

"Own your data. Own your future"

*Marc Bijl
Dun & Bradstreet*

!!Statements!!



Decide with Confidence

- “You do business with fewer companies than you believe!”
- “You do business with companies that no longer exist!”
- “Your share of wallet/spend could be larger or smaller with your accounts than you realize!”
- “Cross-selling is closer than you know!”

??What's the point of it all??



Decide with Confidence

University Innsbruck
Marketing effectiveness and
DQ

Gartner Research
The Data Quality Coefficient:
Key To Maximizing The
Business Value of Information

Human Inference
*"Future DQ-developments
at Human Inference"*

Wolters Kluwer UK
*"Data Quality or Quality
Data?"*

COMIT Schweiz AG
"Customer data as a strategic resource"

Vivium
*"How to guide a DQ-project through a
migration?"*

ING Retail
*"Data Quality in a large organisation
merger"*

T-Mobile
*"DQ maturity → past, present
and future"*

KVL Inspiratie Technologie
*"Data Quality: A Management
Approach"*

Definition : Data



Decide with Confidence

- Data is Information that has been translated into a form that is more convenient to move or process.
- Data is factual information (as measurements or statistics) used as a basis for reasoning, discussion, or calculation.
- Data is a single piece of information, as a fact, statistic, or code.

Definition : Information



Decide with Confidence

Information is data that:

- has been verified to be accurate and timely.
- is specific and organized for a purpose.
- is presented within a context that gives it meaning and relevance, and which leads to increase in understanding and decrease in uncertainty.

Source: Various online dictionaries

Definition : Information



Decide with Confidence

The value of information lies solely in its ability to affect a behavior, decisions, or outcome. A piece of information is considered valueless if, after receiving it, things remain unchanged.

Source: Various online dictionaries

How does Information degrade to data?



Decide with Confidence

- Not making use of an up to date reference data source when entering information i.e. Free-hand entry, unchecked 3rd party data purchase.

Unchecked entry. No Reference data **!Statement! “You do business with fewer companies than you believe!”**



Decide with Confidence

Account Manager



1

Customer Nr: 1122
Agglo Construction
's-Gravenweg 272
3151 TW Hoek van Holland
Tel: 0174 - 685000
KvK nummer: 12046297

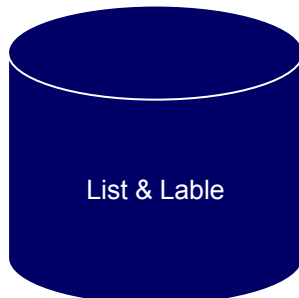
Inside Sales



2

Customer Nr: 3411
Fopma's Construction Agglo
's-Gravenweg 272
3151 TW Hoek van Holland
Nederland
KvK nummer: 120462970001

3rd party marketing list



3

Customer Nr: 9877
Agglo Constructions
Postbus 7
3224 AH Hellevoetsluis
Nederland Tel: 0174 – 685000
A.J. Fopma, director

How does Information degrade to data?



Decide with Confidence

- Not making use of an up to date reference data source when entering information i.e. Free-hand entry, unchecked 3rd party data purchase.
- Different departments degrade Information to data as they only need certain details for their own use.

Complete Customer Information



Decide with Confidence

- Customer nr: 91235455
- CRM nr: 57663
- Name: D&B
- Address: Street 66, 2333 DC Rotterdam
- Trade Name: Dun & Bradstreet
- Customer since: 2002
- Spend last year: Eur 20.000
- Spend this year: Eur 10.000
- Payment terms: 30 days
- Po needed: YES
- Products: A & B
- Industry: Information Services
- Contact: Marc Bijl
- Email: Bijlm@dnb.com
- Function: Business Consultant
- Telefoon: 06-46884542
- Complaints: issue 3321
- Number of Employees: 110
- Total Sales: 43.000.000

Commercial Use



Decide with Confidence

- Customer nr: 91235455
- CRM nr: 57663
- Name: D&B
- Address: Street 66, 2333 DC Rotterdam
- Trade Name: Dun & Bradstreet
- Customer since: 2002
- Spend last year: Eur 20.000
- Spend this year: Eur 10.000
- Payment terms: 30 days
- Po needed: YES
- Products: A & B
- Industry: Information Services
- Contact: Marc Bijl
- Email: Bijlm@dnb.com
- Function: Business Consultant
- Telephone: 06-46884542
- Complaints: issue 3321
- Number of Employees: 110
- Total Sales: 43.000.000

