

dun & bradstreet



D&B Optimizer

for MICROSOFT

Empower Your Organization with Accurate, Actionable Data in the Cloud

DATA WHERE AND WHEN YOU WANT IT





Businesses are drowning in data that is outdated, inaccurate, and at times, unmanageable in volume. This challenge becomes more acute when you consider the number of ways in which customers engage with companies across many different touchpoints — both online and offline. In a complex and dynamic global marketplace, having accurate data is the critical first step to sustainable growth. As a result, businesses are demanding access to more intelligent, real-time data to fuel growth. That's what our partnership with Microsoft brings to our mutual customers.

HOW IT WORKS

D&B Optimizer for Microsoft is a foundational data service from Dun & Bradstreet that improves the quality of your business data by correctly identifying, cleansing, and inserting firmographic intelligence into records within your Microsoft application environment. Powered by Dun & Bradstreet's global business database, D&B Optimizer for Microsoft delivers mastered business intelligence on more than **280 million** companies and their corporate hierarchies. By offering seamless connectivity through Microsoft's Azure cloud services, D&B Optimizer for Microsoft helps increase productivity and organizational alignment, while enabling customers to grow their most valuable business relationships.

Embedded in the heart of the Microsoft Common Data Service (CDS), D&B Optimizer for Microsoft serves as the foundational building block that links core business intelligence to additional insights, analytics, and data analysis capabilities provided by Dun & Bradstreet, or other third party data providers, giving customers a wealth of options to leverage data in new ways across their Microsoft stack. By combining Dun & Bradstreet's trusted data with Microsoft's CDS and Dynamics 365 platform, customers will now be able to leverage real-time, actionable data to help make critical business decisions.

Key capabilities include:

-  **Entity Resolution and Matching:** The ability to correctly identify, match, and streamline your business data based on Dun & Bradstreet's global reference data
-  **Data Enrichment:** The ability to ensure all records contain accurate core business firmographics, intelligence, and hierarchical relationships
-  **Continuous Data Hygiene:** The ability to continuously maintain the integrity of business data as organizations evolve
-  **Data Analysis and Visualization:** The ability to measure the health and completeness of your customer, partner, and prospect data sets

DATA STEWARDSHIP REPORT

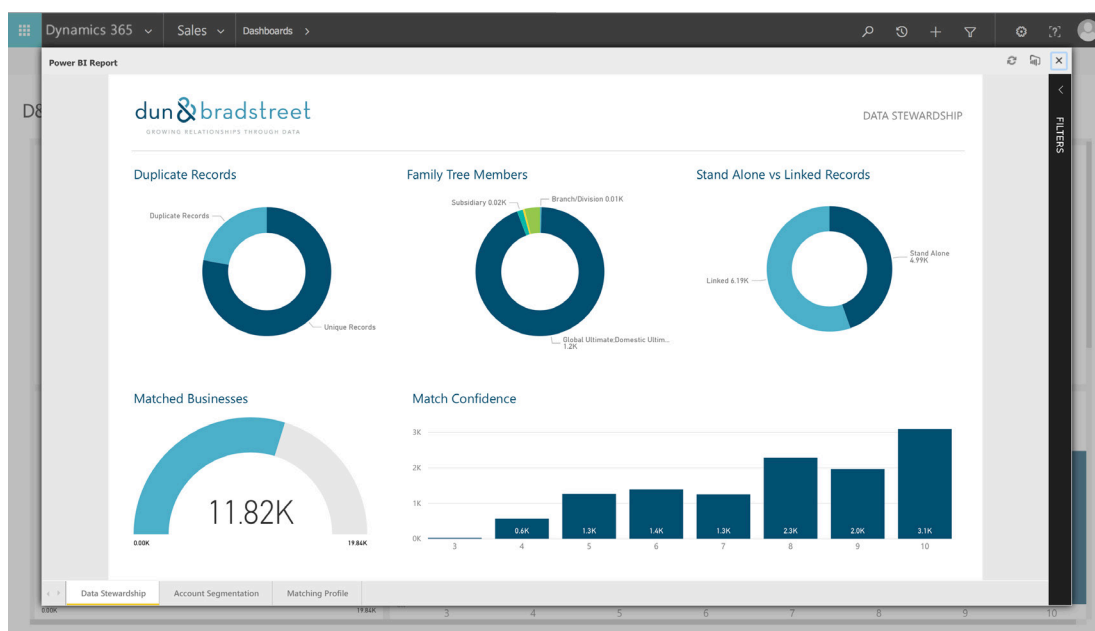
D&B Optimizer for Microsoft leverages Microsoft's Power BI to provide a series of data analysis and visualization reports to help you understand the health and completeness of your data.

