# dun & bradstreet

## D&B IQ Report
# Master Data Quality Analysis

Assess the quality of your data by benchmarking it against ours. Identify your gaps, duplicates, and errors. Identify non-obvious linkages between customers and new cross-sell opportunities.



## Overview

D&B IQ, Dun & Bradstreet's data assessment tool, offers a high-level, illustrative data report, to create a single source of truth, by comparing and benchmarking your current dataset to the Dun & Bradstreet Data Cloud.
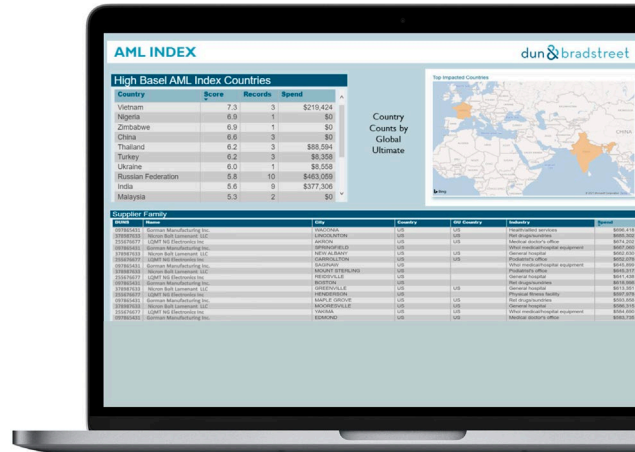
## Key Benefits

The D&B IQ report will provide a holistic view to help you:

- Connect data silos
- Remove and restrict dupe creation
- Establish single view of customers/partners
- Expand quality, coverage and completeness
- Understand vendors/customers/partners
- Better understand company linkage

## Key Insights

With Master Data Quality Analysis will help you understand:

- What your master data quality is today
  – Top countries
  – Number of unique businesses
  – Number of active businesses
  – Number of duplicates
  – Top duplicates
  – Number of unlinked/linked businesses
  – Top corporate linkages

- How you can improve segmentation
  – By industries
  – By size (employee and revenue)
  – By risk ranking according to global business ranking

## 5-STEP IQ REPORT APPROACH

**SUBMIT**
Upload a sample of your third-party portfolio data for analysis

**MATCH**
Dun & Bradstreet identifies a match based on the third-party data provided

**ENRICH**
Dun & Bradstreet enriches record with foundational firmographic and risk insights

**ANALYZE**
Dun & Bradstreet analyzes the quality of the input file, benchmarking the data against the Dun & Bradstreet Data Cloud

**DISCUSS**
Dun & Bradstreet works with you to provide insights on how best to use data to further mitigate costly risks