Financial Use



Decide with Confidence

- Customer nr: 91235455
 - Name: D&B
 - Address: Street 66, 2333 DC Rotterdam
 - Trade Name: Dun & Bradstreet
 - Customer since: 2002
 - Spend last year: Eur 20.000
 - Spend this year: Eur 10.000
 - Payment terms: 30 days
 - Po needed: YES
 - Products: A & B
 - Industry: Information Services
 - Contact: Marc Bijl
 - Email: Bijlm@dnb.com
 - Function: Business Consultant
 - Telephone: 06-46884542
 - Complaints: issue 3321
 - Number of Employees: 110
 - Total Sales: 43.000.000
- CRM nr: 57663

Customer Service

Definition : “Data is information that has been translated into a form that is more convenient to move or process.”



Decide with Confidence

- Customer nr: 91235455
- CRM nr: 57663
- Name: D&B
- Address: Street 66, 2333 DC Rotterdam
- Trade Name: Dun & Bradstreet
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- Contact: Marc Bijl
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- Complaints: issue 3321
- Number of Employees: 110
- Total Sales: 43.000.000

How does Information degrade to data?



Decide with Confidence

- Not making use of an up to date reference data source when entering information i.e. Free-hand entry, unchecked 3rd party data purchase.
- Different departments degrade Information back to data as they only need certain details for their own use
- Data base integration due to takeovers or CRM implementations

