

# Dun & Bradstreet Data Blocks

*Modern, best-in-class data delivery*



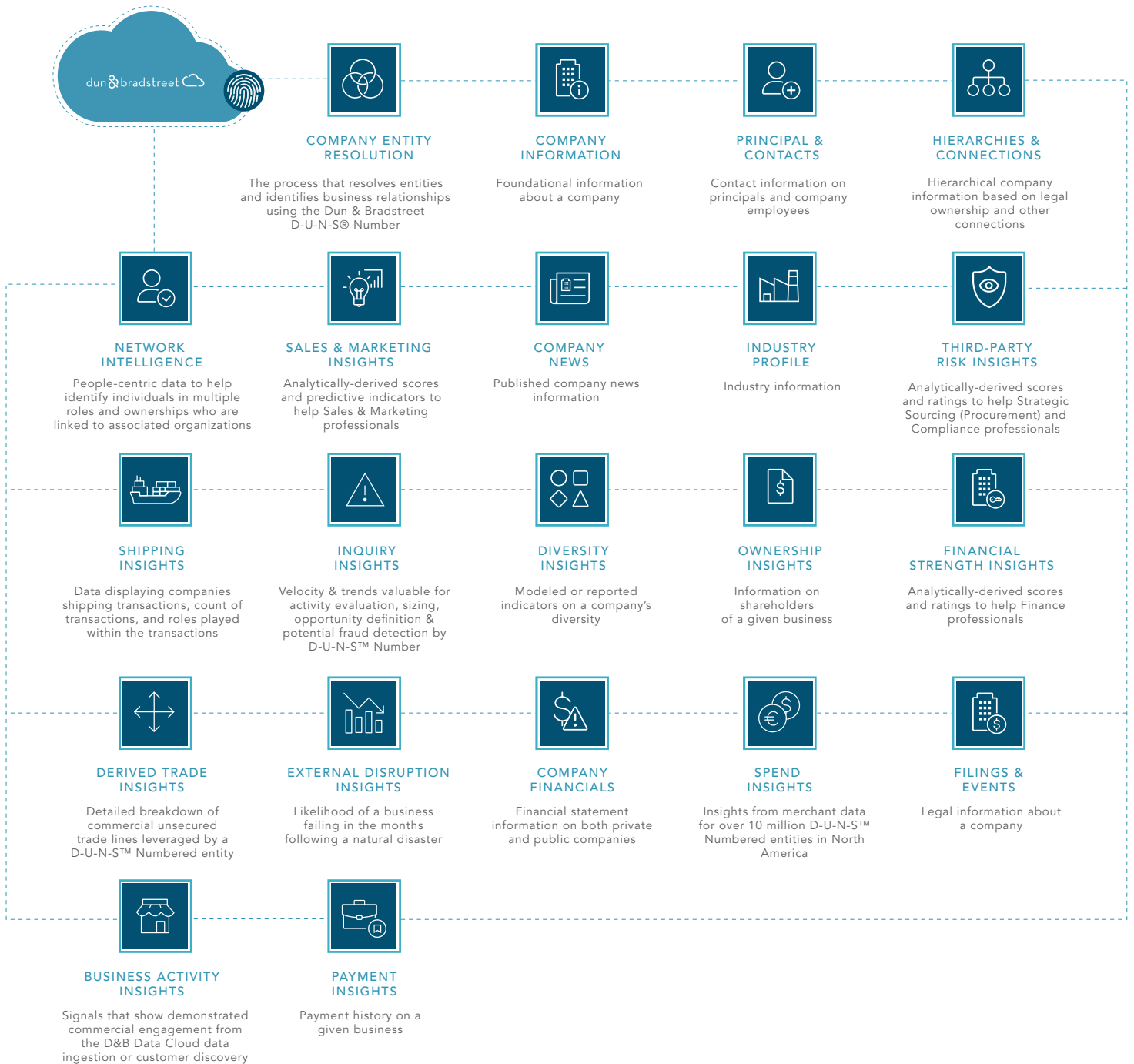
In today's ultra-competitive marketplace, data-driven organizations have a clear advantage over their rivals. To get this advantage, organizations all over the world turn to Dun & Bradstreet to help accelerate revenue, manage risk, reduce costs, and transform digitally through the power of data and insights delivered from the Dun & Bradstreet Data Cloud.

As important as data quality is, how data is delivered, the ease in which it can be consumed, and the speed at which a business can transform information into value is equally important.

To meet these needs, Dun & Bradstreet delivers data in packages called Data Blocks - logical, topic-based grouping of data elements from the Dun & Bradstreet Data Cloud. It is a modern, best-in-class method of serving data in a simple, standardized, and flexible way.

