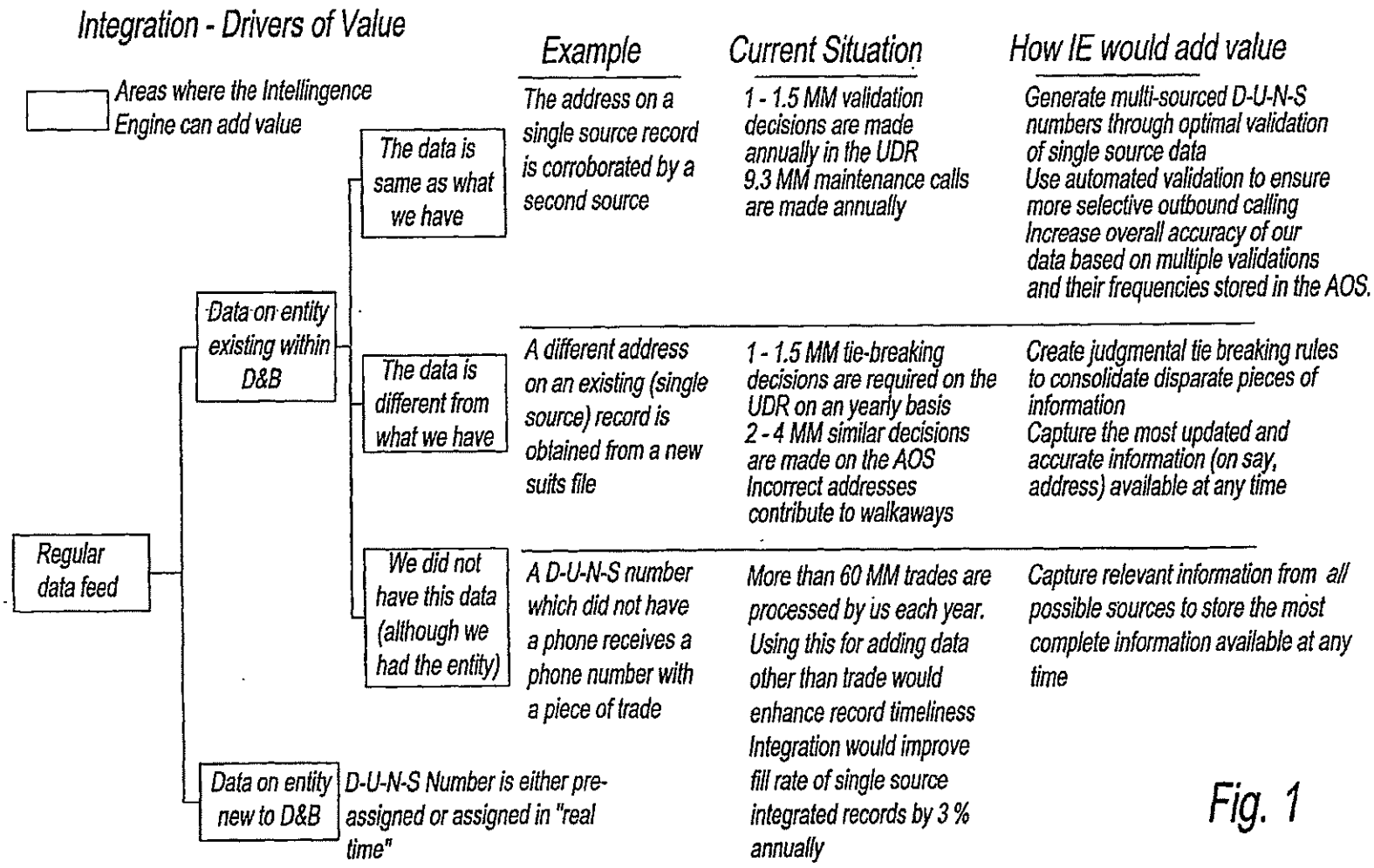

Integration - Drivers of Value
Areas where the Intellingence Engine can add value
Example
Current Situation
How IE would add value
Regular data feed
Data on entity existing within D&B
The data is same as what we have
The address on a single source record is corroborated by a second source
1 - 1.5 MM validation decisions are made annually in the UDR
9.3 MM maintenance calls are made annually
Generate multi-sourced D-U-N-S numbers through optimal validation of single source data
Use automated validation to ensure more selective outbound calling
Increase overall accuracy of our data based on multiple validations and their frequencies stored in the AOS.
The data is different from what we have
A different address on an existing (single source) record is obtained from a new suits file
1 - 1.5 MM tie-breaking decisions are required on the UDR on an yearly basis