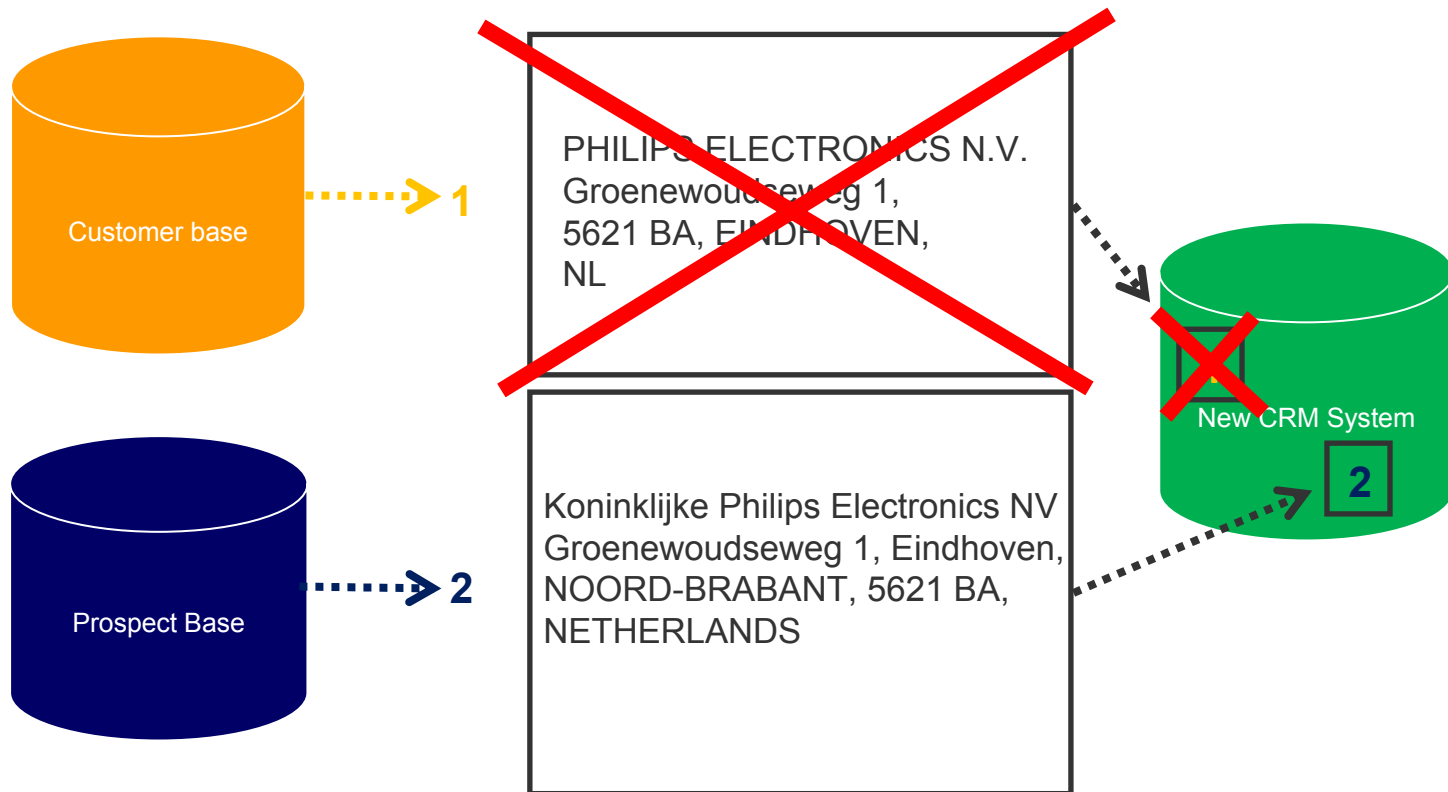
CRM implementation, takeovers/merges

!Statement! “You do business with companies that no longer exist!”



Decide with Confidence

Data Sources



How does Information degrade to data?



Decide with Confidence

- Not making use of an up to date reference data source when entering information i.e. Free-hand entry, unchecked 3rd party data purchase.
- Different departments degrade Information back to data as they only need certain details for own use
- Database integration due to takeovers/mergers
- Not updating information.

In The Netherlands businesses



Decide with Confidence

During this meeting:

- 319 will change key information such as Name or Address.
- 47 business telephone numbers will change
- 4 companies will file for bankruptcy
- 65 Companies will register with the Chamber of Commerce
- 51 will stop trading

Thus in one year

20% of all business addresses will have changed

18% of all business telephone numbers will have changed

9% of companies will be out of business.



Decide with Confidence

**How can you get the Information
back out of data?**

Earlier Example



Decide with Confidence

Account Manager



1

Customer Nr: 9877
Agglo Constructions
Postbus 7
3224 AH Hellevoetsluis
Nederland Tel: 0174 – 685000
A.J. Fopma, director

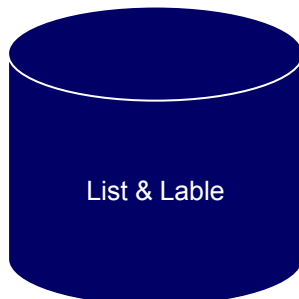
Inside Sales



2

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Nederland
KvK nummer: 120462970001

3rd party marketing list



3

Customer Nr: 1122
Agglo Construction
's-Gravenweg 272
3151 TW Hoek van Holland
Tel: 0174 - 685000
KvK nummer: 12046297

Tagging Data to get back Information

!Statement! “Your share of wallet could be larger or smaller with your accounts than you realize!”



Decide with Confidence

Data

realize!”

Information

1

Agglo Construction 's-Gravenweg 272 3151 TW Hoek van Holland Tel: 0174 - 685000 A.J. Fopma, director Sales: Eur 35.000,-	Customer 9877 40-780-9623
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2

Fopma's Construction Agglo 's-Gravenweg 272 3151 TW Hoek van Holland Nederland Sales: Eur 20.000,-	Customer 3411 40-780-9623
---	--

3

Agglo Construction Postbus 7 3224 AH Hellevoetsluis Nederland Tel: 0174 – 685000 Sales: Eur 15.000,-	Customer 1122 40-780-9623
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Knowledge

D-U-N-S Nummer: 40-780-9623	
KvK nummer: 120462970001	
Agglo-Bouw B.V.	
Trade Name: Construction Agglo	
's-Gravenweg 272	
3151 TW Hoek van Holland	
Postbus 7	
3224 AH Hellevoetsluis	
Nederland	
Tel: 0174 - 685000	
A.J. Fopma, Director	
Spend:	Eur 70.000
Sales	Eur 5.000.000
Employees	25
Industry	Construction
Potential spend	Eur 100.000

