

D&B Analytics Studio

Seamlessly explore, synthesize and optimize data & analytics

For businesses to stay ahead of the curve in the era of digital transformation, business leaders must rely on data and analytics to inform their journey toward an optimized strategy and execute on that strategy. To support this business imperative, data science teams must have ready access to comprehensive data which provides broad insight about an organization’s customers, prospects, industry, and marketplace at large to identify patterns and relationships in data not evident before. Additionally, companies driven by analytic insight leverage industry-leading technology stack to test models, learn from outputs, and iterate quickly to actionable outcomes. As straightforward as this sounds, analytics teams often face obstacles including the lack of consistent, analysis-ready data, a lack of familiarity with important new data sources and a lack of technology necessary to derive powerful insights from the data.

For example, a full set of information about customers, prospects, vendors and other partners may not be accessible to the teams. Or, information is not in a unified format or is stored in silos throughout the business, meaning valuable analytic resources spend much of their time obtaining and cleaning data, rather than conducting actionable analysis. In addition, keeping pace with advancements in modeling, reporting, and visualization tools can be a full-time job, one that must be balanced with other deliverables expected of the analytics team. However, the benefits of exploring new data sources and analytic tools and techniques are too compelling to pass up.

To simplify the data scientist’s job and directly address the challenge of organizing and gaining meaning from multi-sourced data, D&B Analytics Studio provides best-in-class B2B data and state-of-the-art technology to bring agile analytics to you, instantly.

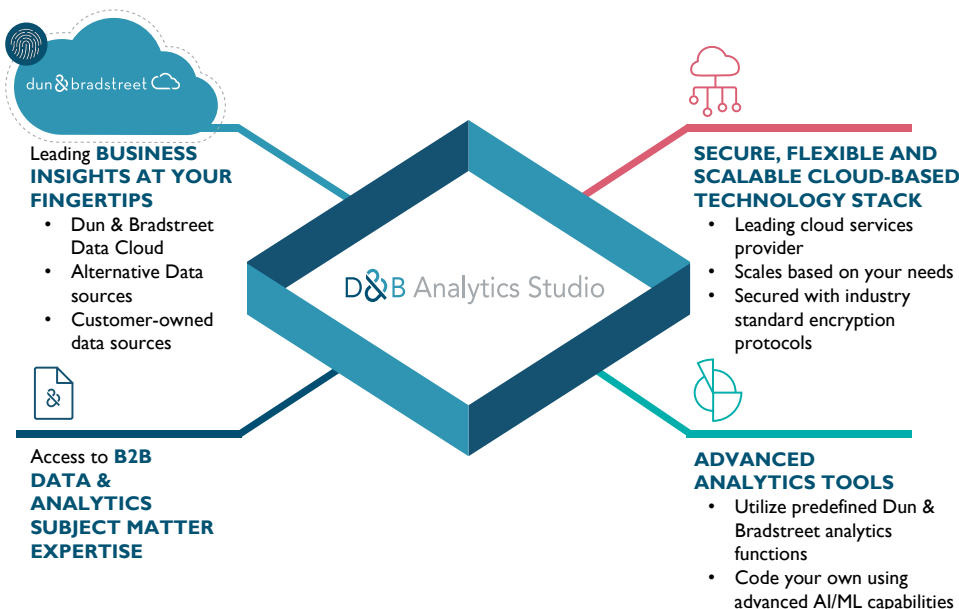
INTRODUCING D&B ANALYTICS STUDIO

D&B Analytics Studio is a secure, cloud-based analytics platform equipped with full access to the Dun & Bradstreet Data Cloud – the world’s most comprehensive set of business data and insights – as well as a scalable analytics technology stack.

With **D&B Analytics Studio** you can merge your own data with data from the Dun & Bradstreet Data Cloud and a growing set of alternative data sources, all tied to a single identifier, for robust model inputs. The D-U-N-S Number® helps ensure that your data is consistently linked to Dun & Bradstreet’s commercial data in one consolidated platform to more easily experiment and evolve your strategy. Dun & Bradstreet’s Data Cloud offers up to 10 years’ history of multi-dimensional attributes on a universe of over 400 million businesses globally. This unparalleled combination provides you with the deepest possible insights and helps you achieve the highest quality results.