Data Blocks empower clients to easily ingest world-class data they require across their enterprise in a consistent and scalable manner via API, flat files, or a combination. Data Blocks are licensed by domain: Sales & Marketing, Finance, Supply, and Compliance.

## A RANGE OF DATA BLOCKS TO MEET YOUR UNIQUE NEEDS











With Data Blocks, clients experience superior data quality delivered consistently. In addition, Data Blocks quicken the time from delivery to value realization with simple, standard implementation and activation. Lastly, clients benefit from flexibility and scalability, enjoying seamless delivery regardless of how much or how little








content is ingested, where used, or what need is being addressed.

Data management is complex; Dun & Bradstreet Data Blocks make it easier than ever for clients to experience the power of tailored delivery aligned with unique business needs.

HERE ARE JUST SOME OF THE WAYS CLIENTS CAN USE DATA BLOCKS:

DATA BLOCK	DESCRIPTION	EXAMPLE BUSINESS OBJECTIVE	EXAMPLE DATA ELEMENT
 COMPANY ENTITY RESOLUTION	Entity Resolution is the process by which we assign a Dun & Bradstreet D-U-N-S® Number to client data and enables client data to be compared with standardized records held in the Dun & Bradstreet Data Cloud. This is often referred to as "matching". Entity Resolution is undertaken for the purposes of: identifying duplicates within a client's database; searching for a specific entity; or validating a D-U-N-S Number. This capability delivers only match results. Company Information Level 1 must be licensed in conjunction with this capability.	I need to understand and assess the quality of my data	Match Data Profiles, Confidence Code and 20+ more
 COMPANY INFORMATION	Provides basic data about a company, including name and address, industry or business activity type, size, and country or region identification numbers.	I need foundational contact information on my most important relationships	Dun & Bradstreet D-U-N-S Number, Primary Business Name, and 300+ more
 PRINCIPAL & CONTACTS	Information about company employees and principals, including: names, titles, and - where permitted - contact information.	I want to understand the most important contacts across my account list	Principal name & title, physical address and 150+ more
 HIERARCHIES & CONNECTIONS	Identifies entities associated with a given company in terms of legal ownership, franchises and other connection types, as well as joint and minority ownership. Often referred to as a "family tree".	I need a way to identify cross-sell and up-sell opportunities within accts	Domestic headquarters, Subsidiary, Franchisee relationships and 100+ more
 NETWORK INTELLIGENCE	Insights that cluster disparate records of key individuals from customer and third-party businesses, and associate them with a D-U-N-S Number to help compliance and supply professionals establish source of wealth and conduct more efficient due diligence by avoiding duplication.	I want to connect people to their associated businesses to cost efficiently of establish source of wealth and minimize duplicate screenings	Cluster Key of individuals in multiple roles, UID/Role Key of each role the beneficial owner plays
 SALES & MARKETING INSIGHTS	Analytically-derived scores and predictive indicators to help Sales & Marketing professionals with many of their everyday use cases involving to whom to target and sell. Only available for the Sales & Marketing domain.	I need to understand the buying readiness of my account list	Marketing Pre-screen score, Material Change Scores, and 30+ more
 COMPANY NEWS	Published news items associated with a particular business.	I need to consolidate and stay up to date on the latest news on my account list	News article, description and 10+ more

DATA BLOCK (CONTINUED)	DESCRIPTION	EXAMPLE BUSINESS OBJECTIVE	EXAMPLE DATA ELEMENT
 INDUSTRY PROFILE	Industry information including topics such as business challenges, trends, and opportunities and executive insights. Often used to help prepare for sales conversations; includes sample questions. Profiles are not specific to a given entity/company, rather to the industry as a whole, and are licensed individually.	I need a way to identify companies within a specific industry	Industry market analysis, industry codes, and 30+ more
 THIRD-PARTY RISK INSIGHTS	Analytically-derived scores and ratings to help Procurement and Compliance professionals with many of their everyday use cases involving assessment of other companies. Only available for the Supplier and Compliance domains.	I need to assess and monitor suppliers for risk and compliance	D&B Supplier Stability Index, Supplier Evaluation Risk Score, Failure Score, and 80+ more
 SHIPPING INSIGHTS	Provides data about which companies have shipping transactions associated to them, the count of transactions, as well as which roles the company played within the transactions.	I need insight into what role my customers, vendors, and suppliers play along my supply chain and their inventory strategy	Number of shipping transactions by D-U-N-S Number, company role in transaction
 INQUIRY INSIGHTS	Provides insights into D-U-N-S™ Number level activity showing velocity and trends valuable for activity evaluation, sizing, opportunity definition and potential fraud detection	I want to evaluate opportunities and detect potential fraud	Total Count of inquiries on a D-U-N-S™ Number, Time based summary of inquiries at D-U-N-S™ Number, Annual and Historic summary of inquiries by industry
 DIVERSITY INSIGHTS	Reported indicators on the business ownership structure of the company, such as women, minority or other designations. Please note that the LGTBQ owned business data is only available in block level 3 and should only be used for supplier diversity purposes.	I want to only do business with diverse companies	Woman-owned, veteran, green certified companies, and 150+ more
 OWNERSHIP INSIGHTS	Information on the people and companies who own shares of a given business entity and/or who ultimately benefit from the result of that business' operations.	I need to understand the risk or link between companies and their shareholders	Shareholder contact information, percentage of ownership and 120+ more
 FINANCIAL STRENGTH INSIGHTS	Analytically-derived scores and ratings to help Finance professionals with many of their everyday use cases involving assessment of other companies. Only available for the Finance domain.	I need to manage risk and optimize resources by understanding my customers' likelihood of financial distress.	D&B Delinquency Score, Failure Score, Viability Scores and 100+ more
 DERIVED TRADE INSIGHTS	Detailed breakdown of commercial unsecured trade lines leveraged by a D-U-N-S™ Numbered entity.	I need to evaluate payment history and delinquency to assess financial risks of a customer	Summary of experiences and PAYDEX, experience counts, and aging by delinquency time periods

