



**Decide with Confidence**

# Data Quality at D&B: *A Best Practices Approach in Data Measurement and Management*

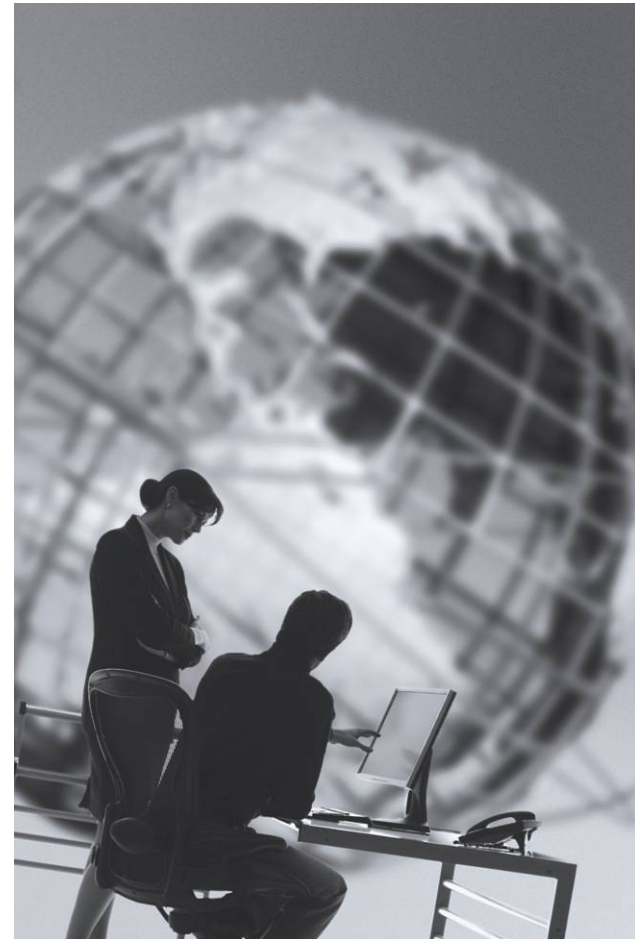
Chapin Flynn, Leader – U.S. Quality Assurance  
MIT Information Quality Symposium  
July 2007

# D&B, the world's leading source of business information and insight, has enabled companies to Decide with Confidence® for 165 years



