guests of the Olympic Games.



THE OLYMPIC CHALLENGE

When Rostelecom became a General Partner of the XXII Olympic Winter Games and XI Paralympic Winter Games in Sochi, Russia, the firm's direct connections with more than 150 networks in 70 countries would help them establish the infrastructure needed to support the Games. However, they realized there would be a "Know Your Supplier" challenge and also one in assessing and managing credit risk as suppliers and users quickly came onboard with a need for service.



HOW IT WORKS RAMPING UP TO SERVICE MILLIONS

During the busy planning stages and the actual events we were servicing media representatives, television and radio broadcasting companies, National Olympic Committees, the teams participating, guests of the Olympic Games and sports fans from all over the world who all became our customers during the Games. At a time like this, high quality service still goes hand-in-hand with the need to maintain the company's high operating standards and corporate compliance practices that include strict Know Your Supplier (KYS) and Know Your Customer (KYC) activities.



HOW IT WORKS

RAMPING UP TO SERVICE MILLIONS (CONT'D)

Being a major player in the global telecommunication market, Rostelecom began ten years ago to develop its own way to assess and verify the credibility of potential and existing customers worldwide. Based on the scale of this effort with the Olympic games, Rostelecom selected Dun & Bradstreet (D&B), the agency of business information, as a partner to help with such challenges as “How to check your client portfolio quickly and accurately?” and “How to manage credit risks in a particular situation?” Personal experience gained in the area of KYS procedures and receivables management were inextricably connected to apply the latest techniques to best match the challenges. With Dun & Bradstreet engaged, and based on the strength of the solutions they could apply, we were able to significantly enhance our capabilities. Master of his craft is proud of his tool – a key to any, even the most unexpected matter, should always be in his suitcase. Our “suitcase” is opened and here is our key – Dun & Bradstreet’s Data Integration Toolkit (DIT)!



RESULTS AND ROI

THE GOLD!

With Dun & Bradstreet’s Data Integration Toolkit performing a prompt check of hundreds of customers at a time was no longer an issue. We were able to track our credit risks efficiently and accurately. Our customers could be confident about the quality and speed of our services and we were confident in our clients and the partner – Dun & Bradstreet solutions offer the flexibility that helps us to feel confident in any situation.

Interfax – Dun & Bradstreet, established in 2008, is the joint project of the International Group of Interfax and Dun & Bradstreet, global leader in the segment of business information and credit risk assessment, recognized OJSC* “Rostelecom” for the most successful credit management case in the Commonwealth of Independent States of the former Soviet Union (CIS) in 2014.



UK:
www.dnb.co.uk
T: +44 (0)800 001 234

BELGIUM:
www.dnb-belgium.be
T: 02 481 83 00

NETHERLANDS:
www.dnb-nederland.nl
T: 010 710 95 60

US:
www.dnb.com
T: +001 (800) 526-9018

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