Knowledge



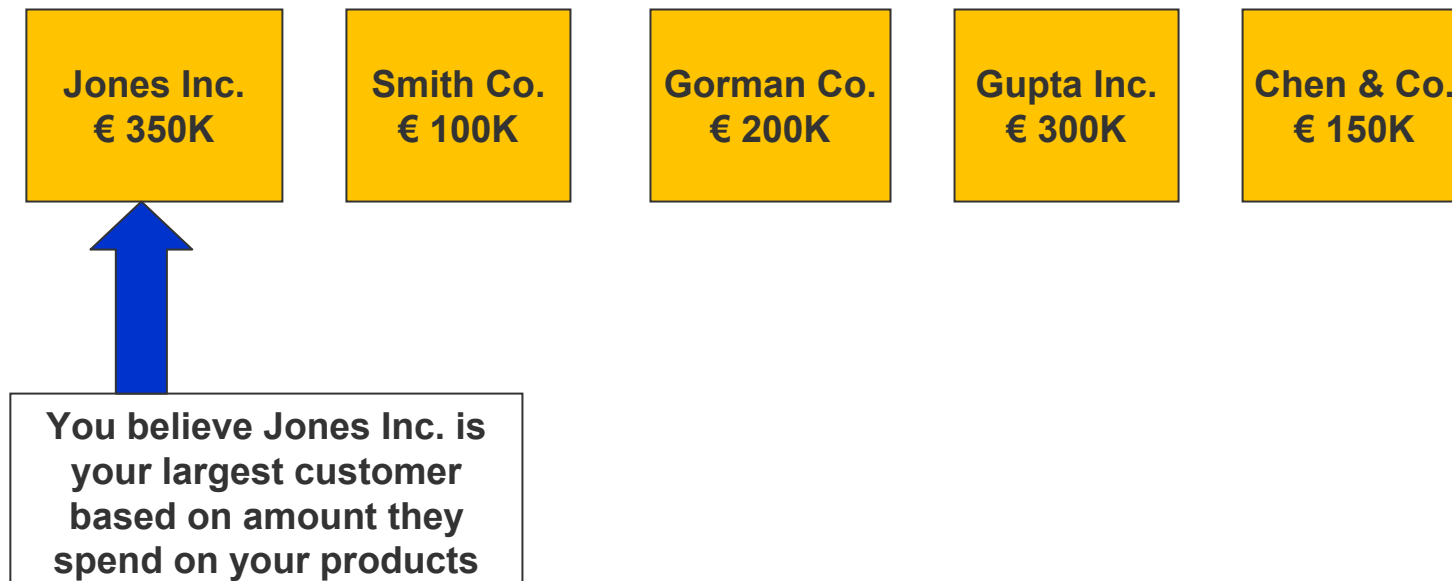
Decide with Confidence

- The sum or range of what has been perceived, discovered, or learned.
- Knowledge is learning and answering.
- The fact of knowing something with familiarity gained through experience or association.
- The act, fact, or state of knowing; specifically,
 - acquaintance,
 - awareness,
 - understanding.

Without D&B, companies typically identify their best customers based on the assumption that they are each separate and unrelated



