



Decide with Confidence

Data Quality at D&B:

*A Best Practices Approach in Data Measurement
and Management*

Chapin Flynn, Leader – U.S. Quality Assurance
MIT Information Quality Symposium
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D&B, the world's leading source of business information and insight, has enabled companies to Decide with Confidence® for 165 years



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- D&B today – a trusted global content provider and an essential player in helping businesses make confident decisions and manage data
- D&B's intense commitment to our customers is reflected in our aspiration:
 - *To be the most trusted source of commercial insight so our customers can decide with confidence*

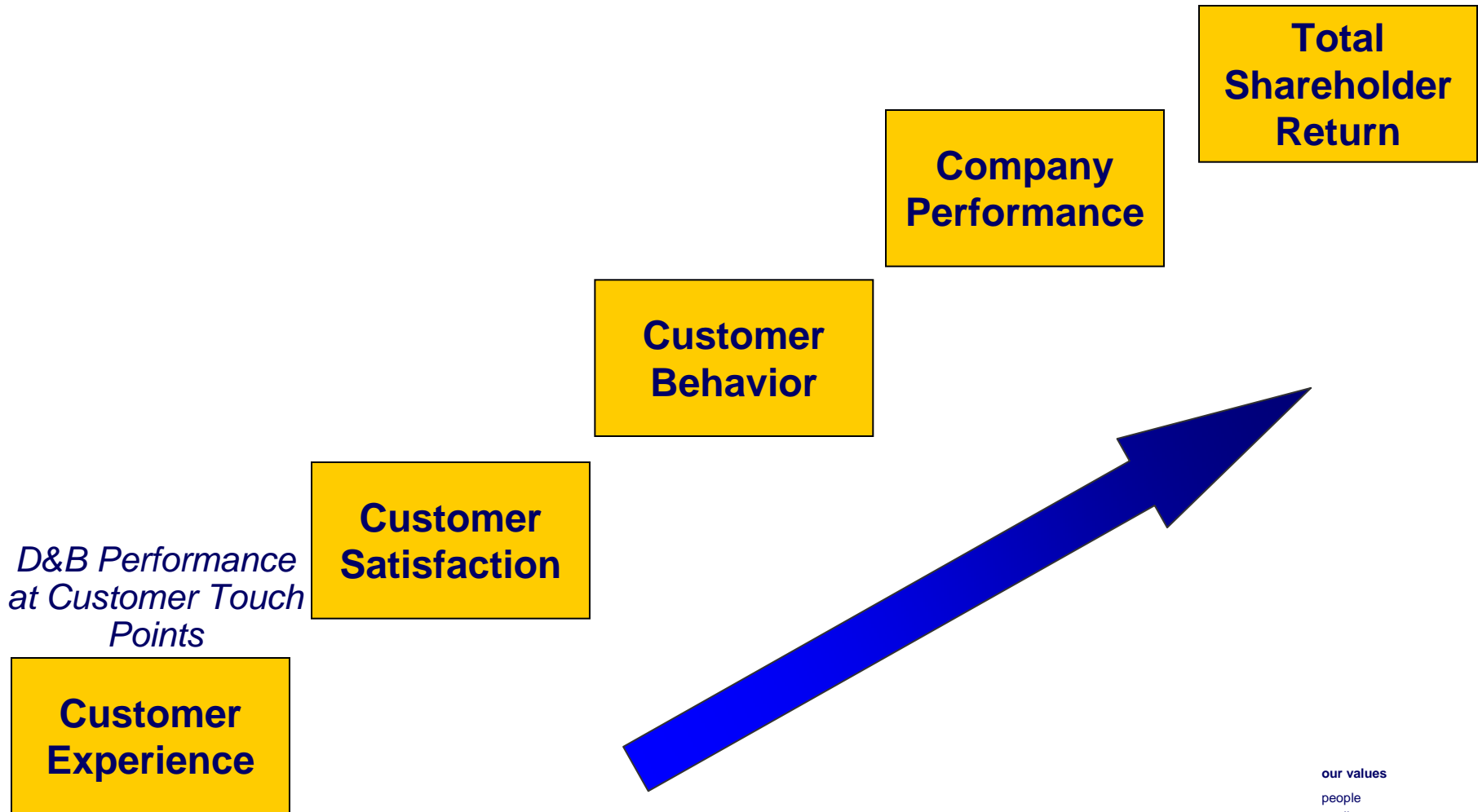


customers
teamwork
performance excellence

Information quality is the foundation of D&B's business. It drives customer satisfaction which, in turn, drives company profitability