Decide with Confidence

- 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*

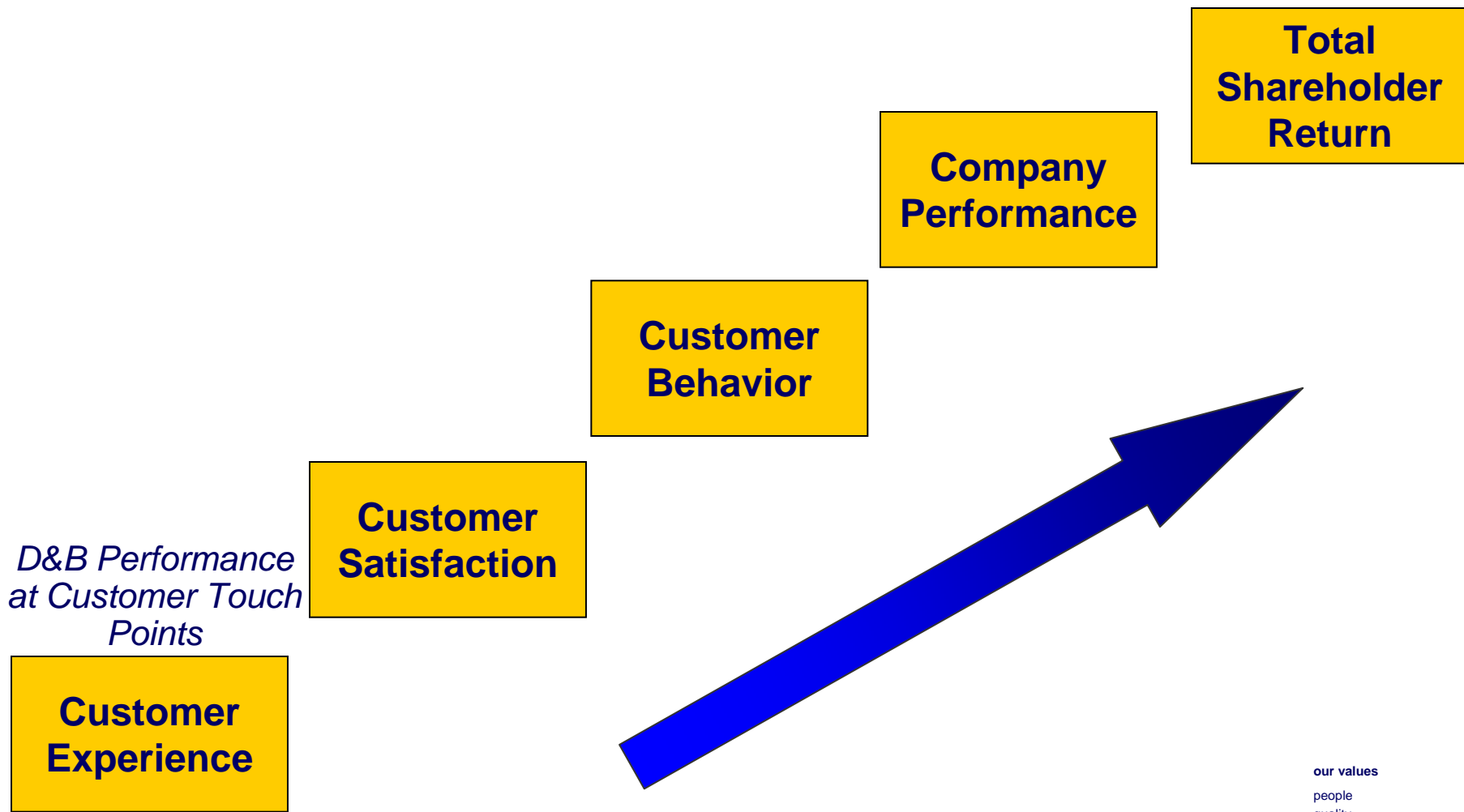


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teamwork  
performance excellence

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



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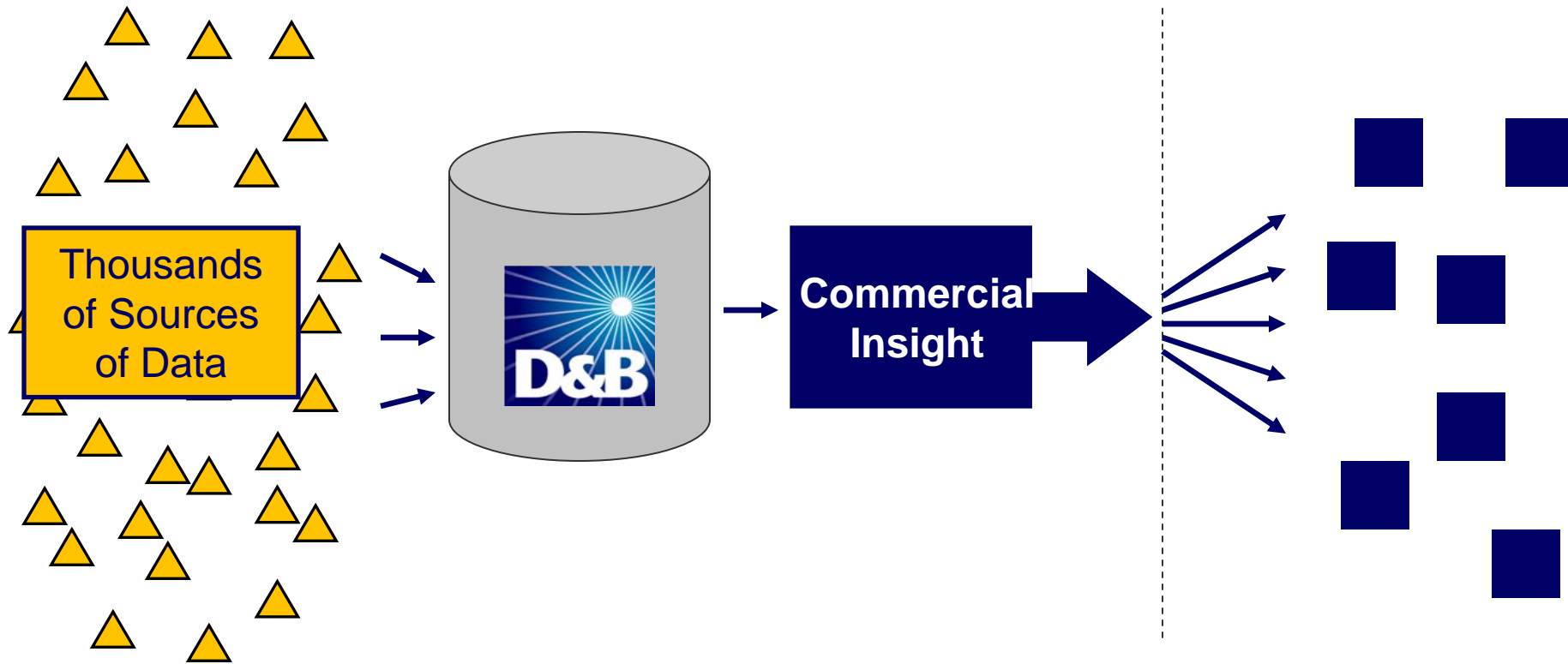