Industry-standard analytics and data visualization tools help perform data exploration, statistical analysis, and model development with speed and precision. Also featured is the ability to seamlessly move from analysis to deployment with just a few clicks. With configurations to fit organizations and teams of every size, D&B Analytics Studio enables analytics teams to be in the driver seat when answering critical business questions along the digital transformation journey.

THE SOLUTION OFFERS:



SPEED-TO-MARKET

IMPROVED ACCURACY

COMPETITIVE INSIGHTS

LOWER COST & MAINTENANCE OVERHEAD

D&B Analytics Studio caters to the transformation needs across your enterprise by providing instant access to business insights for agile analytics and strategy optimization.

EXAMPLE USE CASES:



A need to **prove the business case** to advance beyond basic Business Intelligence reporting into predictive analytics; make the case for investment in tools and hiring of the right skillsets.



A **small internal analytics team** on which the business places high expectations. Team needs help moving beyond limited dataset to meet aggressive time lines.



A desire to test new, more robust external data sources to **improve the performance of current models**.



A need to analyze market trends and segment performance to finalize target segments in **support of a new business-to-business product launch**



A need to **complete complex analytics within aggressive time lines** that don't synch with the availability of internal resources

MOST COMPREHENSIVE BUSINESS DATA

- Dun & Bradstreet Data Cloud 400M+ global business records
- Structured and governed
- 80% are companies with < 11 employees
- Continually expanding set of alternative data sources
- Ability to upload your data and other third-party data.
- Connect all using our unique D-U-N-S Number identifier as a persistent key
- Largest set of payment experiences (200M) enabling deep payment-related insights
- Access to detailed payment performance at the raw-attribute (payment transaction) level
- Tens-of-thousands of data sources, tens-of-millions of web page searches
- Data from 5M daily customer data inquiries – rich set of signal and triggers
- Detailed hierarchy information ranging from corporate legal hierarchies to analytically-derived linkages based on brand and other associations.
- Over 120M entities identified as part of some type of hierarchy
- Full suite of Dun & Bradstreet Risk and Marketing Scores
- 100M purchases transactions associated with smaller organizations for SMB insights

TECHNICAL CAPABILITIES

- Timely and high-compute scalable environment – direct, fast access to data via Sparks
- Industry-standard tools including: SQL, PySpark, SparkR, Scala, PowerBI; Additional visualization plug-in enabled via ODBC and JDBC connections
- Modern platform permits code integration in GitHub
- All facets of security — encryption, identity management, role-based access control, data governance, and compliance standards
- High level of modeler notebook collaboration
- Data cataloging and automatic versioning
- Advanced Dun & Bradstreet pre-defined functions and commonly used scripts, risk delinquency model algorithms, prospecting model, etc.
- Allows for use of multiple languages and tools in a single environment
- Metadata Store + Data Cataloging caters to specific customer need: Data as a Product

ANALYTICS CONSULTANT EXPERTISE AVAILABLE TO YOU!

- **Dun & Bradstreet's analytic solution consultants**, with experience spanning multiple industries, work closely with clients to tailor solutions specific to their needs
- **Quantitative analysts** who have developed hundreds of custom predictive models globally
- **Expertise and knowledge** in all areas of identity resolution, analytics, and solution integration architecture.
- **Specializing in big data engineering, machine learning and social media analytics** to enable continual innovation
- **Heavy investment in R&D** to continually expand other areas: risk associated with location, professional executives associated with the business, supply chain network, and political/economic climate
- **Expertise in all statistical software: SAS, SPSS, R, Python**

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, build stronger relationships, and help stay compliant – even in changing times. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity. Dun & Bradstreet is publicly traded on the New York Stock Exchange (NYSE: DNB).