2 - 4 MM similar decisions are made on the AOS
Incorrect addresses contribute to walkaways
Create judgmental tie breaking rules to consolidate disparate pieces of information
Capture the most updated and accurate information (on say, address) available at any time
We did not have this data (although we had the entity)
A D-U-N-S number which did not have a phone receives a phone number with a piece of trade
More than 60 MM trades are processed by us each year.
Using this for adding data other than trade would enhance record timeliness
Integration would improve fill rate of single source integrated records by 3 % annually
Capture relevant information from all possible sources to store the most complete information available at any time
Data on entity new to D&B
D-U-N-S Number is either pre-assigned or assigned in "real time"

Fig. 1

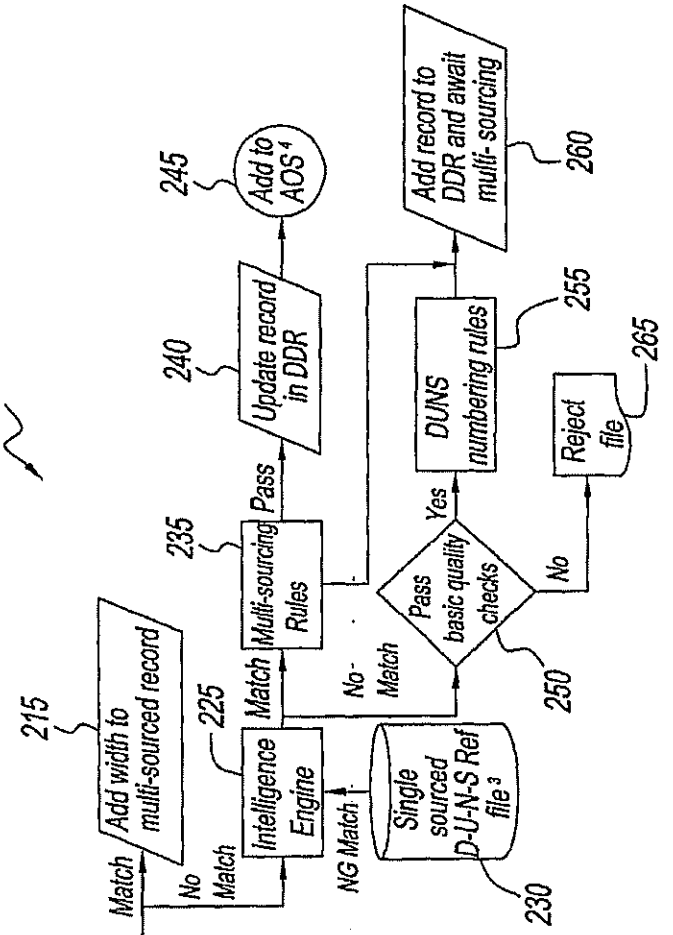
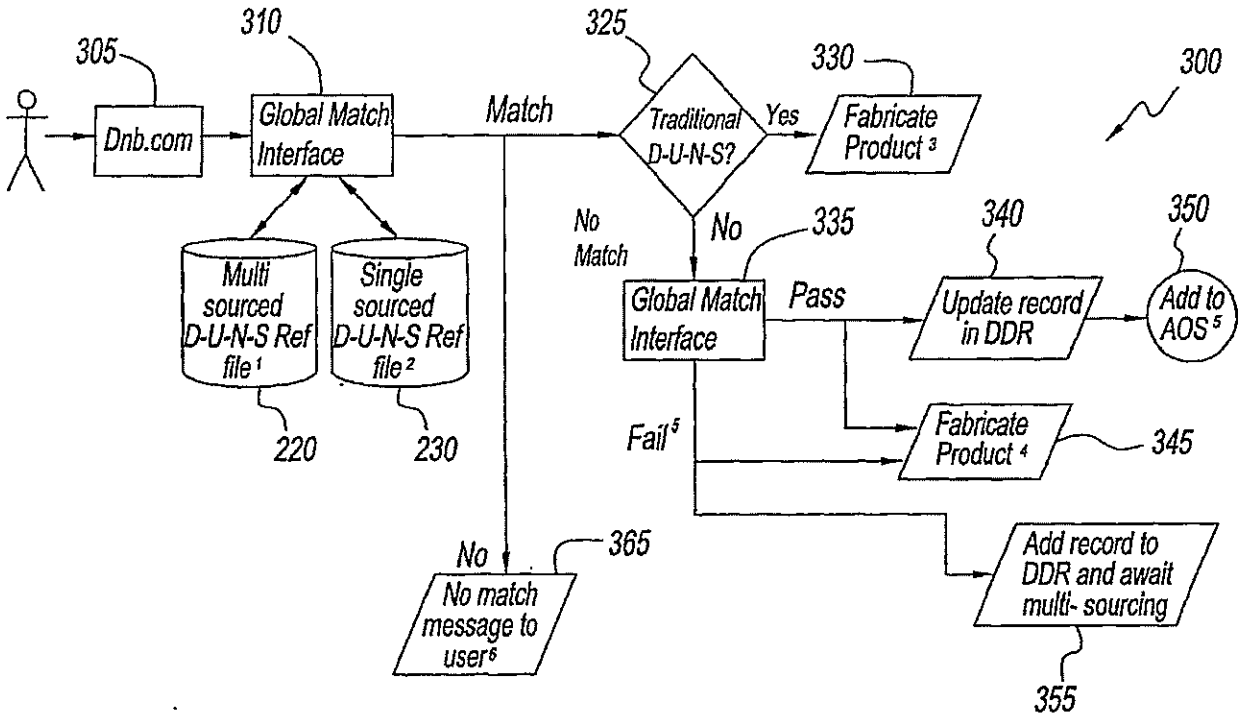


