



## With D&B's Data Integration Batch Offering and Strategic Marketing Record, Motorola™ Markets With Impact

Motorola (NYSE: MOT) is having a major impact on the two-way radio market, with help from the IMPACT21 database and the Dun & Bradstreet (NYSE: DNB) Sales & Marketing Solutions' Data Integration Batch offering. Motorola has utilized these databases to proactively support the strategic marketing efforts of its dealer distribution channel.

"Motorola chose D&B several years ago because of the company's strong reputation for providing accurate and rich business intelligence," said Stephanie Kowalski, Motorola IMPACT21 manager. "Accessing D&B's services allowed us to obtain the information we needed to implement a more strategic — and more successful — sales and marketing initiative for our dealers."

The IMPACT21 system is an important tool to help guide the efforts of Motorola's authorized two-way dealer channel. It provides the dealers with a central repository to record their basic information about their sales. Dealers then can obtain and analyze rich information on their customer base via D&B's global database, which ultimately can be used to help drive their sales and marketing activities.

Through the D&B Data Integration Batch offering, the data is enriched with D&B's Strategic Marketing Record. This provides Motorola's indirect distribution team with additional information to facilitate leads and to identify and prioritize revenue opportunities

for its dealer channel. The ability to capture additional market information by using D & B's Strategic Marketing Record is a win-win for Motorola, its dealers, and D&B.

Motorola uses the D&B Strategic Marketing Record, pulled from D&B's global database of more than 72 million businesses worldwide,

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to help its dealers run targeted marketing campaigns and provide the dealers with opportunities to develop their own marketing programs. The programs focus either on driving sales to new users in specific areas or building loyalty with existing customers.

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Decide with Confidence

*continued from other side*

## Motorola Markets With Impact

Dealers are seeing the impact too. Bob Urban from Wireless Communications said, "Thanks for the time you spent providing the Dealers with this valuable business tool. We look forward to growing our business with the help of Motorola."

"Motorola's Radio Products and Services Division has been very successful over the past several years, and D&B business intelligence has helped make the difference," Kowalski said. "It will allow us to be even more successful moving forward. By developing such key relationships, with our dealers and D&B, we believe we'll continue to meet and exceed our sales and marketing objectives."

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## Customer Information Management Portal

D&B now offers its customers a new Web based portal where they can have access to product information, place orders, check job status and retrieve products by simply using their D&B.com user ID and password. Check out the new site at: <https://cim.dnb.com/cim/>

## What's New?

### *Get a 360° View of your customer!*

D&B is proud to introduce **Customer Integration Manager** to the S&MS product line. This exciting new product is intended to help companies create a 360 degree view of their customers, by integrating customer, D&B, and other third party information. **Customer Integration Manager** leverages our patented global match technology and the D&B database to provide you with the ability to recognize and identify customers and prospects and then "link" to knowledge about that entity. This knowledge is then available for improved decision making.

#### Benefits:

- Integrates business customer information from your diverse systems and automatically maintains the completeness and quality of that information
- Supports a Common Customer Directory by creating and maintaining an integrated "view" of business customers
- Lets you cost-effectively share D&B business information across the enterprise
- Helps you interact consistently with customers across all touch points leading to improved customer service
- Allows you to gain the strategic insights needed to optimally manage your most important asset — your customers

## D&B Solutions

Risk Management Solutions  
Sales & Marketing Solutions  
Supply Management Solutions  
E-Business Solutions

[www.b2bsalesandmarketing.com](http://www.b2bsalesandmarketing.com)

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