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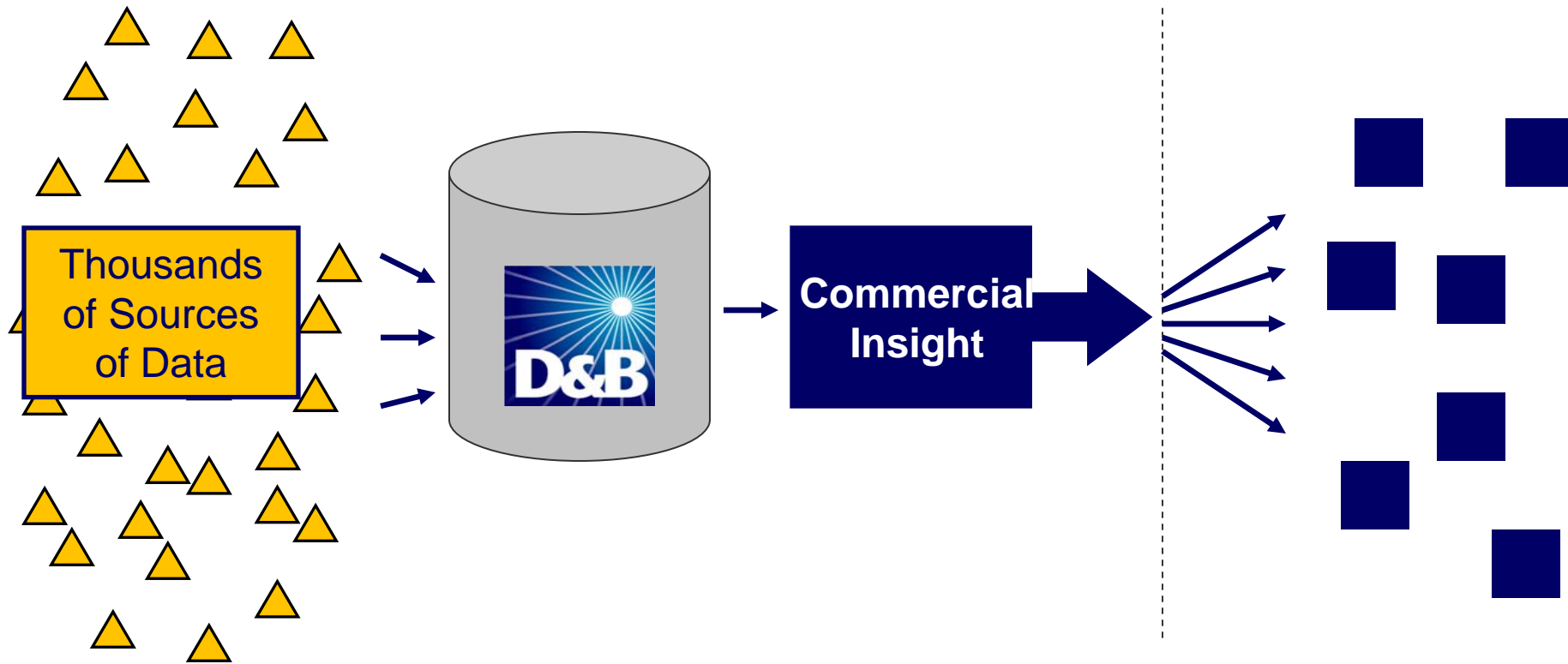


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D&B's core competency is the collection and enhancement of data into the commercial insight that drives profitable decisions



