

Service Definition

G-Cloud 15 – Lot 2b
Cloud Software

BUSINESS INFORMATION
SOLUTIONS
D&B Hoovers

PREPARED BY:
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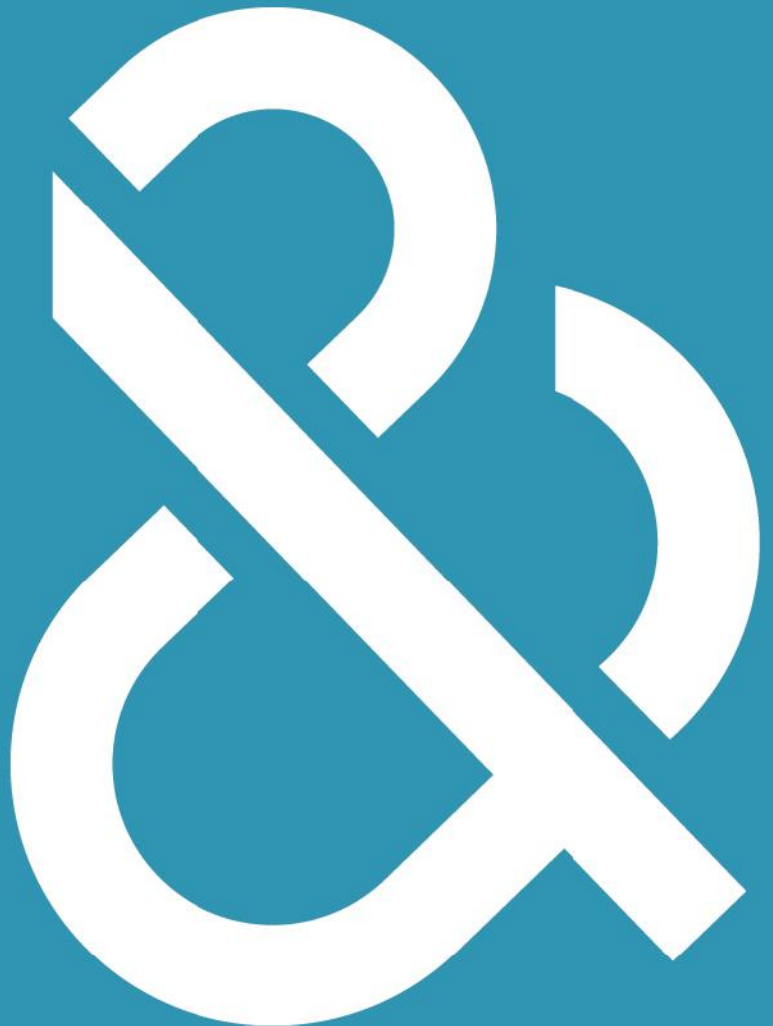


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PRODUCT OVERVIEW

D&B HOOVERS

D&B Hoovers is an online tool that provides access to the Dun & Bradstreet Data Cloud for real-time business intelligence. With an easy to navigate user interface, D&B Hoovers combines more than 278 million business records from 30,000 sources in 190 countries, updated 5 million times a day with an intuitive, dynamic user interface. Robust search capabilities and in-depth account intelligence make it easy to quickly identify global businesses for many use cases, such as company or director research and other business data needs.

In the example below using the Dun & Bradstreet company name, there are 11 entries. Users can review or filter further to find the exact company. When clicking on the required company record, users are presented with the full company data and research materials, (as shown in the following screen shot).

The screenshot shows the D&B Hoovers search interface. The search term 'Dun & Bradstreet UK' has been entered, resulting in 11 matches. The first result, 'DUN & BRADSTREET LIMITED', is highlighted. Below the search results, a detailed profile for 'DUN & BRADSTREET LIMITED' is displayed, including contact information, employee count, and company type.

