Capital Markets Analytics

Opportunities for Leveraging Unique B2B Data

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We constantly track billions of data points to turn information into insight.

192 million job postings from over 3 million businesses incorporated into predictive insight data.

10 billion Rows of data stored in the D&B database for the last 18 months alone.

25 years of bankruptcy coverage.

5 million Changes per day processed by D&B’s Intelligence Engine.

65,000 Variables tested for custom analytics.

17 million Global traditional linkages.

Ethics ratings for 2 million businesses.

80 detailed-level trade variables produce proprietary derived attributes.

3 billion routable IP addresses, 2 million unique websites, and 1 billion corporate sub-domains.

128 million purchase transactions representing $210 billion in spend.

Real estate insight on 7 million commercial properties.

25 million Inquiries on businesses per year.

178 million public filings in D&B’s Public Records Database.

2.9 million historical deeds.

11.6 million foreclosures.

11.5 million building permits.

112 million unique supply chains mapped through D&B’s network discovery process.

Over 20,000 unique data sources feed into the D&B database.

135 million unique active businesses globally.

310 elements in risk & marketing archived data.

4 million OSHA investigations on commercial entities.

135 million unique active businesses globally.
Our insight enables customers to Identify, Profile and Predict business behavior.

Identify:
- Identity Resolution
- DUNS Number
- Core Identity Data

Profile:
- Corporate Linkage
- 1000+ Firmographics
- Professional Contacts

Predict:
- Analytics Scores
The D-U-N-S® Number provides a universal cross-platform identifier.

**D-U-N-S® Number**, the universal standard for multi-lingual business identification.

The D-U-N-S Number uniquely identifies an entity and tracks each step of its activity throughout its life, while also linking businesses to corporate family structures and behavioral data.
Our sophisticated identity resolution logic realizes different entities represent the same entity.

Hypothetical customer inquiries from three different source systems

**Finance**

- **ABC**
  - 123 Elm St.
  - Bethlehem, PA 18025
  - (SIC) 5411-02
  - Chuck Smith, President
  - ID: OX20PH
  - $3,000 credit limit
  - $1,100 outstanding and 12 days past due

**Warehouse**

- **Alpha Plastics**
  - P.O. Box 111
  - Bethlehem, PA 18055
  - Chuck Smith, President
  - Phone: 610 882-7600
  - ID: A595660662
  - Product code A on 7/2013
  - Product code B on 9/2011

**CRM**

- **Charles Smith**
  - 123 Elm St.
  - Bethlehem, PA 18025
  - (SIC) 5541-99
  - 215 882-7600
  - ID: 001200000000wXgAAI
  - SMB channel customer
  - Last touch point on 6/2013

Single, more intimate and actionable view of customers and prospects

- **D&B D-U-N-S Number:** 12-345-6789
- **Legal Name:** ABC, Inc.
- **Tradestyle:** Alpha Plastics
- **Address Postal:** P.O. Box 111
- **Bethlehem, PA 18055**
- **Address Physical:** 123 Elm St.
- **Bethlehem, PA 18025**
- **Phone:** 610 882-7600
- **SIC:** 5411-0202, 5541-9901
- **Primary Contact:** Charles Smith, President

- **Year Started:** 1961
- **Employees:** 35
- **Additional Contacts:** Mary Worth, VP Marketing
- **Parent:** ABC Enterprise, Inc.
- **Number of Family Members:** 3
- **Viability Rating:** 2 C G
- **PAYDEX:** 79

- **Finance ID:** OX20PH
- **Warehouse ID:** A595660662
- **CRM ID:** 001200000000wXgAAI
- **$3,000 credit limit**
- **$1,100 outstanding and 12 days past due**
- **Product code A on 7/2013**
- **Product code B on 9/2011**
- **SMB channel customer**
- **Last touch point on 6/2013**

Consolidated identity profile with unique id and various names and addresses

Enriched with things we know

Paired with things you know
Understanding corporate relationships is essential to assess opportunity and/or risk.

With accelerating globalization, identifying corporate relationships around the world is more critical than ever for informed decision making.
Our proprietary data assets also allow us to deliver predictive insights into the Capital Markets space

- Past tests by partners have shown predictive lift for payment data and scores
- Time Series Plot
  - SBHI-Overall leads S&P 500 Index- about 2 quarters ahead
  - Similar results when testing subcomponents of SBHI by sector against sector indices
To learn more, contact:

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APPENDIX
To know a business also means identifying individuals associated with that business.

**The “John Smith” problem**
Multiple people with the same name

**The “Ann Taylor” problem**
Data about businesses named after people

**The “Sybil” problem**
One person with multiple persona or names
Recognizing relationships of people across businesses enables decision-making.

Many people connected to one business

Businesses connected through people

Many businesses connected to one person

People connected through associations with other people
Combining Unique Data Sets provides opportunities for Advanced Analytics.

- Activity Signals
- Behavioral Trends
- Event Frequencies
- Changes in Traditional Data Sources

**Anticipatory Analytics**

**Risk Profile Change**

**Opportunity Profile Change**
Output of Material Change

- Ability to group companies into 270+ different segments, based on 50,000 different attributes
Better Risk Visibility Associated With Supplier Network Using Tier-N Capabilities

1. Map network of Tier 1 suppliers
Discover buyer-seller network, leveraging primarily proprietary sources & D&B’s DUNS#

- Proprietary Global Sources
- D-U-N-S Number – D&B’s Unique identifier
- Global Data Collection – over 20,000 sources

(Approx. 112 Million buyer-seller relationships)

2. Profile Tier N suppliers
Profile firmographic and risk attributes – leverage D&B proprietary assets including:

- D&B’s SER Rating
- D&B’s World Base (225 Million suppliers globally)
- D&B’s Country Risk Indicator
- D&B’s SSI score used on international suppliers

3. Calculate Supplier Network Risk

- Risk of the Tier 1s supplier network
- Tier factor
- Criticality factor

4. Pinpoint Supply Chain Network Risk
Identify Tier 1s who have high risk supply networks
Identify supply chains with high convergence exposure

Convergence definition is a collaborative effort w/ client

SCRI = (Scale of 1 – 9)