

Give Me 5 120: Getting Your Duns Number

Phyllis Meyer
Leader of Partnership Marketing
Dun & Bradstreet



www.WIPP.org www.GiveMe5.com
1-888-488-WIPP



Women Impacting Public Policy (WIPP)

- The Voice for Women in Business in our Nation's Capital.
- National nonpartisan public policy organization that advocates for and on behalf of women and minorities in business, strengthening their voice in the legislative process, creating economic opportunities and building bridges and alliances to other small business organizations.
- Representing over half a million Women Business Owners including over forty-eight business organizations.
- Thirty local Instant Impact teams across the country engaging with legislative officials and the business community to advocate for Women Business Owners.



Give Me 5

- National program from WIPP & American Express OPEN designed to educate women business owners on how to apply for and secure federal procurement opportunities.
- Give Me 5 works to increase the representation of Women Business Owners that win government contracts by providing resources and information to make it easier for them to register their businesses with the Central Contractor Registry (CCR). This is a requirement to gain eligibility to apply for federal contracts.
- Women Business Owners could gain more than \$5 billion in annual revenues if the 5% contracting goal set by Congress was reached.

www.GiveMe5.com





Phyllis Meyer

Leader of Partnership Marketing
Dun & Bradstreet



www.WIPP.org www.GiveMe5.com
1-888-488-WIPP



D&B is focused on delivering insight to companies for all of their business decisions



To be the most trusted source of **commercial insight** so our customers can decide with confidence



EDUCATION AND ACCESS FOR WOMEN
IN FEDERAL CONTRACTS



Everyday companies make decisions that greatly impact and can even make or break their business

In Risk Management

- Understanding and managing total risk exposure within your existing customer portfolio
- Identifying and aggressively collecting on high-risk accounts
- Benefiting from frequent assessment of the risk of all your customers
- Using your credit resources more efficiently to save money
- Verifying prospect, customer and supplier data to ensure compliance with the Patriot act and other government regulations



Everyday companies make decisions that greatly impact and can even make or break their business

In Sales & Marketing

- Uncovering who and how big your most important customers are
- Exploiting untapped opportunities within these customers
- Acquiring new high-growth customers that look like your best existing customers
- Re-allocating your sales force resources based on revealed growth

In Supply Management

- Understanding when and how to reduce suppliers to increase your negotiating leverage and find significant savings
- Uncovering risks and dependencies on suppliers to reduce exposure to supplier failure



Companies rely on the business creditworthiness to make critical decisions, including whether:

- to sell to you
- to lend you money
- you are viable as a partner
- to lease the equipment you need to grow your business
- to increase your line of credit
- to help you carry more inventory at competitive prices
- to give you favorable financing rates and terms
- you stack up favorably against other companies competing in your market space



Fun Fact...

What four U.S. Presidents worked for
D&B?



What four U.S. Presidents worked for D&B?

- Abraham Lincoln
- Ulysses S. Grant
- Grover Cleveland
- William McKinley



Our database also tracks the business changes in our rapidly changing economy. In the U.S. alone over the next 60 minutes...