Search Results:

- 11 Results
- Buttons: + Add to List, Save as a SmartList, Download
- Sort by: Relevance
- Result 1: **DUN & BRADSTREET LIMITED**
 - Consulting Services
 - London, United Kingdom
 - Sales USD: 107M • Assets: 159M
 - Employees (All Sites): 287
 - Private Subsidiary • Headquarters • Decision HQ
 - +44-8702432344 • On TPS: No • www.dnb.co.uk

Company Profile: DUN & BRADSTREET LIMITED

The Point, 37 North Wharf Road London, W2 1AF United Kingdom (Trading Address) Show Registered Tel: +44-8702432344 On TPS: No www.dnb.co.uk in tw f	Employees (All Sites): 287 Company Type: Private Subsidiary, Headquarters Parent: D & B EUROPE LIMITED Ultimate Parent: Dun & Bradstreet Holdings, Inc. Corporate Family: 170 Companies D-U-N-S® Number: 22-951-5499 Industry: Consulting Services
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Lists: None

0 Ideal Profile Score

OneStop Report

FEATURES AND BENEFITS

FEATURES

- Comprehensive business profiles on 297 million businesses for research
- Detailed business intelligence and editorial insight, including people and industries
- Intuitive user interface with automated workflows, data import and export
- Seamless CRM integration with different platforms for business information
- Dynamic search function and list building based on multiple filters
- Real-time trigger alerts and business event updates for your portfolio
- Corporate family trees or business hierarchies show full business structures
- Data profiles and core analytics support segmentation and list building
- Includes ratings, filings, competitor information, social and news reports
- Access to original documents, such as Companies House annual reports

BENEFITS

- A single application for business data, business intelligence and reports
- Provides speed of research, and response to complex business questions
- Enables better decisions, through detailed and accessible business insight
- Increases productivity through availability of business information integration
- Enables business reviews, researching contacts and job roles
- Access to quality data, industry trends and business performance data
- Data enrichment for improved insight, ease of system usage monitoring
- Business activity profiles, for easy presentations and library of documents
- List building, segmentation and profiling tools give users flexibility
- Fast data downloads for use in the most common formats

DETAILED OVERVIEW

D&B Hoovers™ provides access to the world's largest commercial Data Cloud and sophisticated real-time business intelligence. It can be used to:

- Identify and prioritise business contacts
- Analyse markets and segments
- Enrich account and contact records
- Perform total addressable market (TAM) analysis for research purposes
- Acquire new company and contact data in bulk, for instance alternative suppliers

D&B Hoovers Audience Builder extends these capabilities for users who need to work with large datasets and perform advanced segmentation, market sizing, and account expansion.

CRM Integration

D&B Hoovers can be integrated directly into popular CRM platforms such as Salesforce and Microsoft Dynamics. There are two main operational modes:

- **Web-Based (Stand Alone):** Accessed via a web URL with D&B login credentials.
- **CRM-Based (Embedded):** Installed directly into your CRM, allowing users to log in with their CRM credentials and manage access through CRM user management tools.

Key Integration Features:

- Seamless import and export of account and contact data between D&B Hoovers and your CRM.
- Enriched company and contact records are delivered directly into your CRM for a clean workspace and segmentation.
- User management and permissions are handled within the CRM environment for embedded sites.
- Pre-built connectors and integrations E.G., **Salesforce Integration**
 - Site administrators can set up a site-level Salesforce connection for all users.
 - Supports importing Salesforce Accounts into D&B Hoovers Audience Builder.
 - Planned support for exporting companies and contacts back to Salesforce.
 - User-level connections are also available for individual D&B Hoovers users.

Market Reports - There are also market reports and in-depth industry intelligence reports to help when wishing to analyse data at a broader level. The product has additional modules, as you can see from the service table, also providing customer data upload for example.

Search Filters - For sectors such as the IT vertical, users can use search filters that are tech-focused to trigger alerts and detailed reports. Leverage insights into the technologies a company uses to run their business, org charts, technology initiatives, and budgets for deeper intelligence.

News Alerts – Teams can set alerts and triggers, so they are immediately made aware of any changes in the companies being monitored. Alerts can be triggered on news items, social data (unstructured), and business data that can be coded, such as industry classification codes.

Linkage or Corporate family trees – Linkage data shows how businesses are connected. It shows industry, analyst, and competitive intelligence on leading businesses. Ideal Profiles use data and analytics to recognise characteristics. Global records can be downloaded subject to requirements.

