



Sales & Marketing Solutions

Sales & Marketing Solutions

September 2003 Vol. 12 No. 3

A Newsletter for D&B Sales & Marketing Solutions Customers and Friends

Is Your Data Helping or Hurting Your Organization?

Quality data is critical to successful marketing. Without it, sales people can't close sales and marketers can't reach their target audience. Combine those two problems and your bottom line suffers. And if you have a CRM tool, it's virtually impossible to maximize its value if you have marginal data.

Although data quality is a basic concept in the B2B world, it isn't an easy goal to achieve. According to a recent study by the Sales and Marketing Institute, 70.8% of all business people change one or more elements on their business cards each year. That kind of flux can wreak havoc on your database. Still, industry experts claim that data quality practices are overshadowing high-priced CRM initiatives.

And it's no wonder considering the price a company pays for poor data quality. According to the Data Warehousing Institute, poor data quality costs U.S. businesses more than \$600 billion annually.

To avoid becoming a statistic, ask yourself the following questions:

Q Is your information correct? Are you capturing the same data on your customers with multiple systems?

Q Is the information captured housed in the right location?

Q Do you have all of the necessary data elements to make decisions?

If your answers are an unpleasant surprise, you need to take action and put a data quality process in place. The process to improve data quality involves:

Data Cleansing

Parse, normalize, and standardize name, address, and correct related data elements

Data Integration

Match cleansed records to D&B's global business database

Data Enrichment

Increase the business value of your integrated customer information by adding additional information such as SIC Code, corporate linkages, financials, payment information and updates on bankruptcies, name or management changes and other business events

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Frontline View

The year is coming to a quick close. It seems like only yesterday it was January. Now you're starting to think about next year's plan. Time sure does fly.

Many of my associates have been lamenting the fact that this time warp phenomenon is pressuring them to achieve goals. First quarter was tough, and many were left in a situation in which they had to catch up for lacking results. When this happens, the ol' "it's not my fault" reflex rears its ugly head.

This past year, the economy has been the scapegoat for many. If you're not hitting your goals, have you taken the all-important step of determining the reason behind the failure? Yes, the economy hasn't helped, but what is going on inside your company to prevent you from achieving your goals?

Sometimes the answer can be found in your database. It's common to find inaccurate data in sales prospect databases, billing systems, or even human resources departments. Inaccurate data can cause problems across your entire company. The costs associated with bad contact data can be overwhelming, making it impossible for you to do your job effectively and achieve your business objectives.

...75 percent of them attribute inaccurate data to financial losses that exceed \$500 million annually.

A recent study by The Data Warehousing Institute shows that nearly 44 percent of respondents said their data was worse than expected. And of those respondents, 75 percent of them attribute inaccurate data to financial losses that exceed \$500 million annually.

The good news is that a simple cleansing of your contact list can dramatically increase productivity, success, and ultimately, profits. A modest investment on the front-end can save you hundreds of thousands of dollars later on. Can you afford to not take care of your data — the lifeblood of your organization?

We're going to explore data care in this issue, and we'll show you a few D&B solutions to your data problems. Before you let another day pass, do an internal data audit to see if the information running through your company is reliable. If it's not, you need to take action.

Until next month,

David Clarke,
U.S., Leader, Sales & Marketing Solutions



Continued from front page

Is your data helping or hurting your organization?

Bottom line: Prioritize efforts, reduce expenses, and improve ROI

Unlinked Records from Operational Systems

A/R	Gorman Printing Co., Inc. 492 Koller Street San Francisco, CA 94110 Leslie Smith, President
Purchasing	Veran Supplies P.O. Box 111 San Francisco, CA 94111 L. Smith, President
Sales	Gorman San Francisco, CA 94110 (415) 555-0000

D&B's Customer Info. Optimizer



Complete View of Your Customer

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+Veran Supplies
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San Francisco, CA 94110
(415) 555-0000
Leslie Smith, President
SIC Codes:
2759 Commercial Printing
5112 Office Supplies
450 Employees
Sales \$90 Million
Year Started 1957

Identify cross-sell and up-sell opportunities
Better understand prospects and opportunity

According to the USPS, 2 billion badly addressed pieces go into the USPS dumpsters on an annual basis

The price paid for inefficiencies of bad data:

- Poor customer service, lost opportunities
- Productivity losses

If you'd like to read more about this topic, visit <http://www.dnb.com> for a copy of D&B's latest White Paper, Turning Your Data into Revenue. To transform the quality of your database and uncover the hidden opportunities in your data, visit http://www.dnb.com/us/dbproducts/sales_marketing/grow_customer_base/index.html for more information or call **800.532.3775**.

Back by Popular Demand

Grow Your Business and Emerging Trends in Risk Management Seminars

Professionals from companies of all sizes packed our FREE seminars to learn valuable information from a company with over 160 years of experience. Here's just a sampling of what they learned:

Grow Your Business: Profile, Prospect, Prioritize, and Profit

- How to use customer information to effectively pinpoint and sell to your target market
- Cost-effective ways to cleanse, enhance, analyze, distribute, and use your data
- How to grow your customer base using the information you have on your current customers
- Internet tools and the latest database management tools that make your job easier

Emerging Trends in Risk Management

- How to reduce DSO (days sales outstanding)
- How to increase sales volume
- The keys to improving top and bottom line performance

Don't miss your chance to attend one of these free seminars and take away valuable information that can improve your job performance. Space for each seminar is limited, so register today. For complete seminar schedules and registration information visit:

<http://www.b2bsalesandmarketing.com/gyb> and <http://www.dnbemergingtrends.com>



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460 Totten Pond Road, Waltham, MA 02451-1908
T 800.532.3775 F 800.468.5621 www.b2bsalesandmarketing.com

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What's New at D&B

Get the Information You Want — Quickly — at Hoover's

The new Hoover's Online has officially been launched! This new easy-to-use, online tool enables users to shorten their sales cycles and increase close rates by providing them with insightful and comprehensive information. Take a tour now at:

<http://premium.hoovers.com/global/mktg/index.xhtml?pageid=10570>

DUNSRight™ — What Sets D&B Apart from the Competition

When we say Decide with Confidence, we mean it! Our continued commitment to data quality shows in the new advancements to our Data Quality Process. The world of business data is an ever-changing one, but D&B's DUNSRight Quality Assurance process employs over 2000 automated validations, as well as many customized manual quality checks to ensure that D&B's data is of unprecedented quality.

D&B Solutions

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

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Turn to Harris InfoSource for Smarter Prospecting and Market Insight

Harris has two new information-based solutions that can help you uncover opportunities and give you the competitive edge:

- **Selectory**, a flexible and powerful source of current company information
- **CompanyReach**, an online database packed with critical information such as company profiles, news articles, industry information, and corporate trees

To learn more about these tools, visit www.harrisinfo.com or call **800.532.3775**.

We want to hear from you!

D&B Sales & Marketing Solutions welcomes news, comments, and questions regarding editorial content.

Contact us:

Editor: Diane Cesa email: editor@dnb.com
Fax: 800.468.5621

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Published by D&B Sales & Marketing Solutions