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# D&B's core competency is the collection and enhancement of data into the commercial insight that drives profitable decisions



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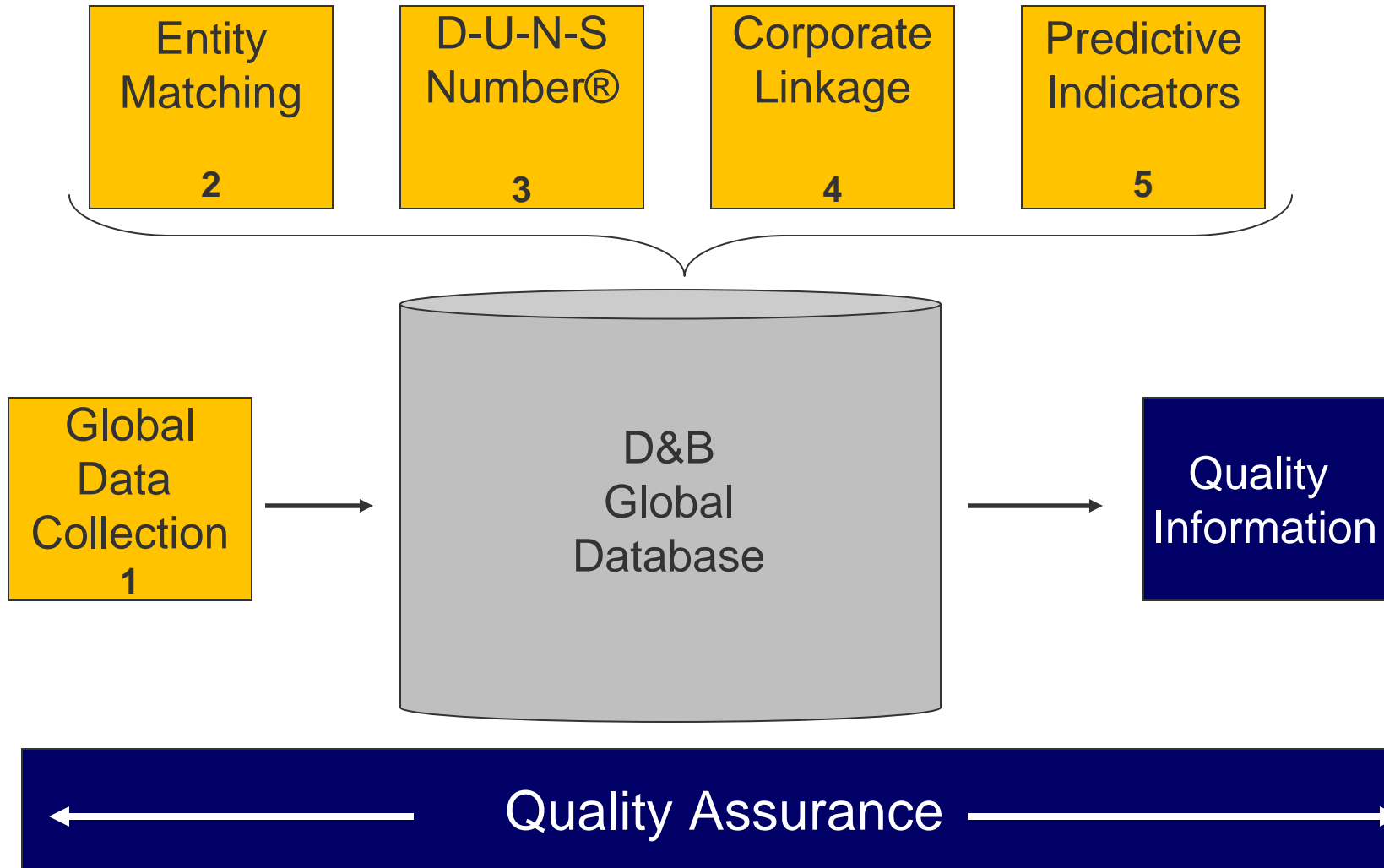


