



Decide with Confidence

D&B Briefing for USCIS Information Sharing Session

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Today's Discussion Topics



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- Who is D&B?
- How does D&B collect and maintain the information within its global database?
- What methods are used to verify the data?
- What is D&B's small business coverage?
- Can businesses make updates to their information?

Dun and Bradstreet (D&B) - At a Glance



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Leading Information Provider

- Provide of commercial information and insight on businesses
- Global database of over 166 million businesses worldwide

Background and History

- Founded in: 1841
- Created the D-U-N-S Number in 1962
- Patented **DUNSRight Quality Process** – invest \$300M per year
- Established the D&B Worldwide Network – an unrivaled data collection infrastructure

Our Customers

- 150,000 customers including 92% of the Business Week Global 1,000
- All 15 Cabinet-level Departments and most Independent Agencies

Our Locations and Employees

- Headquartered in Short Hills, NJ
- 5,000 employees
- Approximately 37 locations around the world, including the **D&B Government Solutions** group located in Arlington (Ballston), VA

D&B's database must accommodate the business changes occurring in our fluid economy. In the U.S. alone over the next 60 minutes...



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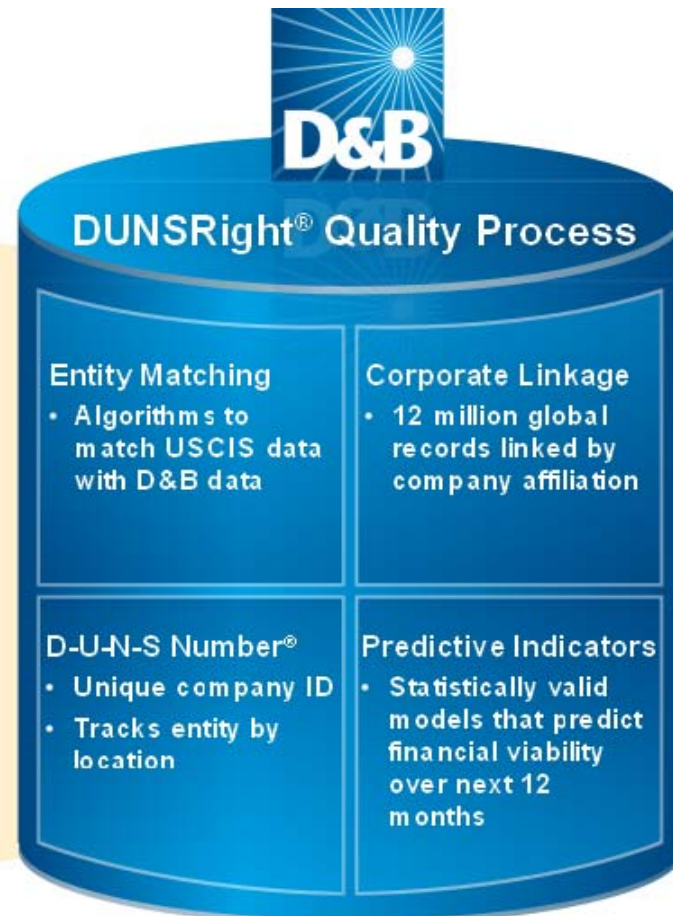


- **87 new businesses** will open their doors
- **3 companies** will **change their names**
- **47 business addresses** will change
- **131 directorship** (CEO, CFO, etc.) changes will occur
- **74 business telephone numbers** will change or be disconnected
- **385 suits, liens, or judgments** will be filed against businesses
- **11 businesses** will **file for bankruptcy**

D&B's DUNSRight® process provides the framework for delivering high quality information



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Global Data Collection

- 166+ million unique locations
- 20,000 data sources
- 1.5 million update daily
- 156 million public records

3rd Party Validated Accuracy Metrics for Active Records

- 90% delivery rate on addresses
- 97% accuracy on business name
- 3 months is average age of records

A diverse set of **data sources** allow D&B to compile business profiles that are current and provide a complete view of the business



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20,000 Global Data Sources

- Trade Data (7K sources)
- Banking Information
- Court & Legal Filings
- Business Internet Data
- Business Registries
- Newspapers & Publications
- Telephone Interviews
- Company Financials
- D&B Customer Experiences

US Database



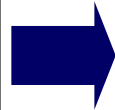
Information

- 166M+ business records
- 200+ countries and territories
- 1.5M daily refreshes
- 1B annual trade updates
- 100% US bankruptcy coverage

D&B's innovative **Intelligence Engine** has improved the speed, accuracy and completeness of our data by utilizing a series of web services to build and update business information



Adding New Businesses



An automated process enables us to build records for new businesses within hours, while they are new and of high value

Data Verification



An automated process enables us to provide faster identity data refreshes and automatically date and source stamp using high quality sources