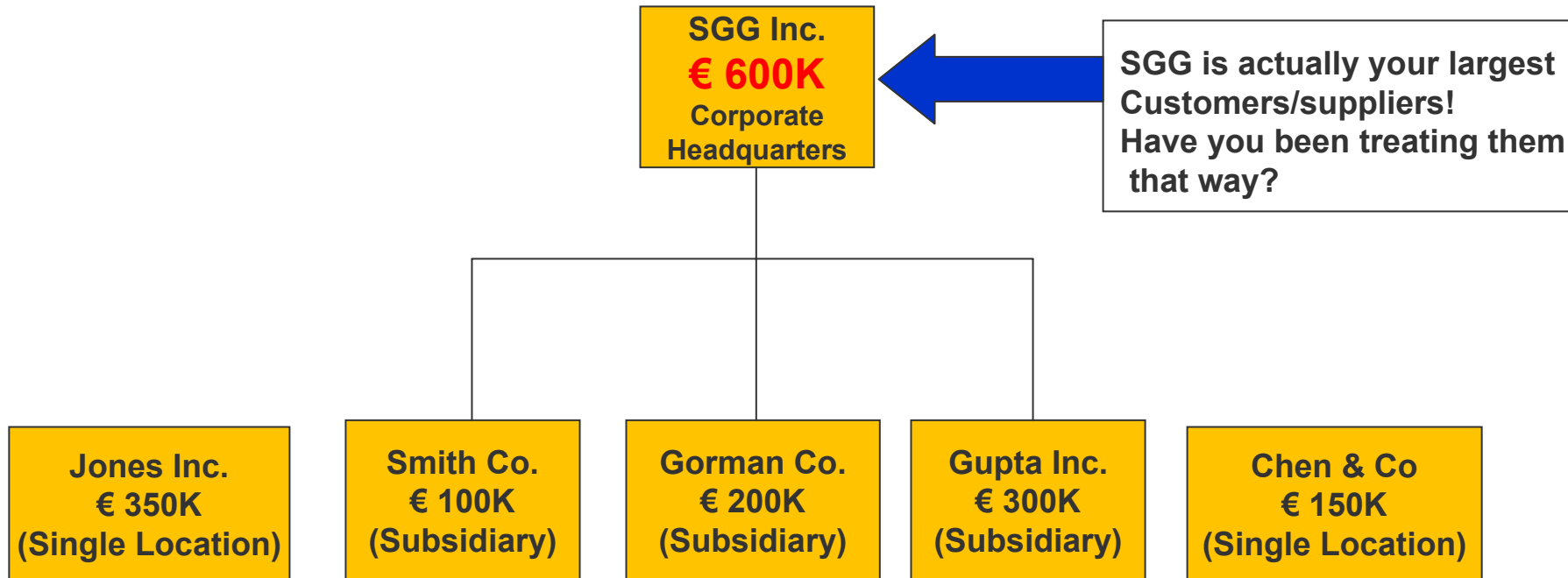
Decide with Confidence



Our Corporate Linkage capability reveals previously unseen relationships so you know who your best customers really are