Audience Builder (Advanced Data & AI Features)

- **Audience Builder** is an enhanced module within D&B Hoovers designed for users who need to work with large datasets and perform advanced market analysis.
- **Key Capabilities:**
 - **Total Addressable Market (TAM) Analysis:** Estimate market size for services using advanced segmentation and visualisation tools.
 - **Search & Segments:** Define and refine possible markets or market subsets.
 - **Charts & Visualisations:** Built-in and customisable charts (bar charts, Venn diagrams, crosstabs) to break down and analyse segments.
 - **Crosstabs:** Explore “what if” scenarios and discover key attributes in your data.
 - **Venn Diagrams:** Identify overlaps in market segments for more precise targeting.

Smartlists

- **Smartlists** (sometimes called Segments) allow users to create dynamic, criteria-based lists of companies or contacts.
- These lists automatically update as new data matches the defined criteria, ensuring your lists are always current.
- Smartlists can be shared across teams and integrated with CRM systems for seamless workflow.

AI-Driven Look-Alike Analysis – E.G., find alternative suppliers

- **Account Expansion/Look-Alike Analysis:** Upload your best suppliers and the system uses AI to find “net new” companies that resemble your current suppliers.
- **Large Data Jobs:** Audience Builder supports processing up to 1 million records per job, with unlimited cumulative storage for imports and exports.

Seamless CRM Integration

- Smartlists and AI-driven segments can be pushed directly into your CRM, keeping your data up to date-to-date.

D&B Hoovers is available for a 7-day free trial, so you can experience first-hand the quality of our data and analytics before committing to buy.

PACKAGES AND PRICING OVERVIEW

There are 3 different levels of access, the Predict version has the most options and includes the industry profiles, so is most valuable for deep research. Whereas Explore, the base package gives all the company and contact search option with news and triggers. A table is included showing all the options on the next page and a pricing overview is given in the pricing document.

The full table of functions by package is below:

D&B Hoovers Packages

		D&B Hoovers Explore	D&B Hoovers Focus	D&B Hoovers Predict
Core Content	Company Summary	X	X	X
	Company Description	X	X	X
	Company History	X	X	X
	Products & Operations	X	X	X
	Contacts	X	X	X
	Contact Decision Matrix	X	X	X
	Corporate Overview	X	X	X
	Corporate Family		X	X
	SWOT		X	X
	News	X	X	X
	Triggers	X	X	X
	Competitors	X	X	X
	Closest Industry Peers	X	X	X
	Closest Companies	X	X	X
	Annual Reports		X	X
	SEC Filings		X	X
	UK Companies House Documents		X (ex N. America)	X (ex N. America)
	Industry Snapshot		X	X
	Industry Snapshot PDF		X	X
	Stock Report		X	X
	3 Most Recent Years of Standardised Income Statement		X	X
	3 Most Recent Years of Standardised of Balance Sheet		X	X
	3 Most Recent Years of Standardised Cash Flows		X	X
First Research	First Research Industry Profiles			X
CRM/ MAP			X	X
Down- loads	Company Downloads	5k company downloads per seat	5k company downloads per seat	5k company downloads per seat
Business Contacts	Business Contacts (to export emails + direct dials)	5k Business Contacts per seat	5k Business Contacts per seat	5k Business Contacts per seat

TECHNICAL REQUIREMENTS

Buyers need access to the internet, e.g., supported browsers

- Microsoft Edge
- Firefox
- Chrome
- Safari 9+

THE LEVELS OF DATA BACKUP AND RESTORE, AND DISASTER RECOVERY

Through continual assessments, D&B identifies potential threats and their impacts to the business, then develop plans for mitigation. Dun & Bradstreet has an established business continuity policy and program that creates actionable solutions with a focus on continuous improvement and business resiliency. Our business continuity and disaster recovery strategies and plans are developed to address events such as natural disasters (earthquakes, hurricanes, pandemics, etc.) and manmade disasters (political unrest, terrorism, etc.). Our plans follow industry best practices such as the Disaster Recovery Institute International and Business Continuity Institute guidelines and materially align to industry standards.