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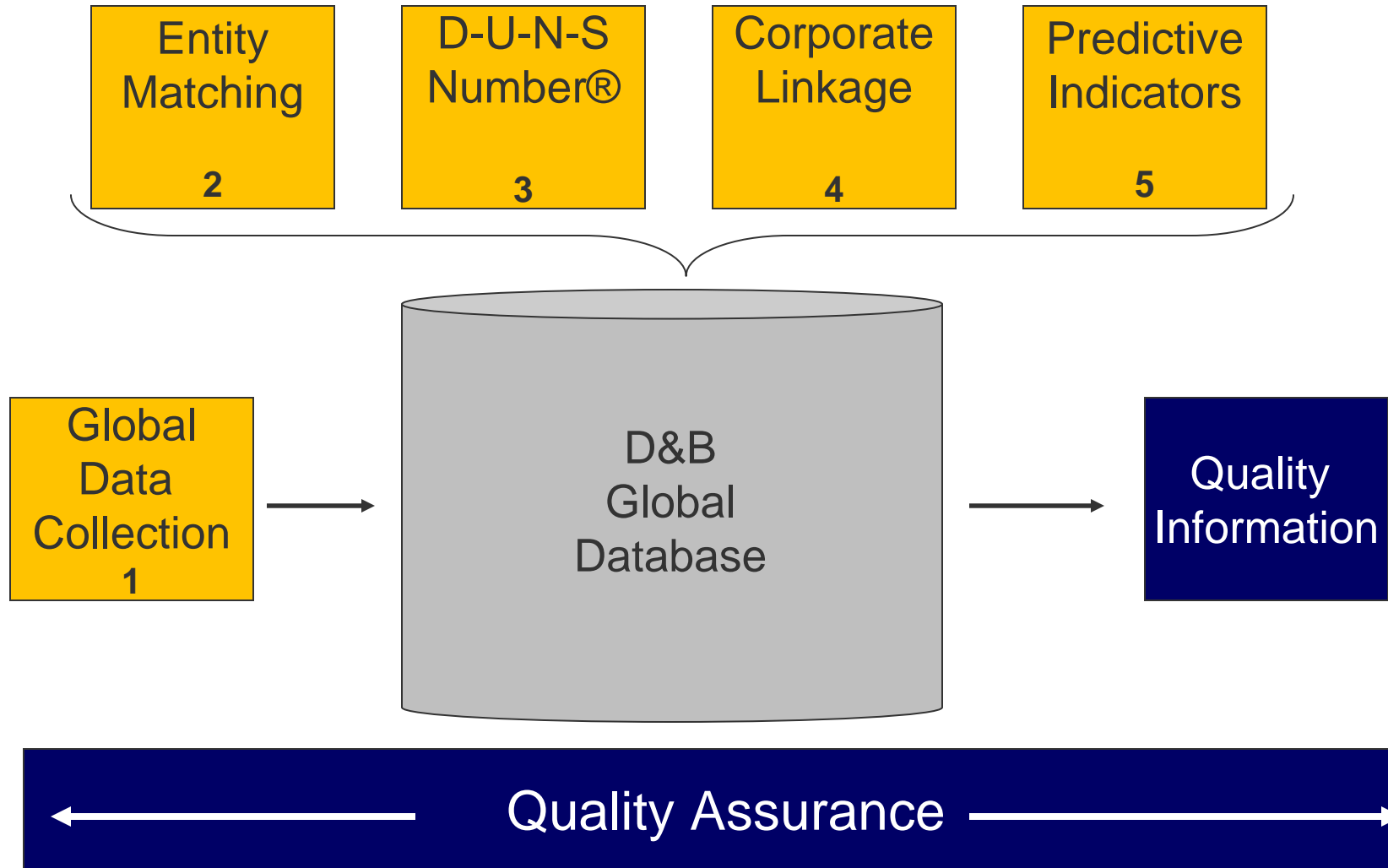


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Our proprietary process of collecting and enhancing data is called DUNSRight® which consists of Quality Assurance plus five quality drivers



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D&B employs a 6 Sigma technique called DMAIC to accomplish our Data Quality Assurance objectives



