

# Family Tree Finder User Story



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## Customer: **Shook, Hardy & Bacon**

*Law Firm Discovers a Better Way of Doing Business  
with Family Tree® Finder*

### **The User**

More than 112 years and 575 attorneys have positioned Shook, Hardy & Bacon (SHB) as the nation's 50th largest law firm. With ten offices strategically located throughout the world, Shook, Hardy & Bacon serves a diversified client base with a range of practice groups.

### **Problem**

SHB's vast majority of clients are Fortune 500 companies that have business relationships and partnerships with a large number of organizations the firm may be completely unaware of, due to the sheer size of the client corporation. When searching for new business, or when trying to determine if a potential client is a fit for the firm, it is imperative that they have a solid conflict of interest management plan in place. Although it is extremely time consuming for their staff to carefully research each prospect to identify a potential conflict of interest,

they must take this task seriously. An overlooked conflict could mean a potentially damaging situation for the firm. Because of the risk involved, researchers were spending far too much time and energy manually looking up each client entry, encouraging the firm to find a more cost-effective and efficient way to complete this critical task.

### **Solution**

D&B Family Tree® Finder is the solution SHB picked to quickly determine and qualify potential new clients and uncover relationships within large corporate entities where potential conflicts could exist. Using Family Tree Finder has allowed the firm to enhance the way they conduct business-to-business conflict management and corporate family searches. Not only does Family Tree Finder give them access to D&B's global database of over 70 million records, but it enables them to retrieve information from this database in a fraction of the time it had taken them to conduct manual searches. This has had a great impact on the firm's business as a whole.

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## Case Study: Shook, Hardy & Bacon

### Benefits and Results

Because it takes less time and legwork to conduct these searches, SHB can better utilize staff resources. They also utilize the ability to see the family tree in its hierarchical arrangement so that they can fully understand the inter-relationships of a particular organization.

With D&B's global database and corporate linkage process, SHB can better identify family relationships through the D-U-N-S® Number — a unique nine-digit identification sequence — assigned to every business in the D&B database linking headquarters, branches, parents, and subsidiaries. More importantly, however, is the speed at which they are able to access this information.

"Through our use of this product, we have been able to uncover potential conflicts of interest and other critical business considerations in minutes," says David Cummings, Records Services Manager. "The volume of information that we have been able to retrieve and the quality of the data has been phenomenal. No other product has a more comprehensive, complete, and up-to-date database than what I've seen from D&B."

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*David Cummings, Records Services Manager.*

"The information we receive from our queries is accurate, easy to understand, and easy to access. We were able to get our research staff up to speed in a relatively short amount of time," says Cummings. "D&B Family Tree Finder provides us with access to information on companies that we can then print or export for our use. We then develop reports on this information that are used in new business efforts."

For more information, contact your local D&B Sales & Marketing Representative

## D&B Solutions

Risk Management Solutions  
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Supply Management Solutions  
E-Business Solutions

[www.dnb.com](http://www.dnb.com)

Our data is backed by DUNSRight™, D&B's unique data quality process that subjects all data to over 2,000 continuous checks. And to keep up with hundreds of business phone numbers and addresses that change each hour, this process updates our data on over 84 million businesses 1 million times a day. D&B goes beyond B2B data — we offer business insight. Insight that you can base your critical business decisions on. Insight that gives you a competitive edge. Insight that increases your revenue.