

STEP Dun & Bradstreet Integration

Enhance Your Customer Records with the Power of the World's Largest Commercial Database

Creating a more complete view of the organizations and suppliers you do business with is a critical step in your growth journey. But many organizations suffer from poor-quality data and lack consistency.

The STEP Dun & Bradstreet (D&B)® integration enables you to augment and enhance your customer data with industry leading company information from the world's largest commercial database. The pre-built integration allows business users to directly access and import D&B records seamlessly from within the STEP Customer MDM user interface. With a few clicks or via an automated workflow, the STEP D&B integration allows you to easily match, cleanse and enrich your customer data, driving deeper business insights and creating a complete 360-degree view of customers, suppliers and partners.

Business Drivers

- Need for a complete view of customers and accounts
- Demand for personalized services
- Poor-quality customer data and compliance

Key Benefits

- Improve the quality and completeness of your customer data
- Create golden organizational records that provide the best version of truth
- Uncover corporate relationships with family trees and hierarchies
- Target customers and suppliers through enhanced segmentation

Key Features

- Reduce or eliminate deployment costs with a turnkey integration
- Enrich existing demographic data with up to 220 additional D&B attributes
- Improve duplicate detection and management with universal D-U-N-S ID
- Seamless data portability to systems such as ERP, CRM and marketing automation platforms

About Dun & Bradstreet



Dun & Bradstreet has the world's largest commercial database of more than 265 million companies – public and private, small businesses to large corporations.

Updated more than five million times each day from over 30,000 global data sources, D&B data enables organizations to achieve their business objectives and gain competitive advantages.

Below is a sampling of the types of data available through STEP's seamless D&B integration:

Company Information

- Company Name
- D-U-N-S Number
- Telephone
- Organization Start Year
- Ownership Type
- Number of Employees
- Operating Status

Sales & Marketing Information

- Sales Revenue
- Growth Rates
- Small Business Indicator
- D&B Industry Code
- Line of Business

Location and Hierarchy Information

- Company Address
- Mailing Address
- Global Ultimate Business Name
- Parent Address
- Domestic Ultimate Address
- Standalone Organization Indicator
- Competitors

Key Person Information

- Full Name
- Job Title
- Management Responsibility



STEP's seamless D&B integration can enhance the completeness and quality of your existing customer records

Entity Identification

Automatically match and enhance existing customer data directly within STEP's Web UI using Dun & Bradstreet's 265 million customer and supplier records. Record matches can be run in batch and results are returned to STEP in real-time, to ensure you are making business decisions based on the most trusted data.

Duplicate Identification

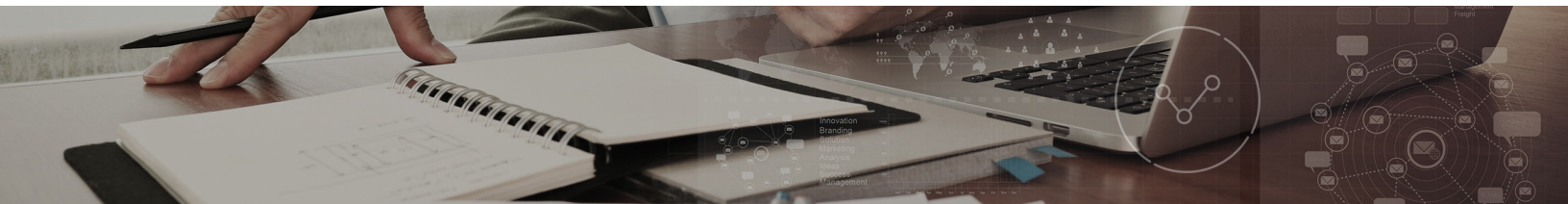
Enhance the quality of your data by improving poor-quality records and removing duplicates based on their unique D-U-N-S number. STEP's D&B integration ensures that you have accurate, trustworthy customer data throughout your enterprise.

Enrich

Improve your customer data and organizational golden records with up to 167 additional data attributes offered by Dun & Bradstreet's proprietary database. D&B's corporate family linkage and hierarchy information can also be imported into STEP to provide visibility into parent/child relationships within your customer or supplier base.

Monitor

Automatically maintain and track changes with key data insights. Regularly check golden records against D&B to prevent data decay and ensure you have the most up-to-date information about your customers.



License Options

Businesses utilizing STEP Customer MDM have two options for deploying the Dun & Bradstreet integration:

1. **Basic** – Match and find candidates from D&B and return standard company information containing 20+ data attributes, including D-U-N-S number, address, zip code, telephone numbers, country codes, family tree member roles and more. The basic license includes 500 free lookups.
2. **Enhanced** – Unlock a world of insight by harnessing the power of D&B premium data. Access 220+ attributes including marketing and sales information, financial figures, complete company family trees, key contact information (CEO, VP, etc.) and other additional company information such as ownership control type, business status indicators, employee counts and more.

About Dun & Bradstreet

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect our customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. For more about Dun & Bradstreet, visit www.dnb.com.

About STEP

STEP is a Multidomain Master Data Management platform that integrates multiple disparate systems in your company by streamlining the process of aggregating and consolidating information around your products, customers, suppliers, employees, assets and reference data from multiple sources and formats. STEP connects that information to derive actionable insights, and publishes it to backend systems as well as online and offline channels.

About Stibo Systems

Stibo Systems believes the future of business requires a Digital Business Core™ of operational data that is continuously shaped and delivered to produce superior business outcomes. Stibo Systems is the driving force behind hundreds of forward-thinking companies around the world who have unlocked the full value of their information; empowering business users to act with confidence in their data, adapt quickly to changing market conditions and go beyond to anticipate what's next. Stibo Systems is a privately held subsidiary of the Stibo A/S group, originally founded in 1794. Its corporate headquarters is located in Aarhus, Denmark. For more information, visit www.stibosystems.com