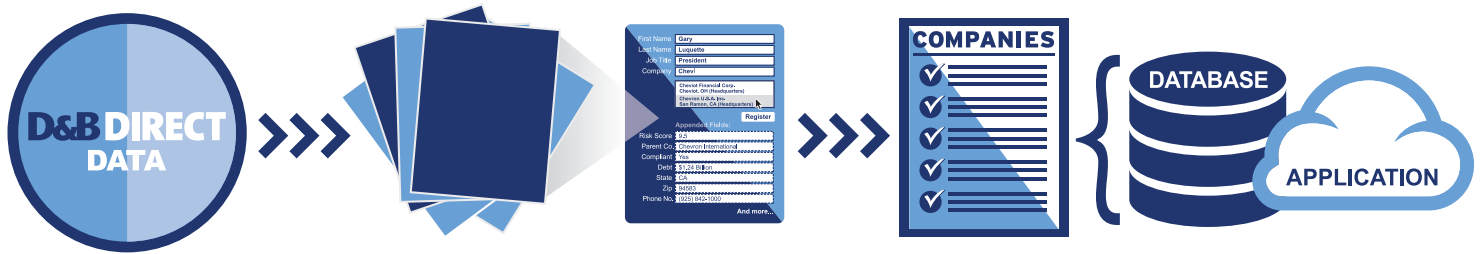# Master Data Management

Drive results and improve decision making by delivering advanced master data management across your data sources and systems. Utilize real-time account matching, record enrichment, and streamlined data stewardship to avoid data quality errors at all system entry points.

## Example Workflow



**1** Optimize data management by connecting to D&B Direct to access real-time company information

**2** Review your company records to gain a single view of customers, suppliers, and partners across the business

**3** Enrich your data with D&B business intelligence to provide a holistic view of customers, and get real-time updates to ensure accuracy in your database or application

## Recommended D&B Direct Products for Master Data Management

### Search & Build-a-List: Company

Find the right companies to quickly fill your prospect pipeline. Search for a list of companies that best match your criteria, including target industry, size, and geography.

### On-Demand Single Entity Resolution

Cleanse your records with address standardization and entity resolution features. Then use D&B match technology to identify duplicates, correct company data, and enrich your existing records.

### Search & Build-a-List: Contacts

Find new business and identify sales leads by building a list of professional contacts (and their affiliated companies) using your own search criteria and the largest business contact database.

### Corporate Linkage ●▲

Linkage provides a family tree overview of branches, divisions, and subsidiaries without the expensive and time-consuming research. D&B offers the largest and most accurate database of corporate family trees.

### Predictive Bankruptcy & Payment Risk ●▲

Gain predictive payment insight to determine a supplier's future business standing. Indicators received include Commercial Credit Score (CSS), Financial Stress Score (FSS), Supplier Evaluation Risk (SER), and debarment indicator.

### Detailed Company Profile ▪▲

Enrich your records with detailed data on more than 225 million companies. The D&B database allows you to deliver precise insight to support new and existing account decisions.

▪ Available in Standard, Enhanced and Premium
● Available in Standard and Enhanced
▲ Monitoring services available