



Sales & Marketing
Solutions



Global Reference Solution

*The power of D&B's global data coverage
and the insight of D&B's corporate linkage
in a single service*





Global Reference Solution

The power of D&B's global data coverage (of over 80 million businesses) and the insight of D&B's corporate linkage in a single service

Search and segment D&B's global database to obtain information on individual businesses or identify members of corporate families or market segments.

Finance professionals

Now you can:

- Verify the existence and background of any business, anywhere in the world, quickly and easily.
- Assess the size, length of trading and executives of any business before taking a risk decision
- Understand the corporate family structure of any of your clients, prospects or suppliers to obtain a complete picture of your overall exposure
- Identify businesses trading from the same address to gain better insight and understand hidden risk when taking your decision

Sales & Marketing professionals

Now you can:

- Assess opportunities in any market sector in any country, or group of countries.
- Create targeted marketing campaigns and build prospect databases by country, by sector or both
- Identify sales opportunities with other corporate family members of existing clients
- Align your sales resource around those client groups with the highest potential

Supply Management professionals

Now you can:

- Assess your total spend across different members of the same corporate family, improving your negotiating position
- Understand your dependence upon different members of the same corporate family letting you manage sources to reduce risk of supply interruption
- Identify suppliers with a high dependence upon your business

Which businesses will you find on Global Reference Solution?

GRS offers easy access to information about every business on D&B's global database - over 80 million and growing - the largest source of business information in the world. From the smallest business with just a single employee through to Wal-Mart Stores Inc with well over 1,000,000 staff, they are all on Global Reference Solution.

And what information is available for each business?

Who? – runs the business – names of executives, partners, proprietors

What? – does the business do – line of business, SIC

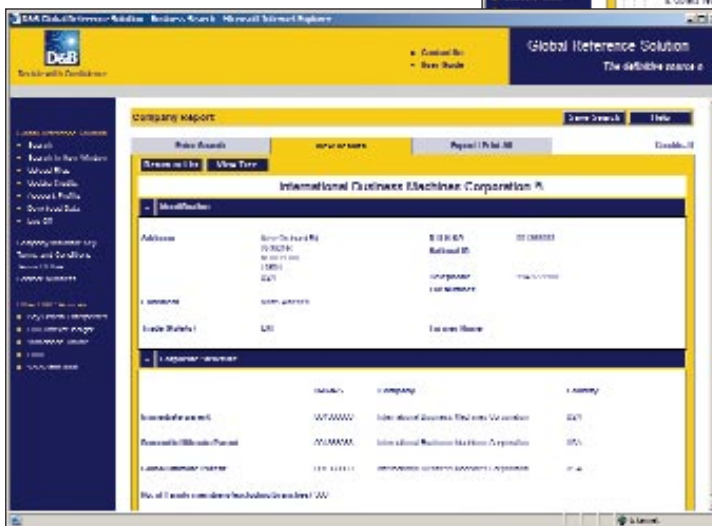
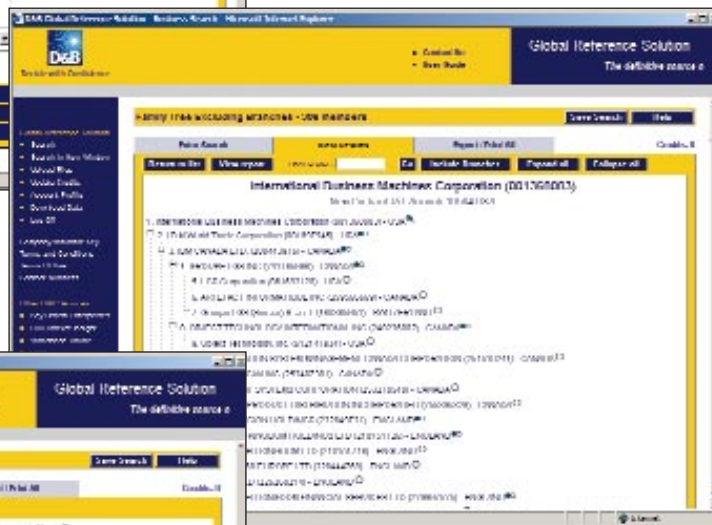
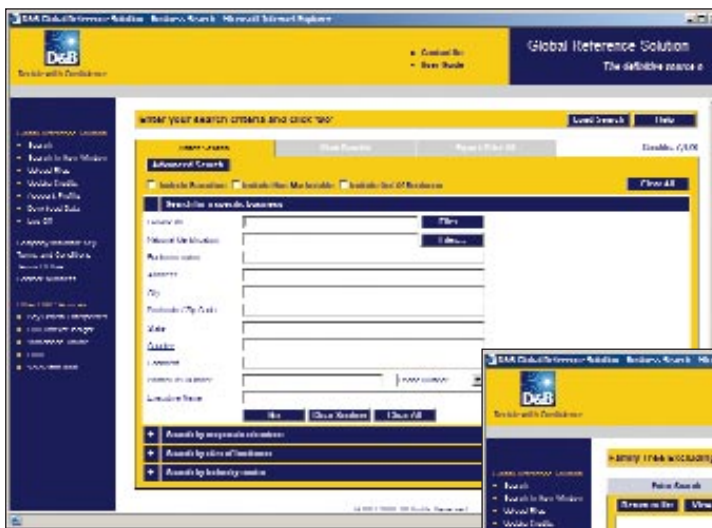
Where? – does the business operate – trading address, telephone number

How? – large is the business – number of employees, sales (\$)

How? – long has the business been trading

Which? – corporate family owns the business (where applicable)

Which? – other businesses operate from the same address



All this information can be

- Searched and viewed on screen
- Printed as a PDF or HTML file, up to 10,000 records at a time
- Downloaded to your PC, up to 10,000 records at a time

For more information or to see a demonstration of Global Reference Solution send an e-mail to marketingnl@dnb.com (the Netherlands) or marketingbl@dnb.com (Belgium).



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