



Case Study

DUN & BRADSTREET USES FIRSTRRAIN TO BUILD SOCIAL BUSINESS EXPERIENCE

Company

Dun & Bradstreet

Industry

Information Services

IgniteTech Product

FirstRain

Customer Website

www.dnb.com

Dun & Bradstreet is a leading global provider of business decisioning data and analytics. For almost 200 years, Dun & Bradstreet has helped clients and partners grow and thrive through the power of data, analytics and data-driven solutions. Their more than 4,000 employees around the world are dedicated to this unique purpose and are guided by important values that make them the established leader in business decisioning data and analytical insights. Their data and insights are valuable at all phases of a business lifecycle and whatever the economic environment.

Forward-thinking organizations around the world trust Dun & Bradstreet for category-defining data and analytical insights and use their end-to-end solutions to guide winning strategies and intelligent actions.

SUMMARY

Objective: Dun & Bradstreet was struggling to turn social and web data into meaningful information for their customers. They wanted to provide a deep social business experience.

Solution: A technology platform that is flexible, innovative and cloud-based to deliver highly relevant unstructured analytics.

Results: D&B offers a new value proposition to their customers.



“It’s absolutely critical for us to be able to take social data, structure it in such a way that it’s relevant to our customers, merge it with the data from D&B — the structured data — and put it together so that it provides very meaningful and very real-time access for our customers. What FirstRain does for us is to take away that entire process for the salesperson.”

Laura Kelly

Chief Product Officer, Dun & Bradstreet

CHALLENGES

Dun & Bradstreet provides real-time information to their clients so they can better connect with prospects and customers. The problem? Dun & Bradstreet was struggling to turn social and web data into meaningful information for their customers.

The company didn’t want to distract their customers with social buzz or endless lists. Instead, they wanted to provide a deep social business experience. To solve this problem, the company began searching for a solution that offered relevant analytics. However, it was challenging to find an option that could process data from multiple sources.

SOLUTION

D&B chose IgniteTech’s FirstRain solution because the platform could enable its customers to uncover market intelligence. As soon as this deal was in place, the team began rolling out D&B products with FirstRain analytics.

Today, FirstRain provides D&B with customer and market intelligence that the company delivers through its products. The solution gives D&B’s customers a 360-degree view of their prospects. It also unifies relevant social content with D&B’s structure in a way that’s user friendly.

“We’re excited about the partnership with FirstRain. It’s been a remarkable entry into a whole new space. It’s the first time, to my knowledge, that structured and unstructured data have come together in such a positive way for our customers,” said Laura Kelly, Chief Product Officer at Dun & Bradstreet.

Now, D&B can offer a completely new value proposition that combines structured and unstructured data through their product set. Soon after trying out the improved products, D&B customers say that they’re already finding information more relevant to them.

BENEFITS

With FirstRain analytics directly embedded into D&B products, users no longer have to spend hours of their time looking through different sources of information to figure out what’s meaningful. By incorporating FirstRain’s unique platform for big-data analytics, it’s the first time that D&B has combined structured and unstructured data in a customer-centric way.

With FirstRain, Dun & Bradstreet was able to:

- ✓ Add FirstRain analytics to D&B products
- ✓ Create a meaningful social business experience
- ✓ Provide customers with more relevant insights
- ✓ Increase customer satisfaction

LEARN MORE

To learn more about how IgniteTech’s FirstRain solution can help you stay ahead of your competitors and make better business decisions, visit ignitetech.com/firstrain.