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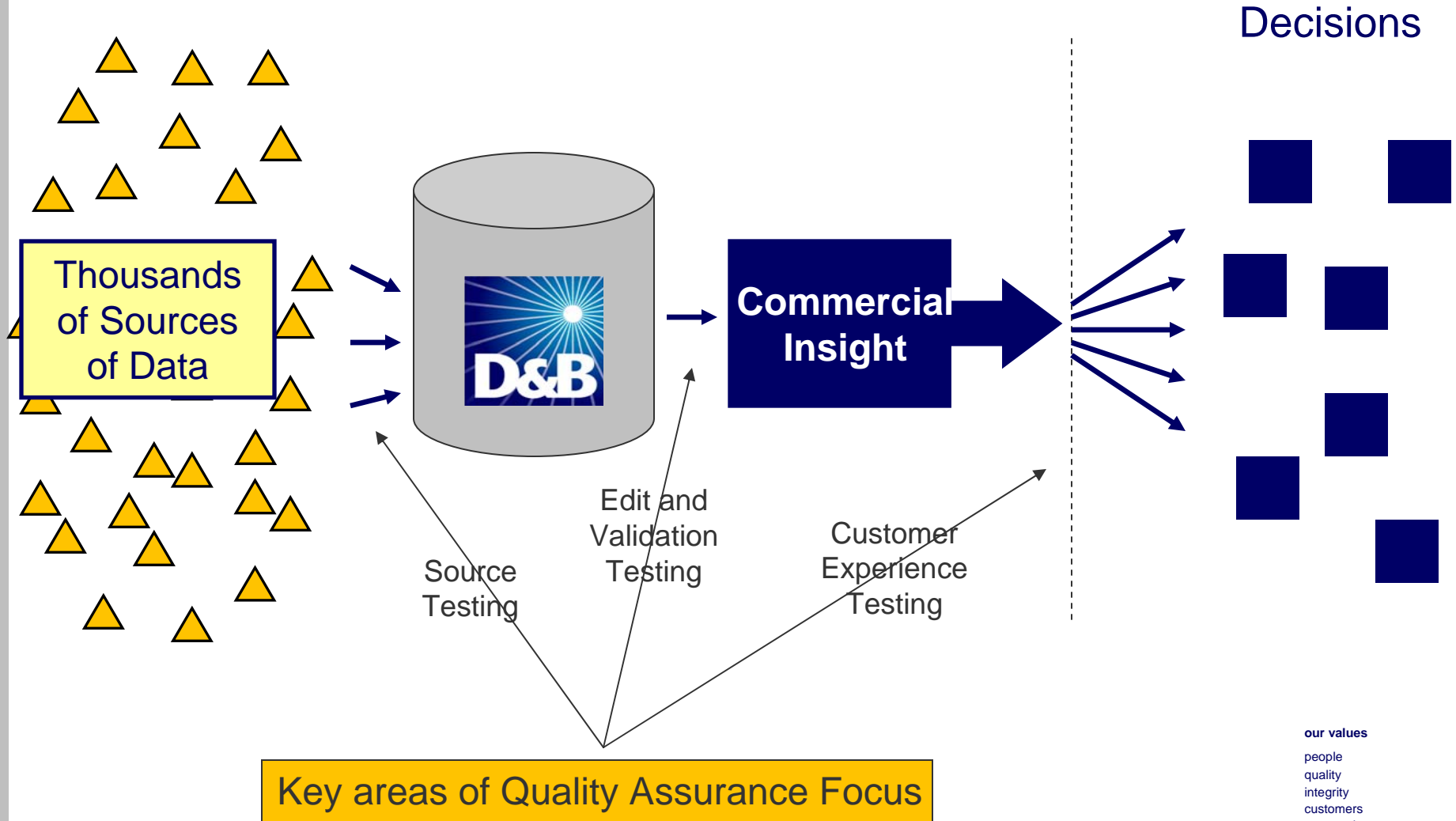


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As part of our Quality Assurance process we also measure data quality at several critical touch points



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Understanding how and what we measure at those critical touch points is key to understanding D&B's data quality processes



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- **Source Testing:** Tests the accuracy of the data being provided to D&B by third party sources or business owners. Source testing is performed by assessing the accuracy and completeness of potential data providers, proprietary D&B validations, and through call and transaction monitoring
- **Edit and Validation Testing:** Team members monitor data transmissions to ensure that D&B's 2000 edits and validations are being properly and consistently applied.
- **Customer Experience Testing:** A selection of randomly sampled records are tested each month. A group of critical data elements are verified during a call placed by an external third party to the report subject. Result data is aggregated and returned to D&B for additional analysis.