Duplicate Records

A breakout of unique versus duplicate Dun & Bradstreet D-U-N-S® Numbers illustrates where you might want to put in effort to resolving duplicate entities.

Matched Businesses

See how many records D&B Optimizer for Microsoft has matched from your database. Then, add information to those records and try to re-match.



This report provides a breakdown of your data by key firmographics so you can gain insight into your top segments. By leveraging the demographics of your data (i.e. industry, location, and revenue) your organization will be empowered to align sales and marketing initiatives and activate programs that drive engagement.

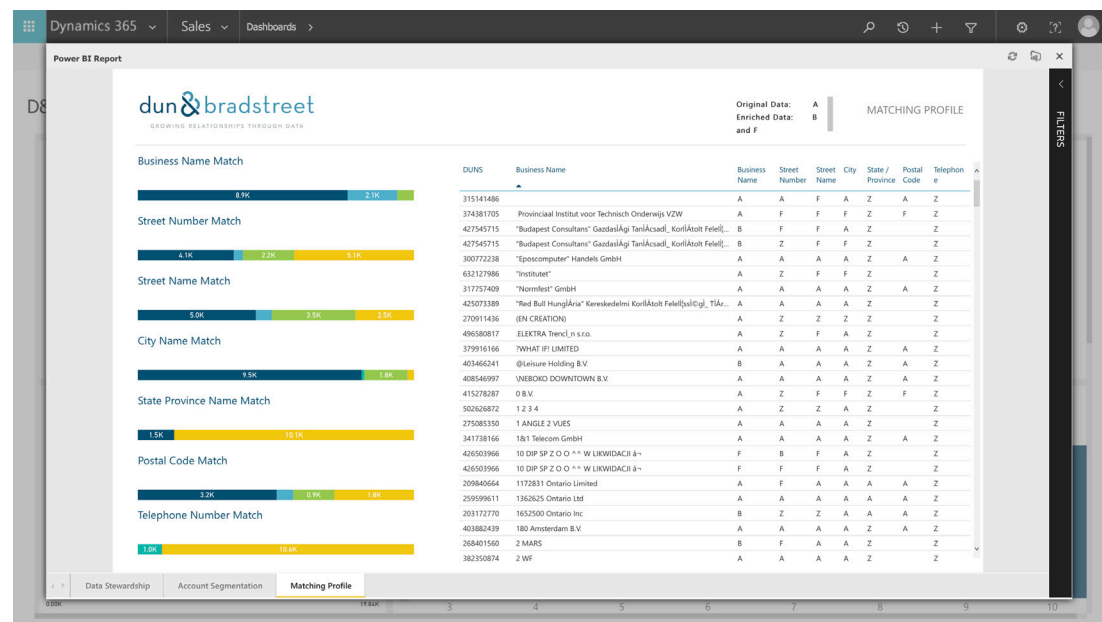
Obtain a clear view of where your presence is strong and where there is opportunity for growth.

Visualize your key industries so you can personalize your sales and marketing activities more effectively and target more efficiently.



Visualize a comparison of the health of your data before and after matching. Understand which data was matched or enriched and identify new data that you've gained.

Visualize your records that were successfully matched to the Dun & Bradstreet database, how many records were enriched with corrected information, and how many were appended with new information.



HOW IT CAN HELP

Powered by the D-U-N-S® Number — recognized as the universal, unique identifying system for businesses — D&B Optimizer for Microsoft leverages Dun & Bradstreet's world-class database comprised of:

 more than 280 million business records

 from 30,000 sources in 190 countries,

 updated 5 million times a day with an intuitive, dynamic user interface.

With D&B Optimizer for Microsoft, you can



Improve Alignment and Efficiency

Ensure reliable, scalable access to the same quality business intelligence data across your entire organization



Empower Better Decision-Making

Make faster, more informed decisions about the companies you do business with — whether they are customers, suppliers, partners, or prospects



Recognize ROI Faster

Expedite time-to-value for new technology platforms your company invests in, such as CRM or ERP, by pre-populating them with mastered business intelligence

REALIZING THE POWER OF DATA

In the modern economy, time is a luxury. To keep pace, your organization needs to be smart, agile, and decisive. You need actionable data with real-time connectivity that is updated seamlessly and efficiently to effectively make decisions that impact your business operations within the platforms you use every day. Let D&B Optimizer for Microsoft help you realize the power of your data.

Learn more about
D&B Optimizer for Microsoft

Visit dnb.com/microsoft

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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