



dun & bradstreet

# D&B Connect™

## ESSENTIALS

Maximize your data's potential with trusted Data Management solutions, empowering your small but mighty data team to deliver big results

# Transform and empower your data with D&B Connect Essentials

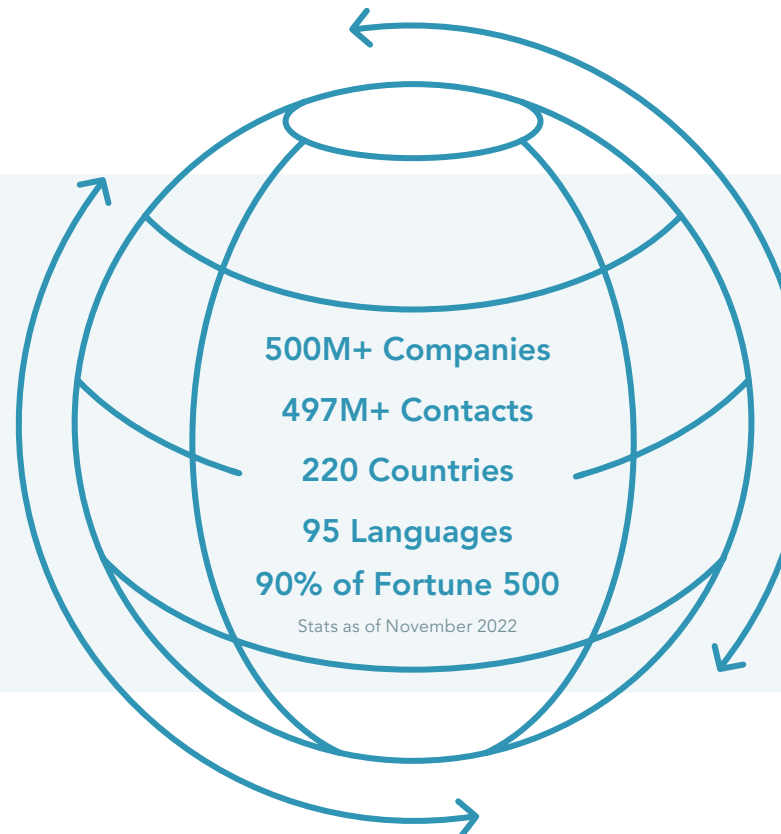
D&B Connect Essentials is the ideal solution for small and mid-sized businesses that want to take their data management to the next level. D&B Connect Essentials is your solution to data mastering and empowering you to tackle data challenges that come your way more confidently.

As the largest trusted referential source of pre-mastered entity data with decades of master data expertise, Dun & Bradstreet is uniquely positioned to provide the data management solution for your business needs. With D&B Connect Essentials, you can unlock the power of your data to make more informed decisions and drive growth.

- ✔ **Reduce data overwhelm:** Minimize the overload of responsibilities on your data team and empower them to establish a trusted foundation without massive investments in resources or technology.
- ✔ **Help eliminate data confusion:** Establish a trusted source of data by automatically and intelligently cleaning your 1st party data, and appending with robust insights for a more accurate, 360-degree view of your most important relationships.
- ✔ **Capitalize on years of experience:** Leverage data management insights built over 180 years of practice to improve confidence in your data and the decisions and actions they drive.

## Connect directly to the world's largest collection of pre-mastered data

The D&B Connect platform offers you a direct connection to the Dun & Bradstreet Data Cloud—the world's largest referential database.



# Leverage Dun & Bradstreet data to gain a competitive edge and drive your business forward

It's 10 times as expensive to fix bad data after it is in the system than to fix it before it's recorded. Making confident decisions depends on having quality data, and your data carries a heavy responsibility.

## IN THE NEXT BUSINESS HOUR...



Dun & Bradstreet, February 2022

## IN THE NEXT YEAR...



These changes can impact your data, but with D&B Connect Essentials, you can rest assured that your data can stay more accurate and updated.

# Harness the power of Dun & Bradstreet data to unleash your data's potential



## Gain unparalleled insight

Dun & Bradstreet's Data Cloud is the largest collection of pre-mastered, referential B2B data for companies and contacts.



## Consolidate data silos and create a single source of truth

The globally recognized D-U-N-S® Number enables you to stitch data together across silos and systems.



## Create trusted views of business relationships

Understand hierarchies and linkages for a comprehensive view of customers and suppliers.

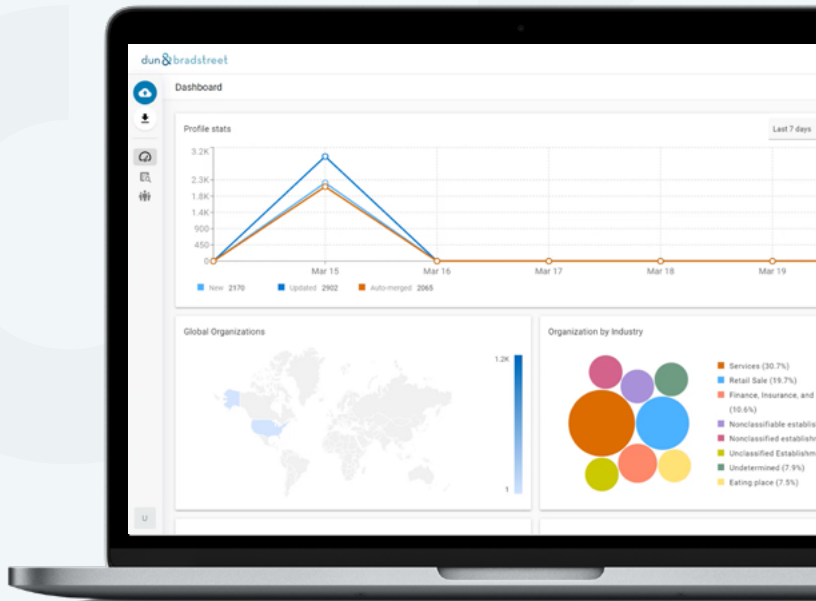


## Accelerate time to value

Get your project off the ground fast with Project Wizard, designed to help get you up and running in no time.