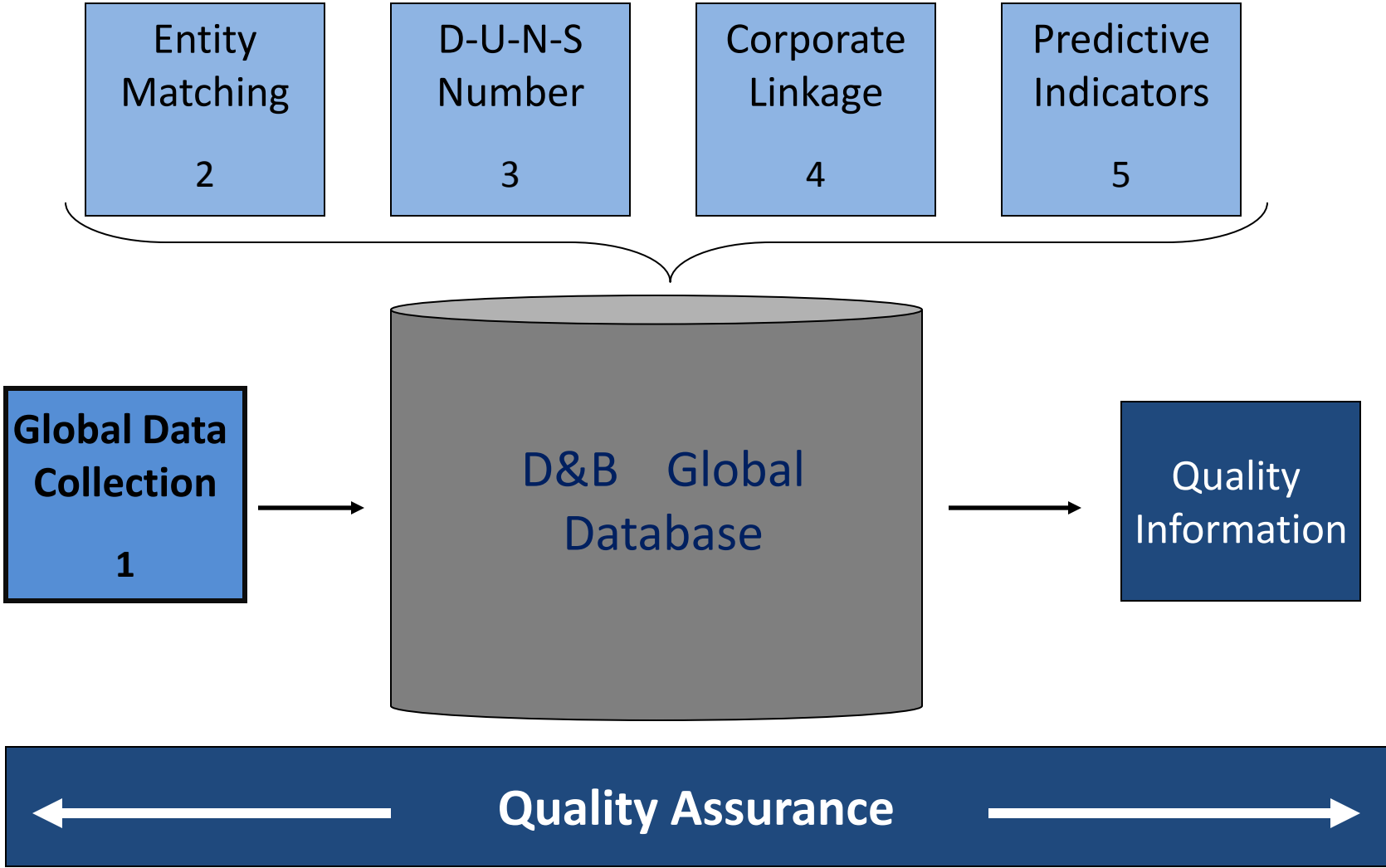
- **322 suits, liens, or judgments** will be filed against businesses
- **82 business telephone numbers will change or be disconnected**
- **57 business addresses will change**
- **99 directorship** (CEO, CFO, etc.) changes will occur
- **58 new businesses** will open their doors
- **2 companies** will change their names
- **11 businesses** will file for bankruptcy



EDUCATION AND ACCESS FOR WOMEN
IN FEDERAL CONTRACTS



During the first driver - **global data collection** - we bring together data from a variety of sources worldwide



We collect the most complete data about customers, prospects and suppliers

Direct Investigations, News and Media

- 115MM+ phone calls launched annually
- Top News providers
- Merger/Acquisitions

Payment and Financial Data

- 693 million trade records updated annually
- 100% coverage of Public company financials
- 96% of all financial st's are privately held co's

Public Records and Government Registries

- 140 million
- Suits, liens, judgments and bankruptcy filings
- Business registrations

Web Sources and Directories

- 1.9 million URLs on D-U-N-S numbers
- Each URL mined to confirm correct business
- 300,000 customers providing online updates