Decide with Confidence

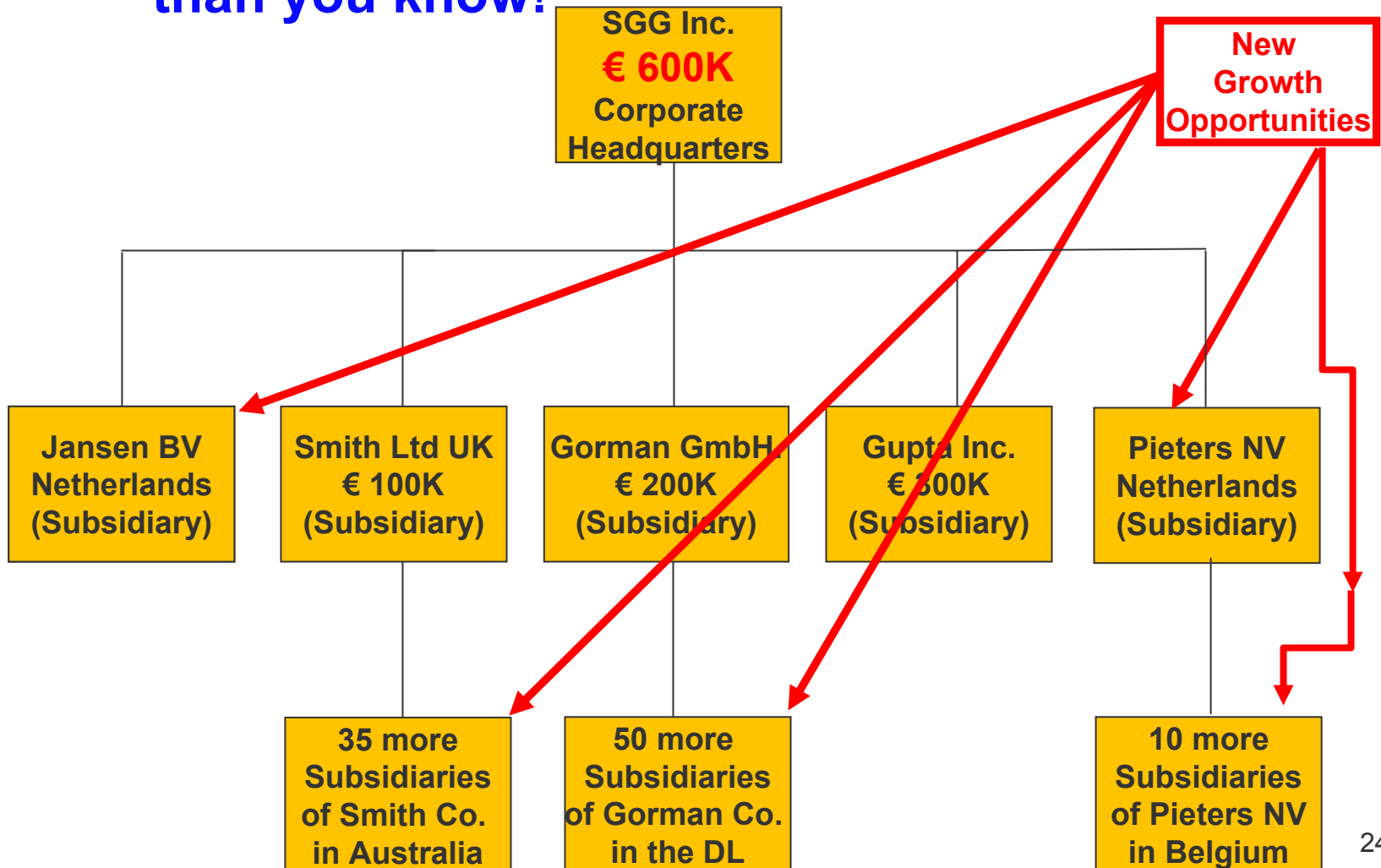


Corporate Linkage also reveals the customer's entire corporate family exposing significant new (Inter)national growth opportunities



Decide with Confidence

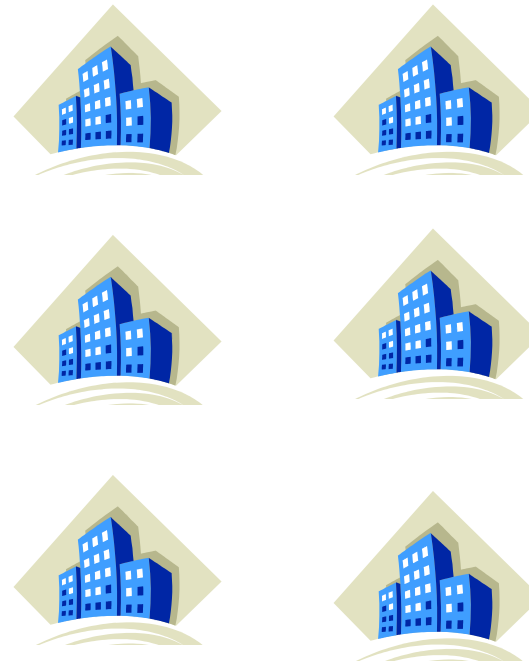
!Statement! “Cross-selling is closer than you know!”



Look-a-Like Profiling



Decide with Confidence



Your best customer based on
eg.:

- Turnover
- Number of orders
- Margin
- Etc.

High-growth new customers

We do this by building a profile of your best customers, combining your information with our own proprietary data



Decide with Confidence



Your best customer

Customer Information
SGG Inc
5 Park Ave
NY, NY 10056
2000 Revenue - € 375k
2001 Revenue - € 450k
2002 Revenue - € 600k

D&B Matching



D&B proprietary data

D&B
DUNS Number
Location Type
Industry
Company Size
Annual Sales
Linkage indicators

D&B Enrichment



Best Customer Profile
Location Type: Headquarters
Industry: Plastics Manufacturer
Company Size: >100 employees
Annual Sales: € 50-250,000,000
> 50 Family Members

D&B Profile

Definition : “Knowledge is the fact or condition of knowing something with familiarity gained through experience or association”

Then applying the profile of your best customer across over 156 million businesses