# Visualize and assess your data with the dashboard to better understand data health and performance

D&B Connect Essentials enables you to visualize your data with an intuitive dashboard, allowing you to understand data health performance better and gain critical insights into the factors driving your business's success. Our innovative self-service user experience includes best-in-class Master Data Management capabilities, allowing you to establish and maintain a golden record across disparate 1st party data with minimal effort.



Profile	Country	State	Status Details
Chengal Frey USA LM	United States	New York	
Migros-Gesellschafts-Bund	Switzerland	ZÜRICH	
Quality Distribution LLC	United States	Florida	
Channside Topco	United States	Florida	
Blue Ribbon Dry Cleaners	United States	Ohio	
Bluff City Elgin LLC	USA	IL	[DRI] - 20505 - No Match found for the given in-
Clear Associates LLC	USA	PA	
Central Grocers, Inc.	United States	Illinois	
Country Fresh Pa LLC	USA	PA	
Allen Farm & Home Supply Co.	USA	IL	
Global Fashion Works LLC	USA	MD	
Hi-Shear Corporation	United States	California	
Jackie-Liquori Agency Inc.	USA	NY	
Lucky Way Food Store 3	United States	Texas	
Silver Stop Food Mart inc	USA	CT	
Lyon Enterprise, LLC	USA	IL	
NORWOOD FIREHOUSERS	USA	OH	
Newport Solutions, LLC	USA	OH	
Newburg Deli & Catering	United States	Pennsylvania	
Novel Inc Works Inc	USA	NH	
One Arlington Center	USA	TX	[DRI] - 20505 - No Match found for the given in-
Ono S&M Technology Inc.	USA	IL	
Pan Area Foot Center	USA	TX	
Robert A. Pomeroy	USA	PA	

## Rules-based clustering

Pre-built match criteria for Sales & Marketing data mastering or Risk Management mastering.

## Automatic Golden Record creation

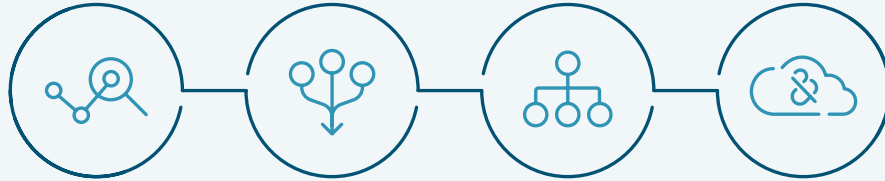
Generate a single source of truth across multiple disparate data sources.

The 'Explore Organizations' page for 'Newburg Deli & Catering' (Entity ID: 0004964) shows a 'Country' of 'United States'. The 'Enrichments' section includes: ControlStatus: Exposed for Details; OperatingStatus: Active; DetailsOperatingStatus: Undetermined; OperatingStatusStartDate: 2017; OperatingStatusEndDate: 2017; FirstReportDate: 2017-09-01; Deleted: No; MailUndeliverable: Yes; MarketabilityIndicator: No; TelephoneDisconnected: No; RecordClass: Class 1 record. The 'Financial' section includes: FinancialStatementDate: 2022-09-01; StatementDescription: Consolidated; ReliabilityDescription: Modified; AnnualRevenueCurrency: USD; CurrencyUnitCode: SingleUnits; AnnualRevenue: \$9,534.

## Self-service platform

Leverage in-platform tutorial to quickly get up to speed on platform capabilities and matching process.

The 'Define' step shows 'Sales & Marketing' selected as the use case and 'Source 3' as the source. The 'Upload' step shows 'There are currently 2202 records in the system' and a file upload area with a 'BROWSE FILE' button and 'LOAD DATA' button.



Other core capabilities of D&B Connect Essentials is to match and enrich data, which helps small data teams to improve the quality of their data and gain deeper insights. It also helps you discover corporate hierarchy to reveal cross-sell and upsell opportunities, allowing you to target your sales and marketing efforts effectively.

- ✓ Upload up to 100,000 records from 3 distinct data sources.
- ✓ Choose between Sales and Marketing or Risk Management mastering, with pre-built match criteria.
- ✓ Easily view company information including business addresses and phone numbers.
- ✓ Visualize hierarchy data to easily identify entity ownership, and generate parent/child company profiles.
- ✓ Leverage data from the Dun & Bradstreet Data Cloud to view enriched fields including financial, match quality, and organizational detail information.
- ✓ Export your mastered data to CSV or JSON format.



# Ready to unlock the power of your data?

Contact us today to get started.

[Learn More →](#)

## ABOUT DUN & BRADSTREET®

Dun & Bradstreet, a leading global provider of B2B data, insights and AI-driven platforms, helps organizations around the world grow and thrive. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to grow revenue, increase margins, manage risk, and help stay compliant—even in changing times. Since 1841, companies of every size have relied on Dun & Bradstreet. Dun & Bradstreet is publicly traded on the New York Stock Exchange (NYSE: DNB).  
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