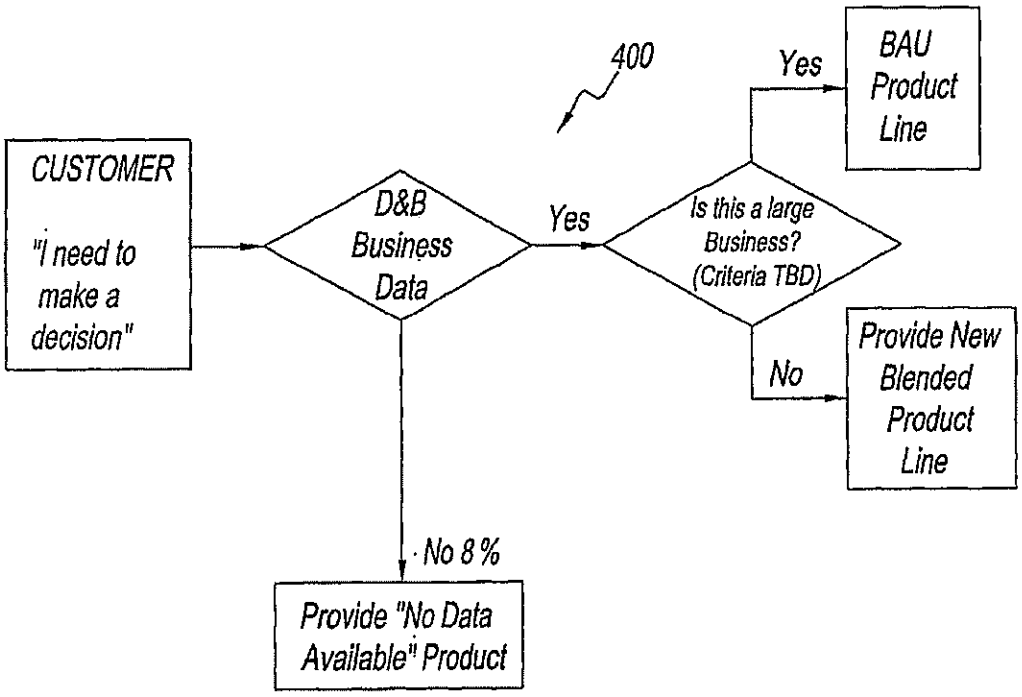
Fig. 2

1. Trade, Public Records (Suits, Liens, Judgements, Business Registrations UCC), Yellow pages
2. NextGen Reference file containing Multi-sourced D-U-N-S Numbered records
3. NextGen Reference file containing Single Sourced D-U-N-S numbered Records
4. Traditional D-U-N-S Number Repository (AOS) will be updated via DDR.
5. Update the record in DDR and await multi-sourcing



1. NextGen Reference file containing Multi-sourced D-U-N-S Numbered records
2. NextGen Reference file containing Single Sourced D-U-N-S numbered Records
3. Existing product
4. Existing/New products (TBD); New fabrication
5. Update record in DDR and await multi-sourcing
6. No match found in non-D&B business and consumer data sources.

