



Dun & Bradstreet

Dun & Bradstreet Use Ignite's FirstRain® Solutions to Provide Real-time, Relevant Web and Social Analytics to Customers Via D&B Apps.



Dun & Bradstreet provides commercial data, analytics and insights for business.

Objective

Provide real-time, relevant web and social analytics to customers via D&B apps

Solution

A technology platform that is flexible, innovative and cloud-based to deliver highly relevant unstructured analytics

Results

D&B offers a new value proposition to their customers

Business Challenge

Dun & Bradstreet (D&B) grows the most valuable relationships in business by uncovering truth and meaning from data. D&B Sales & Marketing Solutions harness the volume of changing data to improve sales and marketing ROI. Customers depend on D&B for real-time information when they are going out to talk to a prospect or customer.

An increasing challenge for the D&B team was to take social and web data which is unstructured, structure it in a way that it's meaningful to their customers, and merge it with the data that D&B already has so that it could provide very actionable insights.

One of the things that D&B was looking for was the ability to provide a deep social business experience for their customers that was not just noisy social buzz or lists and lists of irrelevant news headlines. D&B understood that in order to be successful, today's sales reps can not spend a lot of time searching for information, doing administrative tasks or doing things they consider non-value add when trying to find a new prospect or close a deal.

The Solution

D&B selected Ignite's FirstRain solution as their long-term partner to enable customers to receive up-to-the-minute insights on prospects, customers, competitors and key markets by leveraging the FirstRain technology platform. Ignite's FirstRain solution now provides D&B with customer and market intelligence, which D&B delivers through its sales and marketing products. The solution provides a 360-degree view of a company that unifies relevant social content with D&B's structure content in a simple and seamless manner that is easy to use. The partnership allows D&B to offer relevant new analytics, from a wide range of sources including social media, to millions of users across different industries.

"It's absolutely critical for us to be able to take social data, structure it in such a way that it's relevant to our customers, merge it with the data from D&B – the structured data – and put it together so that it provides very meaningful and very real-time access for our customers. What FirstRain does for us is to take away that entire process for the salesperson."

Laura Kelly
Chief Product Officer
Dun & Bradstreet

Ignite's FirstRain solution enables D&B to offer a completely new value proposition that combines structured and unstructured data through the D&B product set. For sales and marketing, time equates to revenue. Customers are already providing feedback that the D&B products using Ignite's FirstRain solution are more relevant to them, making it much easier to get information when they need it and where they need it. With FirstRain analytics directly embedded into D&B products, users no longer have to spend hours of their time looking through different sources of information to figure out what's meaningful. By incorporating FirstRain's platform for big-data analytics, it's the first time that D&B has combined structured and unstructured data in a customer centric way.

Results/Benefits



"We're excited about the partnership with FirstRain. It's been a remarkable entry into a whole new space. It's the first time, to my knowledge, that structured and unstructured data have come together in such a positive way for our customers."

Laura Kelly
Chief Product Officer, Dun & Bradstreet, Inc.

- ✓ Real-time, flexible platform that delivers critical insights generated based on real-time big data analytics of unstructured sources.
- ✓ Versatile and seamless integration options based on the partner's goals.
- ✓ A committed partner who values ongoing communication and continuous innovation

About Ignite Technologies

Founded in 2000, Ignite is a privately-held company and a member of the ESW Capital group of companies. Since it was reinvented on the heels of a senior management change in 2013, the Company's mission is to help customers Ignite the power of their workforce to drive better business performance. Ignite leads all its efforts with a sharp focus on a simple but challenging objective – 100% Customer Success – measured through the achievements of its customers. The Company launched its innovative, new Ignite Prime program in 2017 delivering free enterprise software to its licensed and supported customers. For more information on Ignite's solutions and innovative Prime program, visit ignitetech.com.