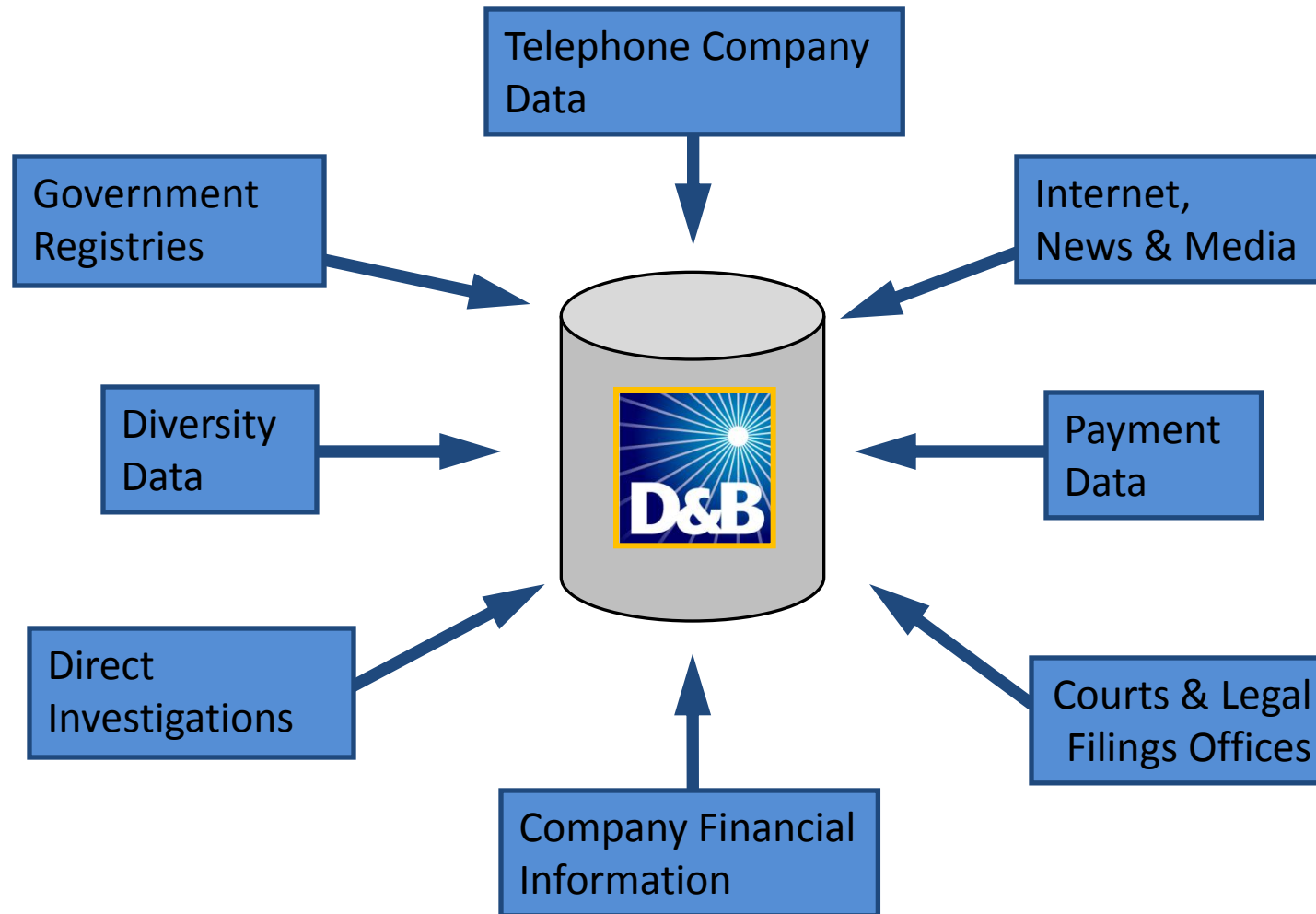
D&B Global Database

- Over 100 million businesses
 - Over 200 countries

Over 1.5 Million Daily Updates