ONBOARDING AND IMPLEMENTATION

Onboarding and implementation are both simple, once a G-Cloud call-off contract is signed, upon the contract commencement date a User ID will be sent to the principal admin user for access to the solution with links to the Dun & Bradstreet Online Learning Centre (see also “After sales support”). The admin user can then set-up and control all other users.

In terms of offboarding at the end-of-contract, the User's credentials are expired and all access to the product is withdrawn.

SERVICE LEVELS

D&B strives to provide System Availability of 99% 24*7.

“Service Availability” means the availability of D&B services (not including any batch delivery) for access and use by customer over the internet, as a percentage of time in the applicable measurement period by subtracting aggregate downtime for the quarterly interval from the basis period and expressing the result as a percentage of the total basis period (i.e., $\text{availability \%} = ((\text{basis period} - \text{aggregate downtime}) / \text{basis period}) \times 100$). This availability % excludes unavailability that is due, in whole or in part, to any: (a) delay or failure of performance caused in whole or in part by customer's delay in performing, or failure to perform, any of its obligations under the customer's agreement; (b) customer's internet connectivity; (c) force majeure event; (d) failure, interruption, outage or other problem with any software, hardware, system, network, facility or other matter not supplied by D&B pursuant to this agreement; or (e) scheduled maintenance, which D&B will strive to provide advance notice to customers of.

ACCREDITATIONS

Established programme of 'Currency to do Business' to 'Establish Trust & Confidence' with our customers

This includes:

- ISO 27001 Certification
- ISO 27701 Certification
- ISO 14001 Certification
- Cyber Essentials Certification
- FCA Compliance
- Approved HELLIOS supplier
- Accredited supplier for Financial Services Qualification Scheme
- Accredited supplier for Aerospace, Defence, & Security Sector (JOSCAR)
- Full compliance with GDPR regulations
- Designated Credit Reference Agency

THE ORDERING AND INVOICING PROCESS

Once an order is signed User ID access and links to the Dun & Bradstreet online Learning Centre will be issued, and an invoice will be raised, payments in advance, standard terms are 30 days payable after invoice.

HOW BUYERS OR SUPPLIERS CAN TERMINATE A CONTRACT

The notice period needed for Ending the Call-Off Contract is at least ninety (90) Working Days from the date of written notice for undisputed sums or at least thirty (30) days from the date of written notice for Ending without cause.

TRAINING

The Dun & Bradstreet online Learning Centre helps customers save time and get the maximum benefits from our solutions via europeancommunity.dnb.com

- Customers can choose how they learn based on their preferences.
- Live, regular interactive online courses
- On-demand video tutorials
- Download 'How to' user guides (PDF)
- Detailed product information
- Industry best practices
- View training progress through Learner Dashboards

Dun & Bradstreet can host onsite training sessions when required, as well as web based/virtual training sessions.

AFTERSALES SUPPORT

The Dun & Bradstreet relationship manager and solution consultant will respond to any contractual and initial set up questions.

In conjunction the Dun & Bradstreet Customer Service Team are a knowledgeable team of analysts who provide a helpful and professional service throughout the contract period. The team is available from 8.30am-5.30pm, Monday through to Friday, and operates as multi-channel, allowing customers to get the answers as required:

- Self-serve Knowledge Hub <https://europeancommunity.dnb.com>
- Online Chat -which can be accessed from our products or our website <https://www.dnb.co.uk/>
- Telephone: 0845 145 1700

ETHICAL STANDARDS

Dun & Bradstreet takes its responsibilities to its clients, suppliers, and the wider community extremely seriously. We aim to lead when it comes to being an ethical company and we are extremely proud that we have been voted as one of the most ethical companies by The Ethisphere Institute. We have also received a 100% score on the Human Rights Campaign Corporate Equality Index.

Our international locations achieved certification in Corporate Ethical Procurement and Supply from the Chartered Institute of Procurement and Supply (CIPS), reinforcing our commitment to third-party compliance and ethical procurement practices. This commitment to doing the right thing by our team is one of the many reasons that Dun & Bradstreet continues to be named amongst the best workplaces in multiple regions where we operate.