Fig. 3



Notes

1. After the one-time clean up and migration of access systems, UDR can be sunset.
2. The flow of the business updates is reversed and the global system will now feed the local system. (DDR to AOS)

Fig. 4

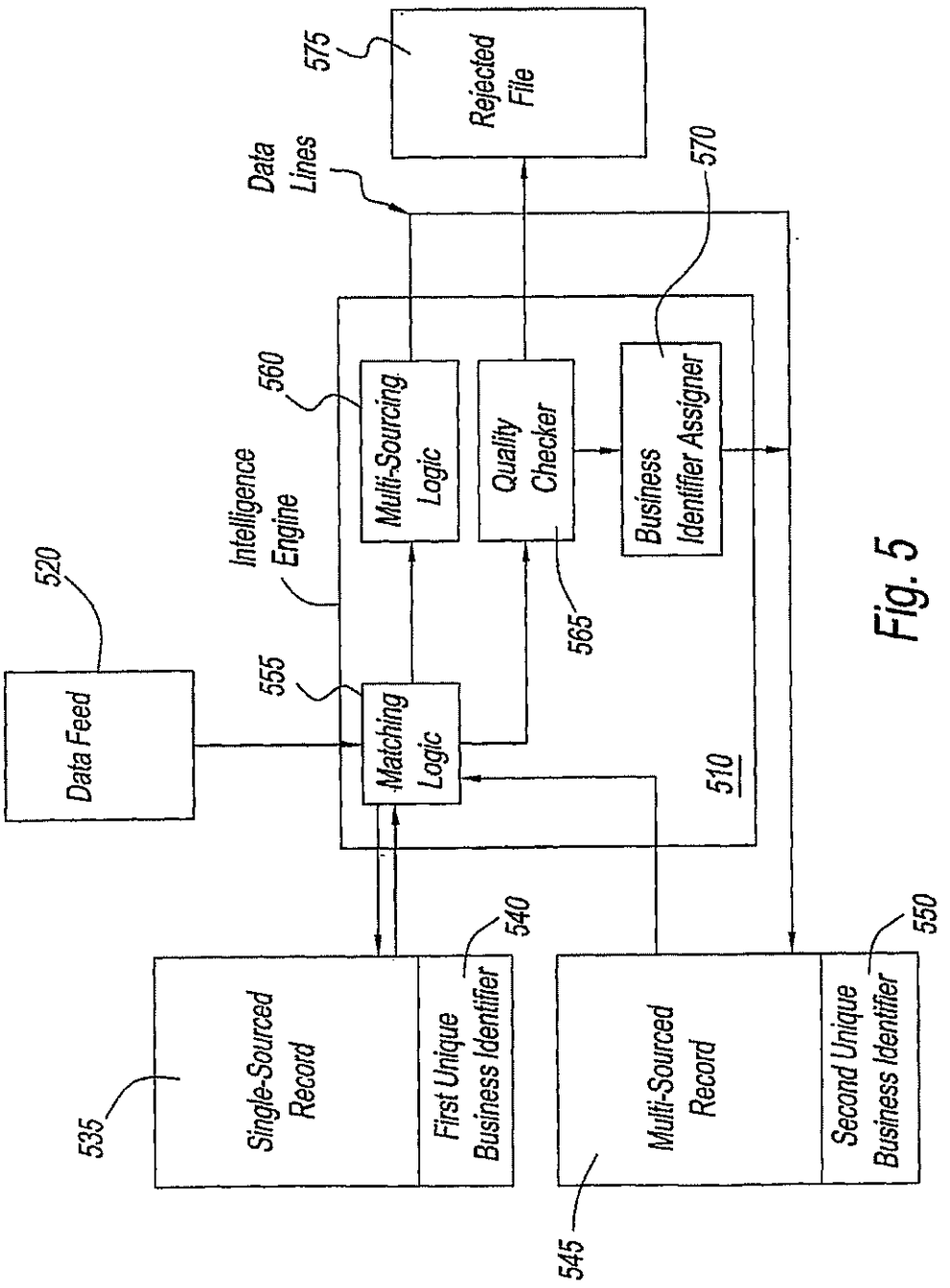

Rejected File
575
Data Lines
570
560
Multi-Sourcing Logic
Quality Checker
Business Identifier Assigner
Intelligence Engine
520
Data Feed
555
Matching Logic
565
510
540
First Unique Business Identifier
Single-Sourced Record
535
550
Second Unique Business Identifier
Multi-Sourced Record
545