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The output of all our measurement is a core group of critical indicators that allow us to promote strengths and address areas of opportunity



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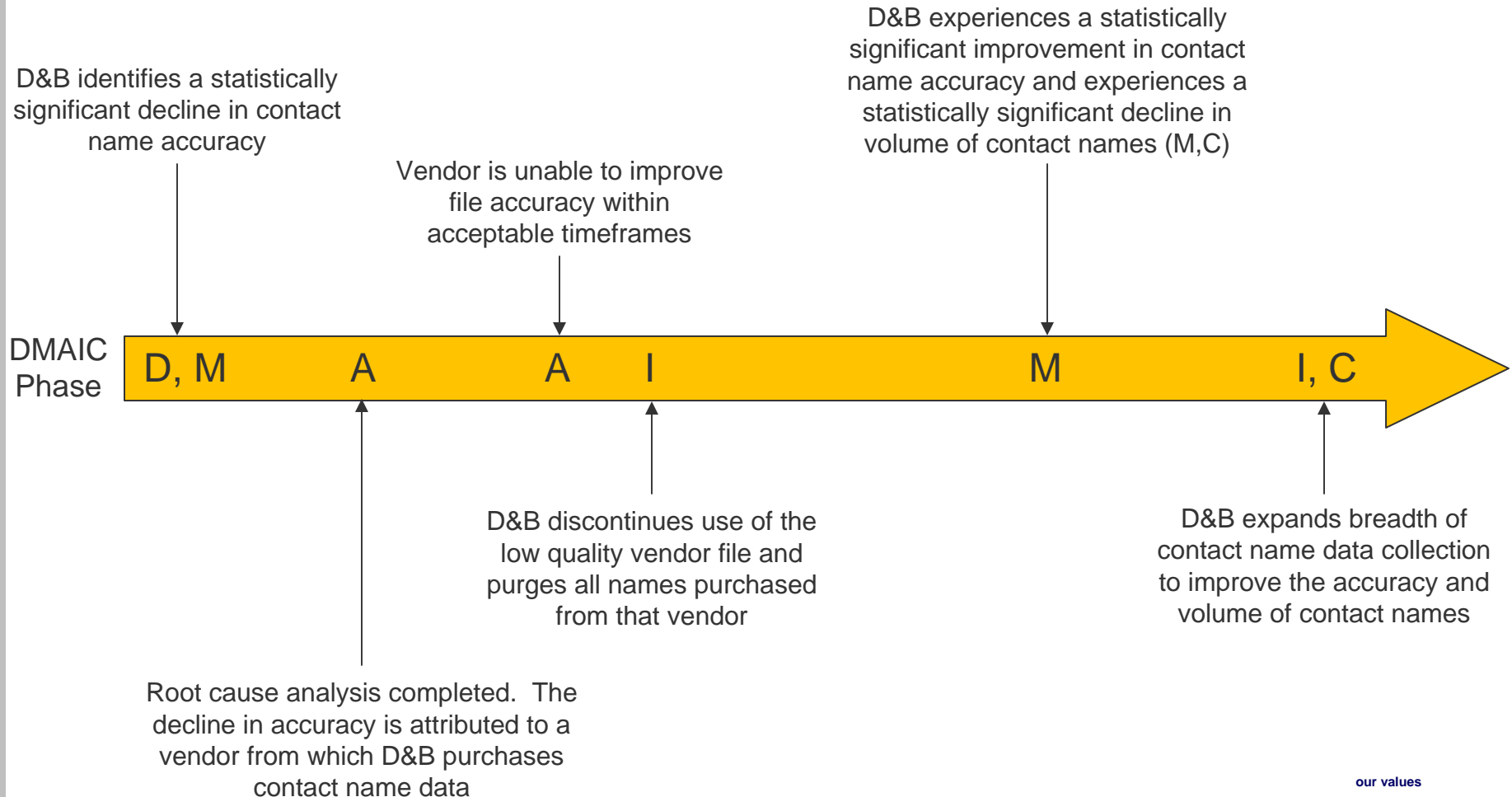
<u>Critical Indicator</u>	<u>Description</u>
Identity Data	Business Name, Address, Phone, CEO
Contact Names	Names of key contacts at the subject company
Duplicates	Repetitive database entries
Corporate Linkage	Corporate ownership / control data
Match Rates	Success rates of linking customer or third-party data to existing D&B data

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Case Study: Let's review an example to tie this process together



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What Questions do you have?

Thank you for your participation. Here are some D&B resources to learn more....



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