

D&B Optimizer for Microsoft

Empower Your Organization with Accurate,
Actionable Data in the Cloud



Data where and when you want it

Businesses are drowning in data that is outdated, inaccurate, and at times, unmanageable in volume. This challenge becomes more acute when you consider the number of ways in which customers engage with companies across many different touchpoints — both online and offline. In a complex and dynamic global marketplace, having accurate data is the critical first step to sustainable growth. As a result, businesses are demanding access to more intelligent, real-time data to fuel growth. That's what our valued relationship with Microsoft brings to our mutual customers.



How it works

D&B Optimizer for Microsoft is a foundational data service from Dun & Bradstreet that improves the quality of your business data by correctly identifying, cleansing, and inserting firmographic intelligence into records within your Microsoft application environment. Powered by the Dun & Bradstreet Data Cloud D&B Optimizer for Microsoft delivers mastered business intelligence on more than 330 million companies and their corporate hierarchies. By offering seamless connectivity through Microsoft's Azure cloud services, D&B Optimizer for Microsoft helps increase productivity and organizational alignment, while enabling customers to grow their most valuable business relationships.

Embedded in the heart of the Microsoft's Common Data Service (CDS), D&B Optimizer for Microsoft serves as the foundational building block that links core business intelligence to additional insights, analytics, and data analysis capabilities provided by Dun & Bradstreet, or other third party data providers, giving customers a wealth of options to leverage data in new ways across their Microsoft stack. By combining Dun & Bradstreet's trusted data with Microsoft's CDS and Dynamics 365 platform, customers will now be able to leverage real-time, actionable data to help make critical business decisions.

Key capabilities include:



Entity Resolution and Matching

The ability to correctly identify, match, and streamline your business data based on Dun & Bradstreet's global reference data



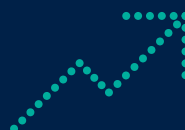
Data Enrichment

The ability to ensure all records contain accurate core business firmographics, intelligence, and hierarchical relationships



Continuous Data Hygiene

The ability to continuously maintain the integrity of business data as organizations evolve



Data Analysis and Visualization

The ability to measure the health and completeness of your customer, partner, and prospect data sets

Data Stewardship Report

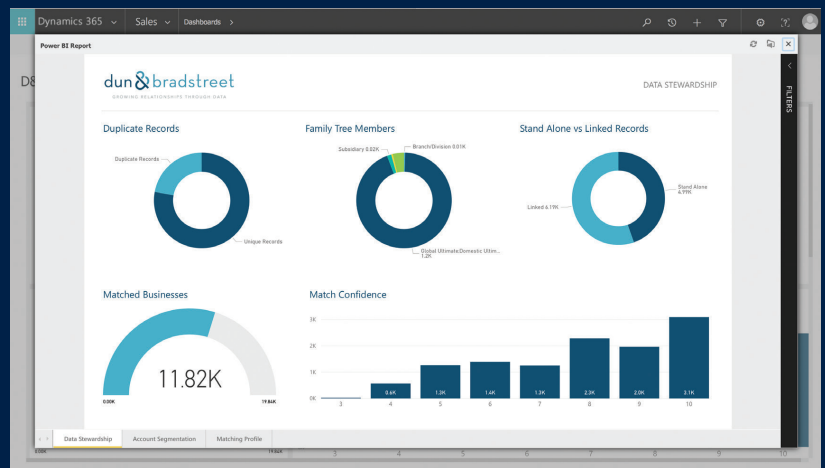
D&B Optimizer for Microsoft leverages Microsoft's Power BI to provide a series of data analysis and visualization reports to help you understand the health and completeness of your data.

Duplicate Records

A breakout of unique versus duplicate Dun & Bradstreet D-U-N-S® Numbers illustrates where you might want to put in effort to resolving duplicate entities.

Matched Businesses

See how many records D&B Optimizer for Microsoft has matched from your database. Then, add information to those records and try to re-match.