Fig. 5

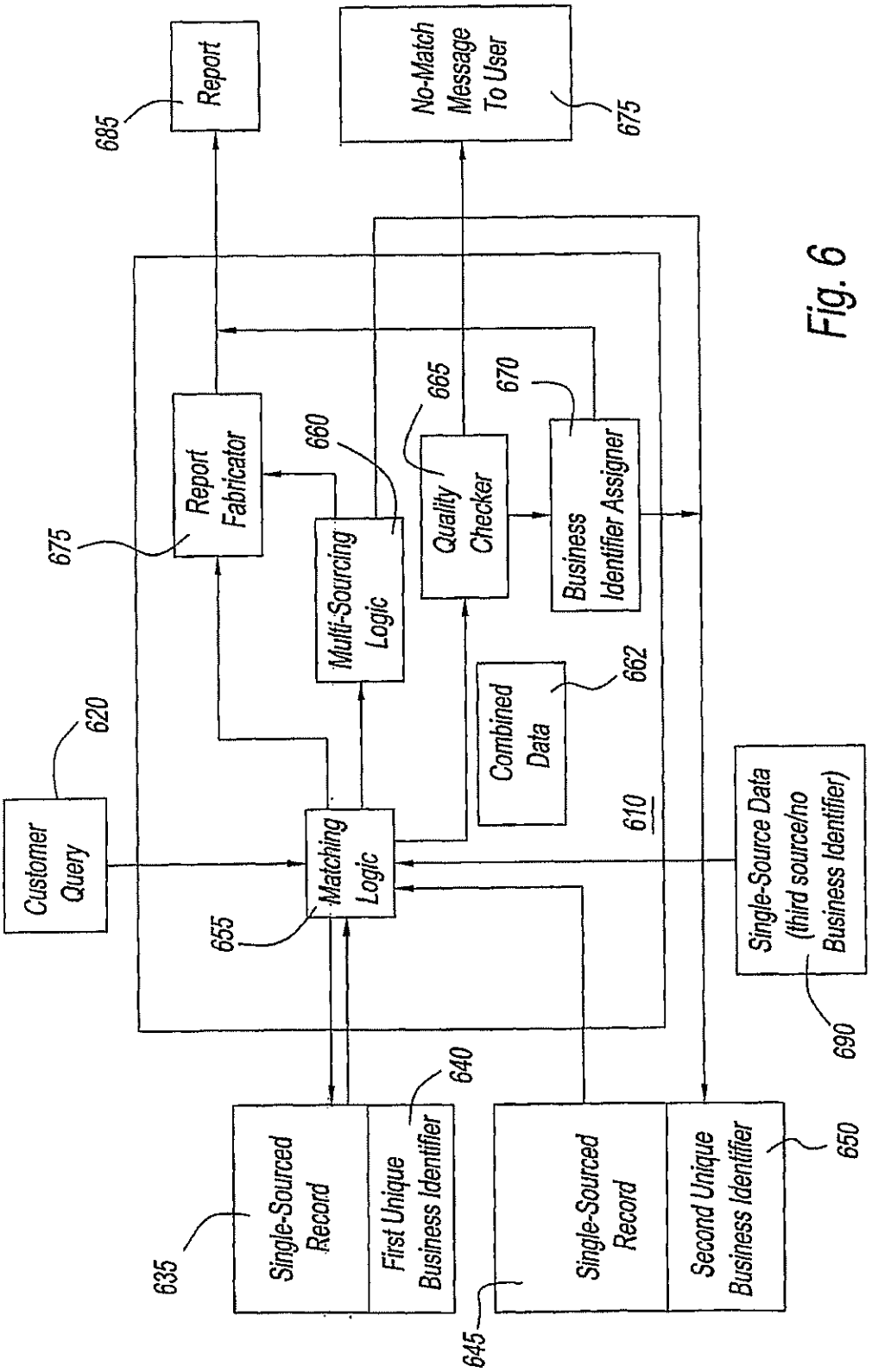

Report
685
No-Match Message To User
675
Report Fabricator
675
660
Multi-Sourcing Logic
665
Quality Checker
670
Business Identifier Assigner
Combined Data
662
610
Customer Query
620
Matching Logic
655
Single-Source Data (third source/no Business Identifier)
690
Single-Sourced Record
635
First Unique Business Identifier
640
Single-Sourced Record
645
Second Unique Business Identifier
650

