STEP and Dun & Bradstreet Integration

Fuel your STEP program with Dun & Bradstreet's pre-mastered commercial content

Having a complete view of the companies you do business with is essential to effectively managing your business and driving revenue. But many organizations are challenged by incomplete and inaccurate information, leading to multiple versions of the truth. This results in not having the information necessary to make good decisions, driving up costs and having a negative impact on revenue.

Stibo Systems' STEP platform, fueled by Dun & Bradstreet's pre-mastered commercial content, solves that challenge, turbocharges efficiency, and powers both data driven insights and opportunities.

The STEP Dun & Bradstreet integration allows you to jump-start your Master Data Management (MDM) program by both enhancing and adding structure to your customer, supplier, and partner data, leveraging Dun & Bradstreet's industry leading information and the world's largest commercial database.

Structured data is easier to manage and integrate, and is essential for gaining insight from disparate data sources. Dun & Bradstreet provides that structure to a STEP project through a unique 9-digit business identifier, the Dun & Bradstreet D-U-N-S® Number. This adds to the existing STEP capabilities that help eliminate data duplication and also highlight the connections between entities.

The pre-built integration allows you to seamlessly match your data with Dun & Bradstreet records from within the STEP MDM workflows and platform. Easily enrich your customer, supplier and partner records with high-quality information, driving deeper business insights and creating a complete 360-degree view of key business relationships.

Business Drivers

- Disparate, inconsistent, outdated information poses a risk to marketing, procurement and compliance
- Marketing lacks the data necessary to optimize campaigns, increasing costs and impacting revenue growth
- Need for a complete view of business relationships across the enterprise

Key Benefits

- Create a single view of customers and suppliers to minimize compliance risk and streamline the on-boarding process, reducing costs
- Aggregate spending by supplier and corporate family, enabling optimal negotiating and cost savings
- Enable consistent messaging and identification of up-sell/cross-sell opportunities to drive revenue growth
- Improve sales and marketing through targeting via firmographic data

Key Features

- Reduce or eliminate deployment costs with a turnkey integration
- Enrich existing demographic data with up to 220 additional Dun & Bradstreet attributes
- Improve duplicate detection and management with universal D-U-N-S Number

About Dun & Bradstreet

Dun & Bradstreet has the world's largest commercial database of more than 280 million companies – public and private, small businesses to large corporations.

Updated more than five million times each day from over 30,000 global data sources, Dun & Bradstreet data enables organizations to achieve their business objectives and gain competitive advantages by growing and protecting their most important business relationships.

Below is a sampling of the types of data available through STEP's seamless Dun & Bradstreet integration:

Base Company Information

- D-U-N-S Number
- Business Name
- Trade Styles
- Physical Address
- Mailing Address
- Telephone #

Identification & Firmographic Information

- National Identification #
- Website
- Stock Ticker
- Number of Employees
- Annual Revenues
- Industry Classification
- Year Started

Hierarchy Information

- Parent/Headquarter Information
- Domestic Top Parent Information
- Global Top Parent Information
- Number of Family Members

Key Person & Competitor Information

- Primary Competitors
- Principal Name
- Job Title

> STEP's seamless Dun & Bradstreet integration can enhance the completeness and quality of your existing customer records

STEP's seamless Dun & Bradstreet integration enhances the completeness and quality of your business records:

Search & Match

Automatically search Dun & Bradstreet's information on 280 million companies and match your customer, supplier, and partner records to the correct Dun & Bradstreet record. This process can be run in batch or transactional workflows, with results returned in real time to STEP. The process enables two key data management activities:

De-duplication

The unique D-U-N-S Number can be used to augment the STEP platform's duplicate identification tool and increase performance by eliminating 'clutter' from your MDM platform. The D-U-N-S Number understands not only the entity's current name, address and trade style information, but also its former name and address information along with matching to URL's, Ticker and Principal information.

Enrichment

Create and augment golden records for your key business relationships by adding up to 220 data attributes offered by Dun & Bradstreet's proprietary database. Dun & Bradstreet's corporate hierarchy information is also imported into STEP to provide visibility into parent/child relationships within your customer or supplier base.

Monitor

Data is changing at an unprecedented rate. Studies show that up to 25% of your clean records today will be inaccurate in 12 months. Dun & Bradstreet monitoring will push change notifications on a daily basis so that you can maintain the quality of your customer and supplier records.
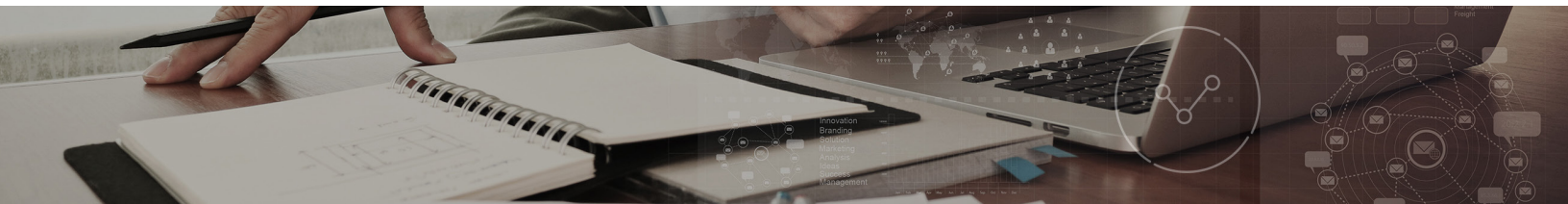
License Options

Businesses utilizing STEP Customer MDM have two options for deploying the Dun & Bradstreet integration:

Basic

Match and find candidates from Dun & Bradstreet and return standard company information containing 20+ data attributes, including the D-U-N-S Number, address, zip code, telephone numbers, country codes, family tree member roles, and more. The basic license includes 500 free lookups.

Enhanced

Unlock a world of insight by harnessing the power of Dun & Bradstreet premium data. Access 220+ attributes including detailed industry codes, key financial figures, company hierarchy, principal information (CEO, VP, etc.), plus other additional company information such as ownership control type, employee counts, and more.

About **Dun & Bradstreet**

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect our 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 **www.dnb.com**.

About **STEP**

STEP is a Multidomain Master Data Management platform that integrates multiple disparate systems in your company by streamlining the process of aggregating and consolidating information around your products, customers, suppliers, employees, assets and reference data from multiple sources and formats. STEP connects that information to derive actionable insights, and publishes it to backend systems as well as online and offline channels.

About **Stibo Systems**

Stibo Systems believes the future of business requires a Digital Business Core™ of operational data that is continuously shaped and delivered to produce superior business outcomes. Stibo Systems is the driving force behind hundreds of forward-thinking companies around the world who have unlocked the full value of their information; empowering business users to act with confidence in their data, adapt quickly to changing market conditions and go beyond to anticipate what's next. Stibo Systems is a privately held subsidiary of the Stibo A/S group, originally founded in 1794. Its corporate headquarters is located in Aarhus, Denmark. For more information, visit **www.stibosystems.com**

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