Data Confirmation & Conflict Resolution



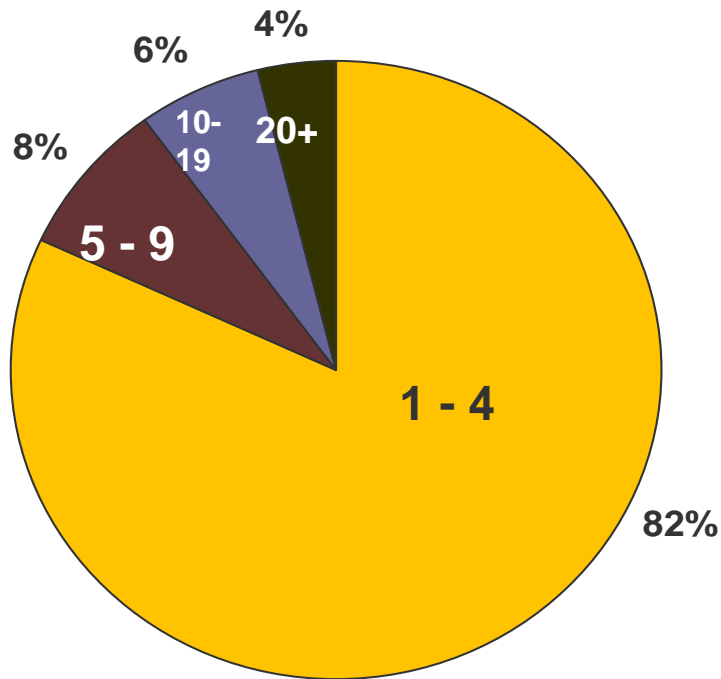
An automated process utilizes a series of web services to confirm identity data when a change occurs and fill missing data elements

D&B's U.S. Database of approximately 29M business is comprehensive and consists primarily of Small Businesses

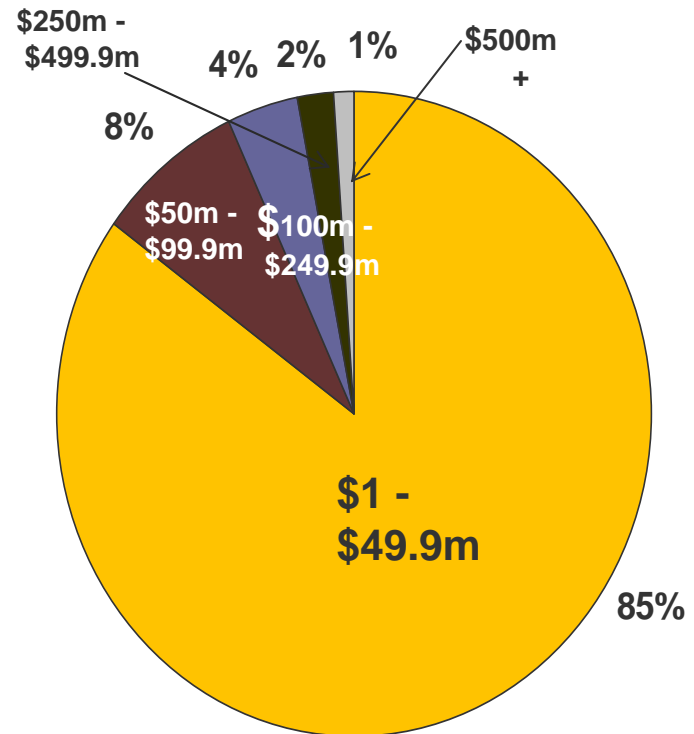


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Total Number of Employees



Annual Sales Volume



The Small Business Administration definition of a "small" business: less than 500 employees

D&B deploys **2,000 automated checks and review processes** to ensure information meets our high quality standards



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- **Standardizing data:**

- Over 2,000 edits and validations are run against each record prior to acceptance in database
- Validations ensure data consistency between branch & headquarter names; reasonability between number of employees, sales volume and line of business; prevent duplication of records (DRPS), validate out-of-business status changes, standardize addresses, and much more

- **Updating data:**

- Update the status of nearly 1M suits, liens, judgments and bankruptcy filings, delivering more accurate predictive scores and modeling solutions
- Frequent tests of address and phone numbers to deliver high levels of connectivity and deliverability

- **Manual Reviews:**

- Over 800 public filings are manually reviewed each day to verify keyed information and ensure coding consistency rules are enforced
- Payment “re-checks” manually performed on trade references in question or appearing exaggerated
- Approximately 20% of financial statements are manually reviewed a second time to identify higher risk businesses, ensure accuracy, and apply capital strength ratings

Our **Quality Assurance Process** includes measurements of Core Data accuracy



- **Monthly Assessment**

- On a monthly basis, the accuracy of all the business information in the active universe is assessed
- A random, statistically valid sample of 1,000 businesses is checked and analyzed in detail
- The accuracy assessment is conducted by an independent third party via telephone interviews
- The accuracy of each of the key elements is assessed and tracked each month – Business Name, Address, Telephone, Primary Contact, SIC, Employees, Annual Sales

- **Ongoing Root Cause Analysis**

- Sources of inaccurate data are identified and corrected
- Learnings from root cause analysis are leveraged to continuously improve our accuracy

Businesses may request a D-U-N-S Number or update their existing D&B information at no cost



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- Business principals have access to review and update their company information
- Changes to a business record are administered via a secure update process
 - Accessible via phone or on-line
 - Individual reporting changes must register with D&B as business principal or as authorized by principal to review and update the company profile
- Information self-reported by the entity is verified and authenticated via D&B's DUNSRight process
- Upon verification of its accuracy, the information is available on the customer's record
 - Information changes are reflected within 4 business days
 - New D-U-N-S numbers are available within 30 calendar days



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