The Account Segmentation Report

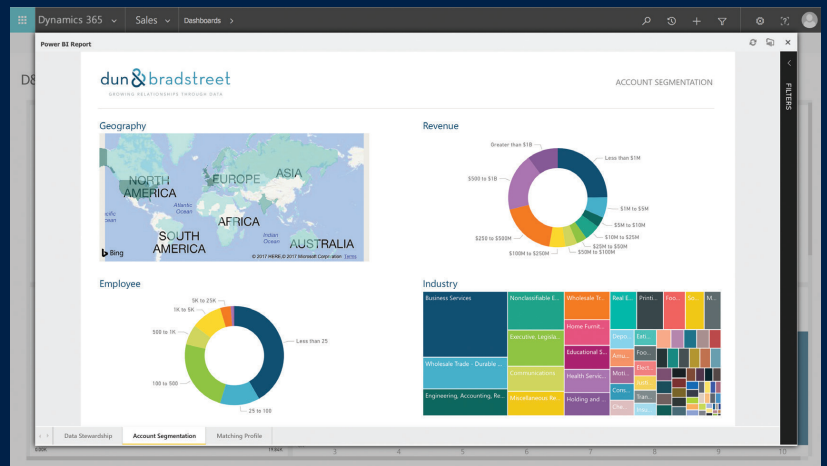
This report provides a breakdown of your data by key firmographics so you can gain insight into your top segments. By leveraging the demographics of your data (i.e. industry, location, and revenue) your organization will be empowered to align sales and marketing initiatives and activate programs that drive engagement.

Geography

Obtain a clear view of where your presence is strong and where there is opportunity for growth.

Industry

Visualize your key industries so you can personalize your sales and marketing activities more effectively and target more efficiently.

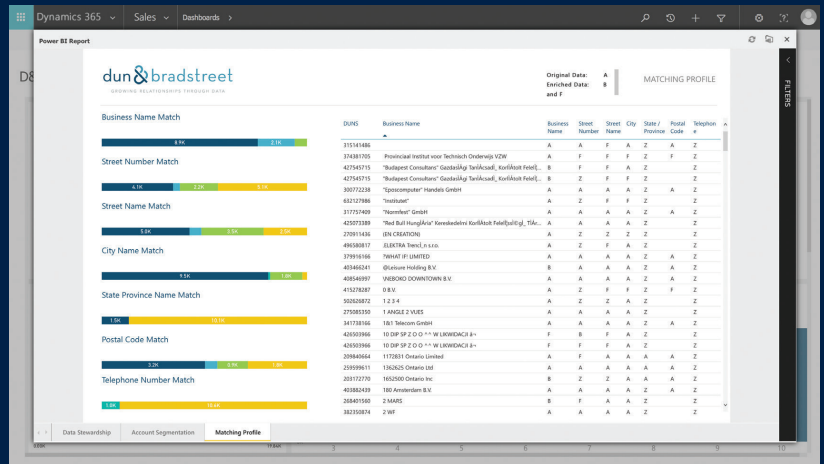


The Matching Profile Report

Visualize a comparison of the health of your data before and after matching. Understand which data was matched or enriched and identify new data that you've gained.

Firmographic Intelligence

Visualize your records that were successfully matched to the Dun & Bradstreet database, how many records were enriched with corrected information, and how many were appended with new information.



How it can help

Powered by the D-U-N-S® Number – recognized as the universal, unique identifying system for businesses – D&B Optimizer for Microsoft leverages Dun & Bradstreet's world-class database comprised of:

- more than 330 million business records
- from 30,000 sources in 190 countries,
- updated 5 million times a day with an intuitive, dynamic user interface.

With D&B Optimizer for Microsoft, you can

Improve Alignment and Efficiency

Ensure reliable, scalable access to the same quality business intelligence data across your entire organization

Empower Better Decision-Making

Make faster, more informed decisions about the companies you do business with — whether they are customers, suppliers, partners, or prospects

Recognize ROI Faster

Expedite time-to-value for new technology platforms your company invests in, such as CRM or ERP, by pre-populating them with mastered business intelligence



Realizing the power of Data

In the modern economy, time is a luxury. To keep pace, your organization needs to be smart, agile, and decisive. You need actionable data with real-time connectivity that is updated seamlessly and efficiently to effectively make decisions that impact your business operations within the platforms you use every day. Let D&B Optimizer for Microsoft help you realize the power of your data.



dun & bradstreet
WORLDWIDE NETWORK

Dun & Bradstreet, the global leader in commercial data and analytics, enables companies around the world to improve their business performance. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity.

© Dun & Bradstreet, Inc. 2020. All rights reserved.

**Bisnode**

Bisnode, a leading progressive data and analytics company, is building a brighter future using smart data and analytics. We have more than 2,100 passionate and curious employees who collaborate in 192 countries to predict strategic moves in advance, deliver remarkable insights, and ultimately find innovative solutions to enduring problems for our customers.

For more information visit www.bisnodegroup.com.