# DATA COLLECTION/SOURCES:

Global Data Collection / File Building – File building is the process of capturing new business information on existing records and finding new records to add to the D&B database. The D&B marketing file leverages a variety of sources for new record identification and data updates. These sources include:

* **Bulk Files –** Bulk file updates include data sources that we receive on a regular basis. Examples: business registration information, UCC’s, FEIN numbers. We also acquire state and local tax and licensing files.
* **Third Parties –** We currently partner with new business compilers for business information. The relationship includes business coverage and scheduled updates to information.
* **Unmatched Trade** – We have a vast amount of payment experiences in our trade database which we are unable to match to a D&B D-U-N-S Number. We are constantly using this information in file building initiatives trying to verify authenticity of the business entity and establish a D-U-N-S Number.
* **Telephone Directories** – We currently utilize electronic feeds of both yellow & business white pages for file building activities.

⇨ **Responses to inquiries from D&B credit customers** – D&B investigates and verifies business entities to respond directly to customer queries.

⇨  **Private Third Party Sources –** Specific niche information suppliers provide us with business information.

* **Public Record Sources (Local, State and Federal)**

⇨ New Business Registrations

⇨ Corporate Charter Details

* Public Bulk Source Files

# DATA MAINTENANCE:

Marketing information is dynamic and constantly changing which makes keeping that information as current as possible very challenging. D&B has a comprehensive data maintenance strategy in place to keep marketing information current and accurate.

**Progressive File Maintenance Strategy** is a planned and integrated data maintenance process where businesses in the U.S. marketing file are evaluated based on customer demand and value. Records are maintained using our DUNSRight process. Within the DUNSRight process, one component called the *Intelligence Engine* (IE), evaluates millions of records every day. The IE performs the following functions:

* File building- adding millions of new records every year
* Data Verification- Confirming the identity data and operating status of business entities
* Data Fill- populating data elements that are not present in the D&B databasae
* Data Change & Confict: keeps the data fresh and challenges our existing data. Conficlts and selected changes are sent for call resolution
* Dynamic Maintenance: helps us identify business entities that go from active to an inactive stats and it also helps us identify when a business resumes activity after a period of inactivity.

The IE enables D&B to find changes 2-3 times faster than with calling and has improved the freshness of the data.

*Conflict Calling:* As a result of the IE, D&B can now focus its calling efforts on business entities identified as conflict or requiring specific changes. This results in a more efficient use of resources and a significant improvement is D&B’s ability to detect and make changes to a business entity. On an annual basis D&B makes up to 2-4MM conflict calls.

*Scheduled Calling*: Those entities with the highest level of activity in the D&B database are included in a specific call campaign that is dedicated to providing detailed investigations. These records generally include all the publically traded entities that conduct active business and major private entities with large family trees.

*Triggered Calling:* Outbound Investigations can be triggered by many other internal and external information sources such as:

* Public Record Data
* Private Third Party Data Files
* National Change of Address
* Phone Vendor Sources

All of these records then pass through a series of validations and crosschecks to ensure the highest quality information as possible.