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# Our proprietary process of collecting and enhancing data is called DUNSRight® which consists of Quality Assurance plus five quality drivers



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



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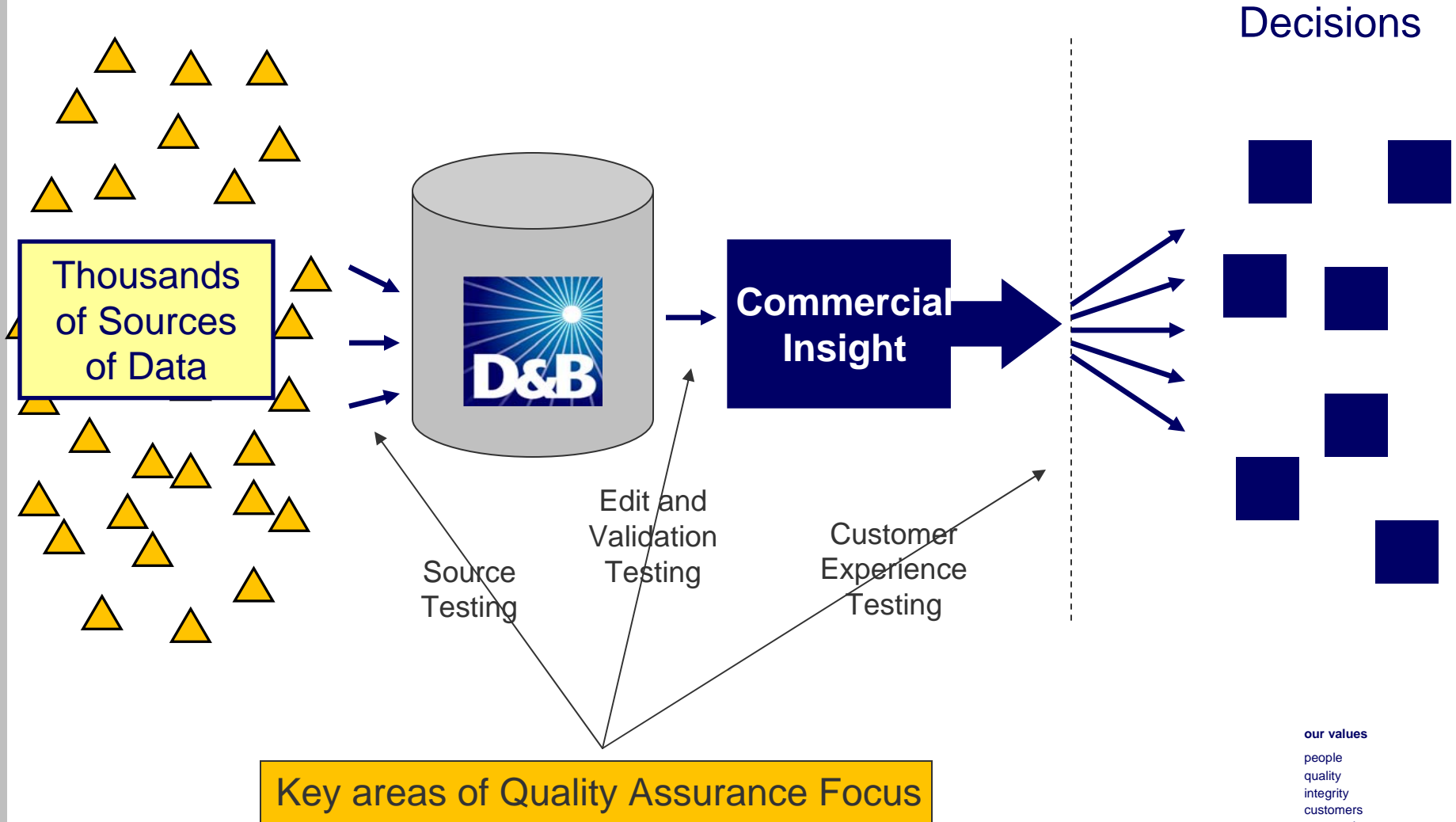