For a business to be selected as one of the world's most ethical companies, it must go above and beyond – not only promoting ethical business standards internally, but also exceeding minimum standards for legal compliance, and shaping future industry standards to introduce new best practices.

PRIVACY AND SECURITY

The Dun & Bradstreet Data Cloud provides insights on hundreds of millions of businesses. Some of the information in the Data Cloud may be classified as personal information under various laws such as information relating to an individual (e.g., a sole trader, a partnership, a company director, a beneficial owner, a trustee, a professional contact.) Data privacy information is available on the www.dnb.co.uk website or can be provided on request.

This privacy notice explains how we collect, share, and protect business information.

Maintaining the security and privacy of our clients' confidential data is one of our highest priorities. The security notice is also on the website and can be viewed or provided on request.

CODE OF CONDUCT- COMPLIANCE

Dun & Bradstreet maintains a Compliance Hotline and web-based reporting tool which are run by an independent company and are available 24/7, 365 days a year. If a team member chooses, they may remain completely anonymous when reporting any concerns or issues.

DO-GOOD

Through our Do-Good program, we support our employees in giving to the causes that mean the most to them by providing paid time off to volunteer and donation matching. Our annual Do-Good Week embodies our commitment to serve our communities. During this company-wide campaign, we join together to give our time and talents to charitable organisations where we live and work.

OUR COMMITMENT TO SUSTAINABLE OPERATIONS

Dun & Bradstreet uses its data and analytics to help companies grow their business and become better global corporate citizens. Our ideal is to create a triple bottom line – one in which our data and people are driving positive change across the globe for the planet, its people, as well as financial success.

These Guiding Principles demonstrate Dun & Bradstreet's commitment to expand the influence of our business while responsibly mitigating our consumption and the impacts of our global operations. Looking to be a steward of the global environment and actively shape sustainable futures in the communities where we work and live:

- Engage with suppliers and vendors that use progressive and environmentally friendly products, materials, and technology to advance sustainability across the organisation.
- Adopt internal policies and best practices that – when combined with technology – enhance our energy efficiency and management, and resource conservation efforts.
- Create healthy workplaces that embrace published sustainability guidelines and promote recycling and responsible consumption.
- Foster a global workforce aligned with our corporate sustainability efforts and engaged in environmental projects and issues in their local areas.
- Comply with all applicable environmental laws and regulations wherever we do business.
- Set and monitor the progress of the company's sustainability efforts through the collection of key data and establishment of corporate objectives.
- Communicate with employees, customers, partners, suppliers, vendors, and environment focused organisation on the progress of our sustainability efforts and encourage their feedback.
- Continually explore new opportunities to save energy, water, and resources; generate less waste; and consume fewer natural resources.

ABOUT US

Dun & Bradstreet, is a global provider of business decisioning data and analytics, enabling companies around the world to improve their business performance. Dun & Bradstreet's Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses. Since 1841, governments and companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity.

The Dun & Bradstreet Data Cloud delivers comprehensive business data and analytical insights: comprising over 620 million business records, curated from tens of thousands of sources, 10's millions of web sites and 375 million data elements monitored and updated each day.

Holding information on companies in over 200 countries, over the last two decades, Dun & Bradstreet has created the largest partnership network in the industry - a truly global organisation, a top-tier technology infrastructure and a single, global quality process (DUNSRight™) to ensure our customers can enjoy the best quality of content, tools, and service around the world. The starting point of Live Business identity is the Dun & Bradstreet D-U-N-S® Number, a proprietary, unique 9-digit identifier for businesses that allows the tracking of a business and its related connections throughout the full lifecycle of that business.

Dun & Bradstreet solutions meet a diverse set of global customer needs with 90% of the Fortune 500™, and companies of every size around the world, (including both local and central governmental agencies) relying on our data for many purposes including:

- Finance, marketing & Risk
- Supply Management
- Compliance
- Master Data Management & Analytics
- Marketing & Sales
- Data intelligence

CONTACT DETAILS

Further information /ordering

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