Fig. 6

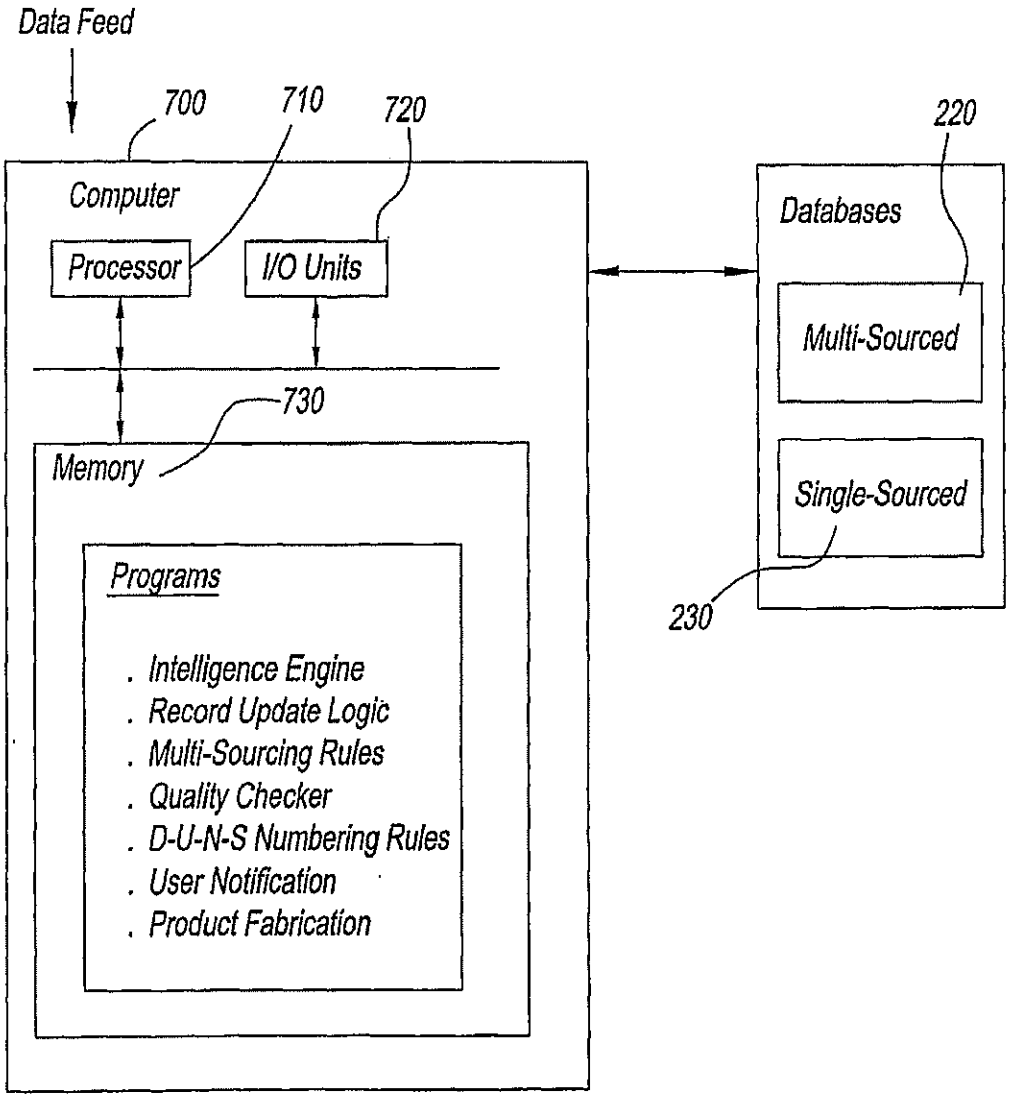

Data Feed
700
710
720
220
Computer
Processor
I/O Units
Databases
Multi-Sourced
730
Memory
Single-Sourced
Programs
230
. Intelligence Engine
. Record Update Logic
. Multi-Sourcing Rules
. Quality Checker
. D-U-N-S Numbering Rules
. User Notification
. Product Fabrication

Fig. 7