Decide with Confidence

Identifying the number of Look-a-Like Potential Customers



Your best customer

Best Customer Profile

Location Type:
Headquarters

Industry:
Plastics
Manufacturer

Company Size:
>100 employees

Annual Sales:
€ 50-250,000,000

Linkage indicators

Over 156 million businesses globally
In 236 countries

Thus targeting only those businesses with high revenue potential



Decide with Confidence

Delivery of Potential Customer Universe



Your best customer

Best Customer Profile

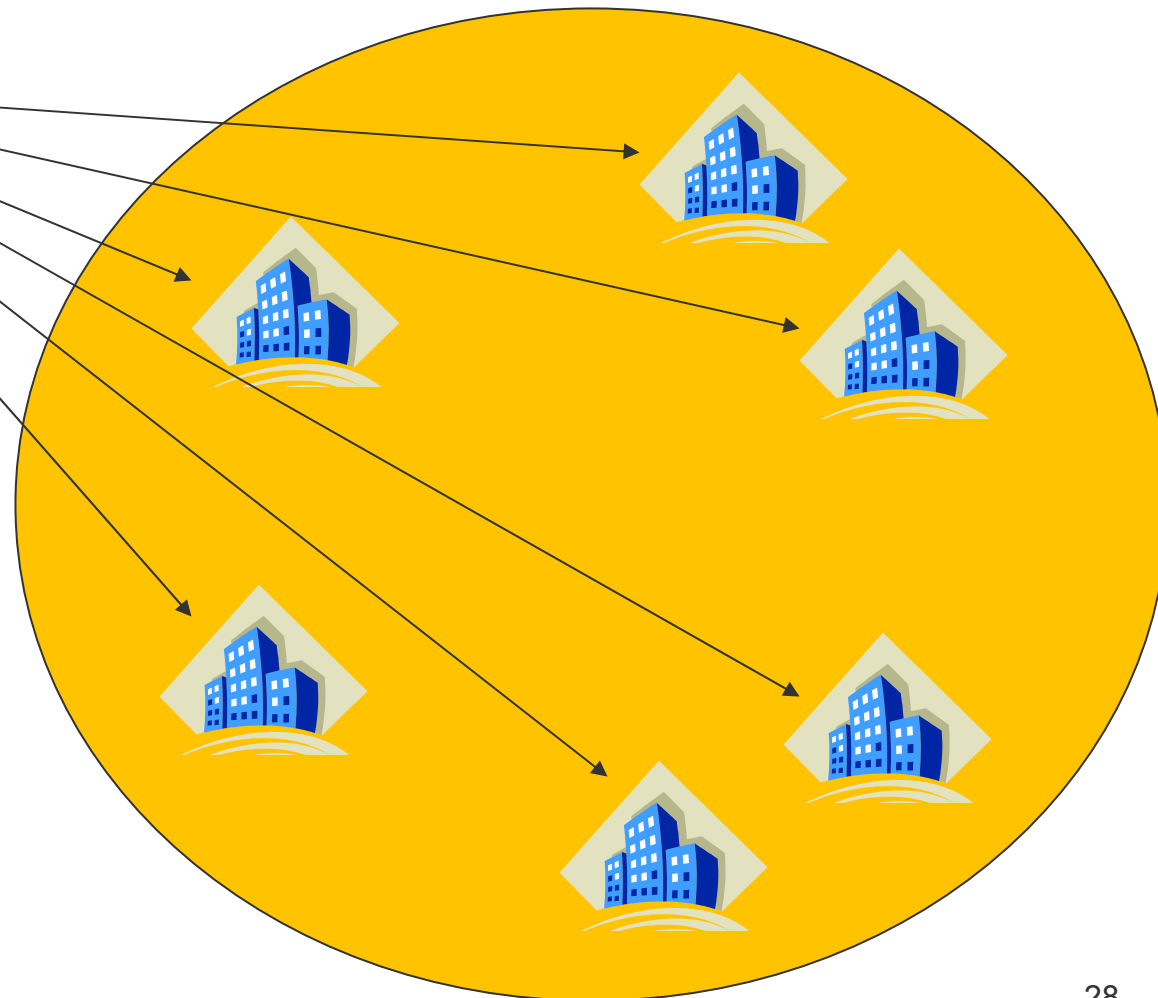
Location Type:
Headquarters

Industry:
Plastics
Manufacturer

Company Size:
>100 employees

Annual Sales:
€ 50-250,000,000

Linkage indicators



Keeping Potential Customer Universe accurate and up-to-date



Decide with Confidence

Data Maintenance



Once the data has been delivered it is imperative that the data be maintained and updated periodically to ensure a high data quality.

Keeping Potential Customer Universe accurate and up-to-date



Decide with Confidence

A piece of information is considered valueless if, after receiving it, things remain unchanged.

Recap !!Statements!!



Decide with Confidence

- “You do business with fewer companies than you believe!”
- “You do business with companies that no longer exist!”
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Decide with Confidence

??Questions??

Challenge me on my Statements!!



Decide with Confidence

- **D&B Data scan**
 - **Duplicate records**
 - **General quality**
 - **Overall financial risk**
 - **Linkage analysis**

*"Own your **data/Information/Knowledge.**
Own your future"*