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# As part of our Quality Assurance process we also measure data quality at several critical touch points



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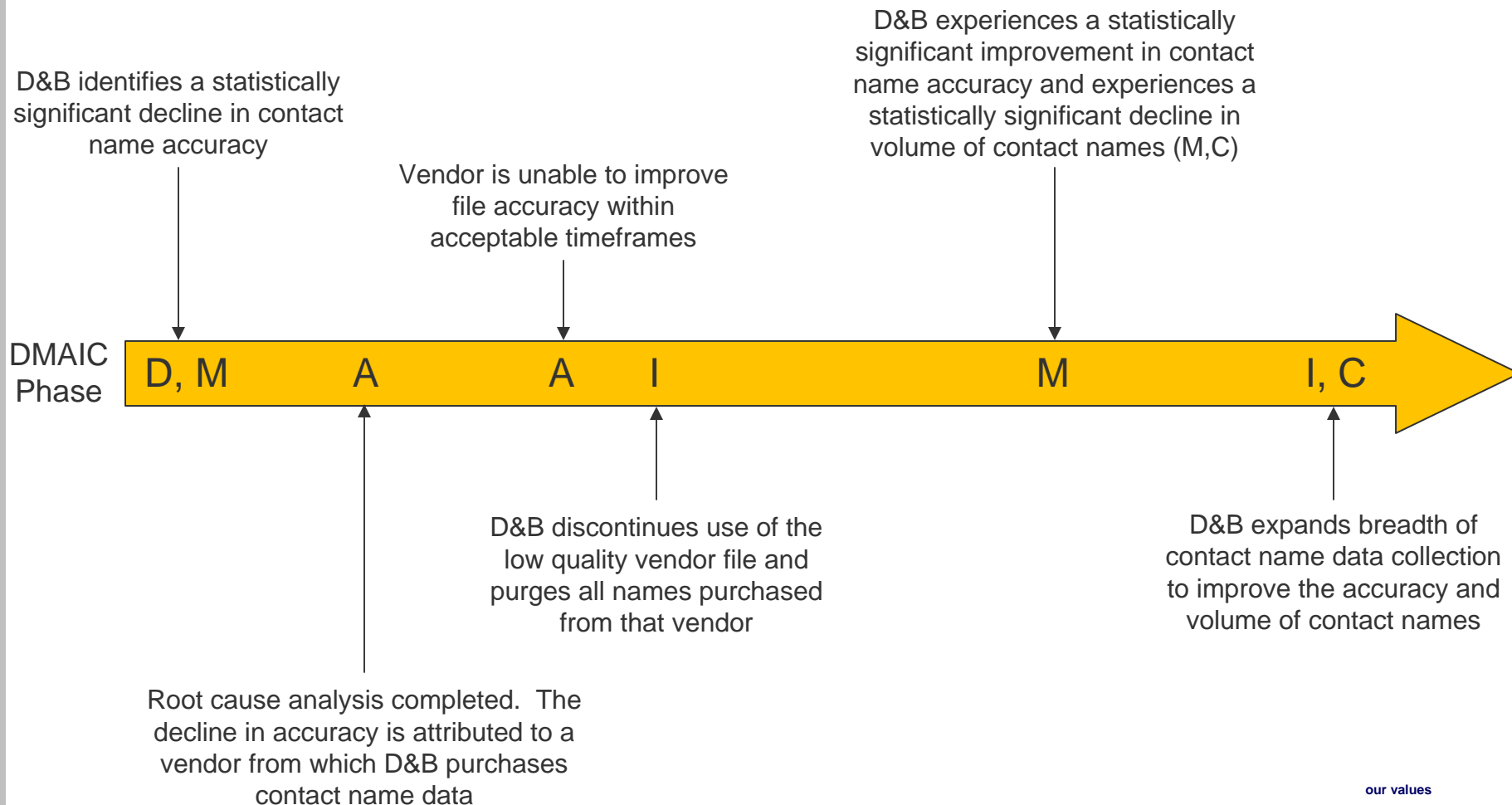
<u>Critical Indicator</u>	<u>Description</u>
Identity Data	Business Name, Address, Phone, CEO
Contact Names	Names of key contacts at the subject company
Duplicates	Repetitive database entries
Corporate Linkage	Corporate ownership / control data
Match Rates	Success rates of linking customer or third-party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



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*What Questions do you have?*

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



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