



DATA AND ANALYTICS PRIVATE LIMITED

In today's ultra-competitive world, businesses need to figure out how to leverage data in order to improve their performance. Dealing with the volume and velocity of data flowing into and across your organization can be overwhelming and create complexity.

And, if you think about all the different relationships with which a business is involved, the number of associated data points gets large fast. Turning data into insights is not trivial – **which is where Dun & Bradstreet comes in.**

**Dun & Bradstreet** helps clients leverage data and insights to make confident decisions that help accelerate growth, reduce risk and improve business performance. In fact, 90% of the Fortune 500™ and companies of every size around the world rely on **Dun & Bradstreet** to help grow and protect their businesses.



**Drive 50% sales growth** through a focus on data to inform sales and marketing



**Increase growth by 25%** while also decreasing bad debt by over 25%



**Boost data quality by 86%**, improving campaign results through better targeting



**Achieve zero supply chain disruptions in a 5-year time frame** as a result of a global risk-based supplier management program built around our solutions

## DUN & BRADSTREET FAST FACTS

**Founded:** 1841 by Lewis Tappan as The Mercantile Agency; became R.G. Dun & Company in 1859. Merges with rival agency John M. Bradstreet Company (founded 1849) in 1933 and has operated as Dun & Bradstreet ever since.

Dun & Bradstreet has been enabling commerce and trusted business transactions for nearly 180 years. Four U.S. presidents worked for Dun & Bradstreet: Abraham Lincoln, Ulysses S. Grant, Grover Cleveland and William McKinley.

**Global Data Cloud Entities:** 420 Million.

### Awards & Accolades:



## COMPREHENSIVE SOLUTIONS THAT SPAN YOUR ENTIRE ORGANIZATION.



**D-U-N-S®  
Number**

Establish a business credit profile

**D-U-N-S®  
Registered  
Seal™**

Showcase credibility

**Business  
Information  
Report™**

Manage business credit risk

**D&B  
Hoovers™**

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