# **How Credit Departments Can Build Relationships** and Drive Growth

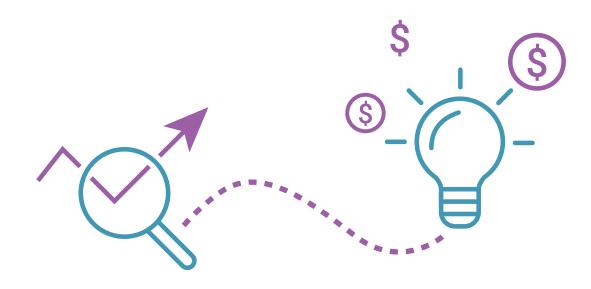
As Finance organizations increasingly become drivers of growth, Credit departments can take a lead role in data strategy and management. With smart data on customers and prospects, Credit can be a powerful force in contributing to sales and identifying new business opportunities.



### THE CREDIT CHALLENGE: FROM RISK TO OPPORTUNITY

Reduce time spent

searching for answers



Credit's new role expands from risk mitigation to opportunity management. With good data and the right technologies, Credit is well suited to develop the collaborative relationships that can meet growth targets company-wide.



### **Credit and Sales**

- 1. Shorten sales cycle
- 2. Build better relationships with customers
- 3. Generate new business prospects Improve collaboration, integrate
- information systems



Obtain standardized, accurate, complete and up-to-date data

Enhance efforts to see

the complete picture



processes for collecting, sharing and acting on information





### **Credit and IT**

- 1. Optimize automation and approval processes
- Make better investment and infrastructure decisions
- Streamline project pipelines
- Identify new technologies for better information sharing



## **Credit and Operations**

- 1. Conduct better workflow and process analyses 2. Identify and monitor supply chain risks
- and new opportunities 3. Improve vendor, partner and acquisition analyses
- 4. Create more profitable client engagements

### NEW TECHNOLOGIES, NEW UNDERSTANDING, NEW GROWTH



Credit and Finance can improve collaboration and facilitate interdepartmental sharing and understanding of insight.

With the right technologies and the right data,

# **CLOUD**



that enable efficient access to and sharing of data

**DATA CLEANSING** 

**AND ENRICHMENT** 



accurate, complete and up-to-date

and enrichment to make it

**ANALYTICS** 

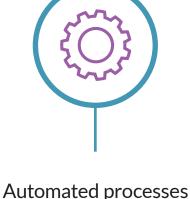


rapidly generate insight and answers from your data

+

Powerful analytics that

**AUTOMATION** 



collaboration and consistency

Improves cross-departmental relationships

that facilitate

# AND TOOLS

DASHBOARD



digestible insights for decision makers

Easy-to-use dashboards

and tools that deliver

# KIND OF GROWTH

TO DRIVE THE RIGHT

THE RIGHT TECHNOLOGY



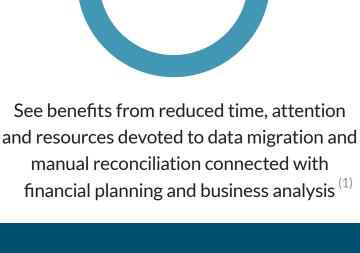
the right solutions. **FINANCE PROFESSIONALS AGREE:** 

- Boosts flow of the organizational data + Increases business efficiencies
- Frees up time to conquer higher-order objectives +
- Facilitates information accessibility + Leverages insight and data across the organization +
- Turns big data into smart data +
- Better supports sales + Drives enterprise growth

IT SYSTEM IMPROVEMENTS DELIVER FINANCIAL BENEFITS



See benefits from improved ability to conduct highly sophisticated



# analysis supplied to decision makers (1) predictive business analysis (1) INTRODUCING D&B CREDIT™

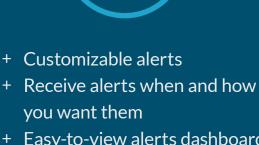
reliable business credit data in the world, D&B Credit provides customizable, intelligent risk assessment that is going to change the way modern finance works. **Make Better Get Alerts on What You** Visualize Areas of Risk

A next-generation risk intelligence platform built on a foundation of the most comprehensive and

**Credit Decisions** 



- + Intuitive search and views to find and make a decision on a business



**Care Most About** 



and Opportunity



- To learn more about D&B Credit, go to www.dnb.com/NextGen