DATA BLOCK (CONTINUED)	DESCRIPTION	EXAMPLE BUSINESS OBJECTIVE	EXAMPLE DATA ELEMENT
 EXTERNAL DISRUPTION INSIGHTS	<p>Provides the likelihood of a business failing in the months following a natural disaster. Inputs such as financial stress, industry, business size, local reliance, and supply chain characteristics may contribute to the index. This score is critical for the planning &amp; recovery use cases, especially for disaster recovery and workforce development. It is also useful for the protect supply chain use case.</p>	<p>I want to measure the impact of a natural disaster on my customers and third-parties to act proactively</p>	<p>Vulnerability scores, score dates, percentiles, and more</p>
 COMPANY FINANCIALS	<p>Financial statement information on both private and public companies.</p>	<p>I need to understand a company's liquidity to prevent future risk</p>	<p>Financial statements including liability, audit history information and 430+ more</p>
 SPEND INSIGHTS	<p>Analytically-derived scores and ratings to help Strategic Sourcing and Compliance professionals with many of their everyday use cases involving assessment of other companies. Only available for the Supplier and Compliance domains.</p>	<p>I want to assess reliance on each of my third-party vendors and suppliers</p>	<p>Spend activity at D-U-N-S™ Number level, including average order size, order volume, spend range, and more</p>
 FILINGS & EVENTS	<p>Information about legal events associated with a company, such as: registrations with local authorities, suits, liens, bankruptcies/financial embarrassment. Also includes financing statements, public notice and special events information.</p>	<p>I want to only do business with legally sound companies</p>	<p>Suits, liens, judgement filings and 410+ more</p>
 BUSINESS ACTIVITY INSIGHTS	<p>Business activities are signals that show there is a demonstrated commercial engagement from either the Dun &amp; Bradstreet Data Cloud data ingestion or customer discovery via Dun &amp; Bradstreet licensed services.</p>	<p>I need to have insight into the commercial activity of my customers and third parties</p>	<p>D-U-N-S Number commercial activity summary for 3, 6, and 12 months</p>
 PAYMENT INSIGHTS	<p>Information related to a company's payment history and profile. This includes the Dun &amp; Bradstreet Paydex® score – both current and historical – high credit amount information and industry norm data.</p>	<p>I need to understand payment history before onboarding a vendor/ customer</p>	<p>Payment behavior, PAYDEX Score, bad debt experiences and 250+ more</p>
 MONITORING	<p>Notifies users about changes to the Dun &amp; Bradstreet Data Cloud for registered D-U-N-S Numbers. Monitoring is provided on any capability licensed by a customer.</p>		

## ABOUT THE DUN & BRADSTREET DATA CLOUD

The Dun & Bradstreet Data Cloud offers the world's largest set of business decisioning data and analytical insights, covering hundreds of millions of businesses and other commercial entities across the globe. We source data from tens of thousands of sources, tens of millions of websites, and crowd-validating initiatives. Additionally, we leverage information from our global sources, along with proprietary capabilities, to discover and curate millions of business-to-business relationships. These relationships can include corporate hierarchies, ultimate beneficial ownership, alternative-type relationships, historical ownership, and analytically derived connections.

We continuously monitor our vast number of sources for changes that impact information in the Dun & Bradstreet Data Cloud, including dynamic changes to business relationships. Changes are verified, and updates made to the Data Cloud as relevant. Our Data Blocks Monitoring capability advises of such changes.



Get started with Data Blocks by contacting your account representative today!

# dun & bradstreet

### 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). Twitter: [@DNB\\_India](#)