

Dun & Bradstreet India Data Cloud Updates in 2020

Dun & Bradstreet updated Indian company information in its Data Cloud in 2020, both in terms of coverage and depth. Clients can continue to access enriched information that brings a distinct edge in risk assessment, sales & marketing decisions, adherence to compliance, etc.

2019 → 2020

<p>India Data Cloud</p> <p>Increase in overall data coverage</p> <p>14.2M → 20M</p>	<p>Ultimate Business Owner (UBO) Coverage</p> <p>Ascertain connected relationships between businesses and natural person(s) who ultimately own or control a business</p> <p>2.1M → 7.8M</p>	<p>Financial Statements</p> <p>Get access to financial statements for companies including sole proprietorship / partnership concerns</p> <p>233K → 265K</p>
<p>Key Contact Personnel</p> <p>Develop more impactful go-to-market strategies through persona-based targeting</p> <p>4.3M → 9M</p>	<p>Coverage of New D-U-N-S® Numbers</p> <p>Meet KYC* and UBO requirements</p> <p>2M → 6M</p>	<p>Ready to Consume Business Information Reports</p> <p>Evaluate the existence, operations, stability and profitability of a business</p> <p>3.3M → 9.2M</p>
<p>Improved Refresh Rates (Average Age of File)</p> <p>Get updated data on potential business partners</p> <p>26mts → 15mts</p>	<p>AFF Percentage</p> <p>90 out of every 100 requested Business Information Reports (BIR) on Indian businesses were available instantly</p> <p>85% → 90%</p>	<p>Business IDs</p> <p>Meet KYC* needs</p> <p>2M → 9.5M</p>
<p>Legal Status</p> <p>Determine the registration type of businesses in order to onboard vendors / suppliers / trade partners</p> <p>3.1M → 9.5M</p>	<p>Linkage Universe</p> <p>Provide transparency to business relationships, enriching the overall view of risk assessment</p> <p>1.28M → 1.67M</p>	<p>Cherished Universe</p> <p>Capture latest insights on the most inquired companies to enable our clients in driving growth, managing risk and minimizing fraud</p> <p>250K → 404K</p>

* KYC: Know Your Customer



Company details | Management information
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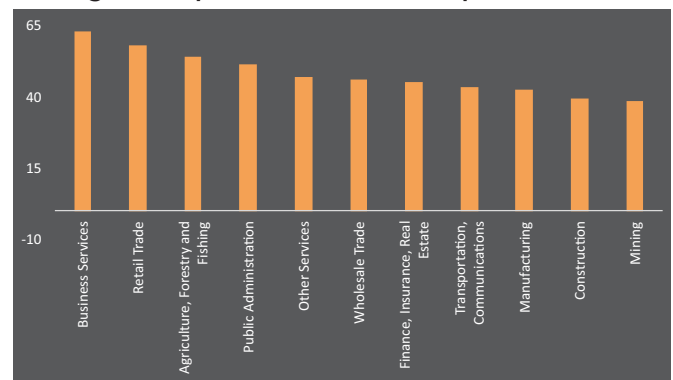
Data-driven Decision Making: COVID-19 Impact Index

By Dr. Arun Singh, Global Chief Economist, Dun & Bradstreet

Unlike most other crises or natural disasters, the current pandemic has affected virtually every country, business, and individual either directly or indirectly. The level of business disruption created by the pandemic is alarming and unpredictable. Dun & Bradstreet's commerce disruption tracker shows six distinct patterns in the progress of the business disruption (defined as those impacted by government restrictions or changes in consumer behavior and workplace practices). One, in countries like the US and Canada, disruption has remained high since our monitoring started. Two, in countries like India and Brazil, disruption has declined but remains elevated. Three, in countries like South Africa and Russia, disruption had declined and stayed lower. Four, in countries like China and Japan, disruption has been low since our monitoring began. Five, in countries like the UK and Italy, disruption had declined but is surging again. Six, in countries like Indonesia and Chile, disruption was low but is now surging. In India, while the number of active COVID-19 cases has been on the decline since December 2020, the level of risks to businesses remains elevated. The market conditions have also been in a constant flux since the beginning of the pandemic. For instance, Dun & Bradstreet's COVID-19 Impact Index shows that between Dec 28, 2020 and Jan 04, 2021 the business services sector witnessed a 21-point improvement; in contrast, the construction sector witnessed a 13-point deterioration. The COVID-19 Impact Index assesses impact on companies based on location, Dun & Bradstreet's proprietary credit and risk data, industry, unemployment data, and the level of disruption to the company's network

(i.e. suppliers and customers). While credit managers traditionally look at the credit history or payment performance of a firm to establish appropriate credit terms, now is the time to consider supply chain data as an additional variable to assess risks and realign credit terms. Even a seemingly healthy customer with good track record may fail to honor payments on time if there arises a disruption in that customer's network. Given the regional variations in COVID-19 cases and subsequent differences in government restrictions across regions, it is important for credit managers to closely monitor the evolving situation of their network's health. However, keeping abreast of market conditions requires more than casual observation. By leveraging on analytics solutions such the COVID-19 Impact Index, businesses can de-risk their own operations and not just survive but also thrive during these uncertain times.

Dun & Bradstreet COVID-19 Impact Index – India; as on Jan 04, 2021
(0 – highest impact; 100 – lowest impact)



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