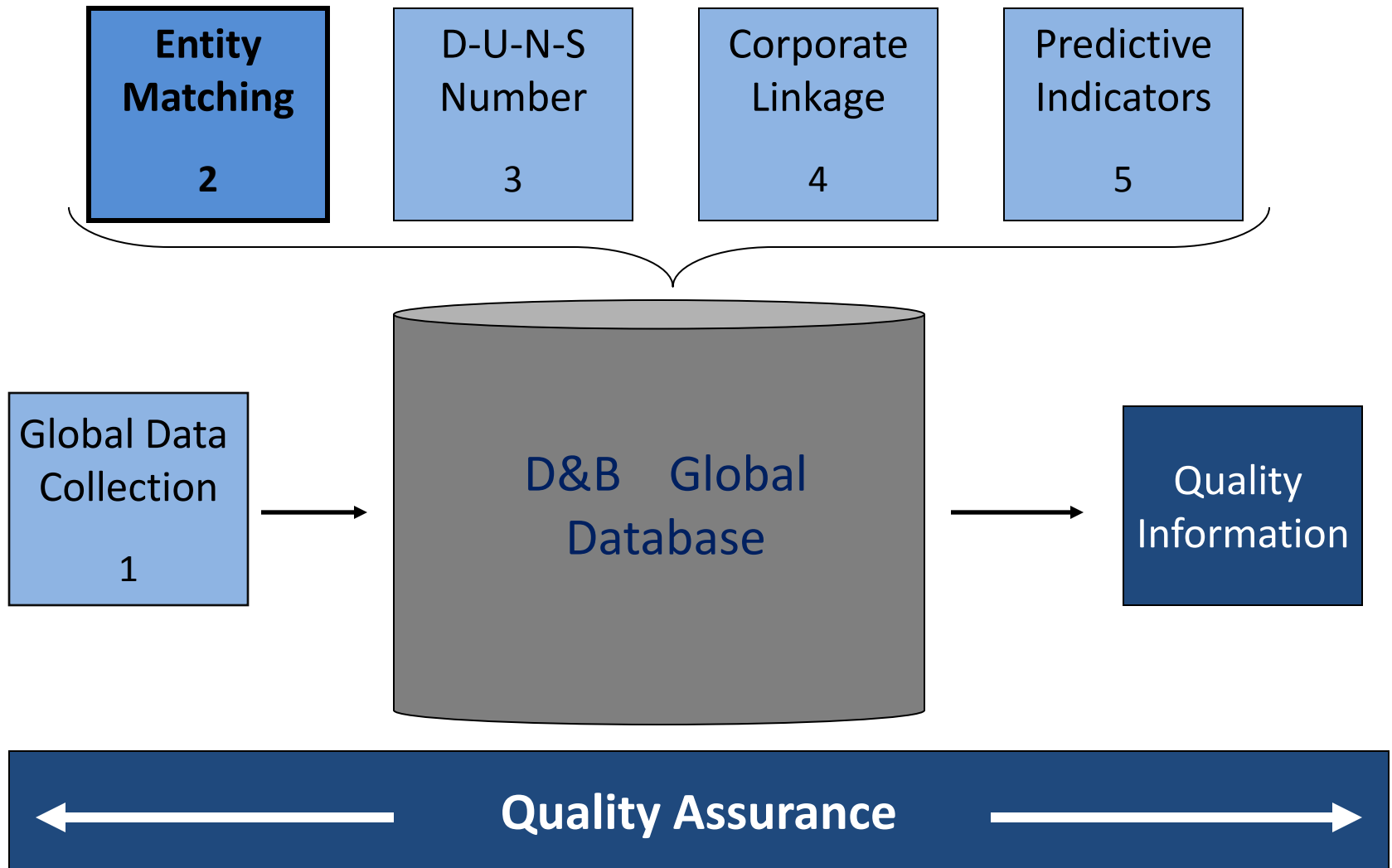
D&B D-U-N-S® Number

And we use a variety of sources to ensure increased accuracy, completeness, timeliness and consistency

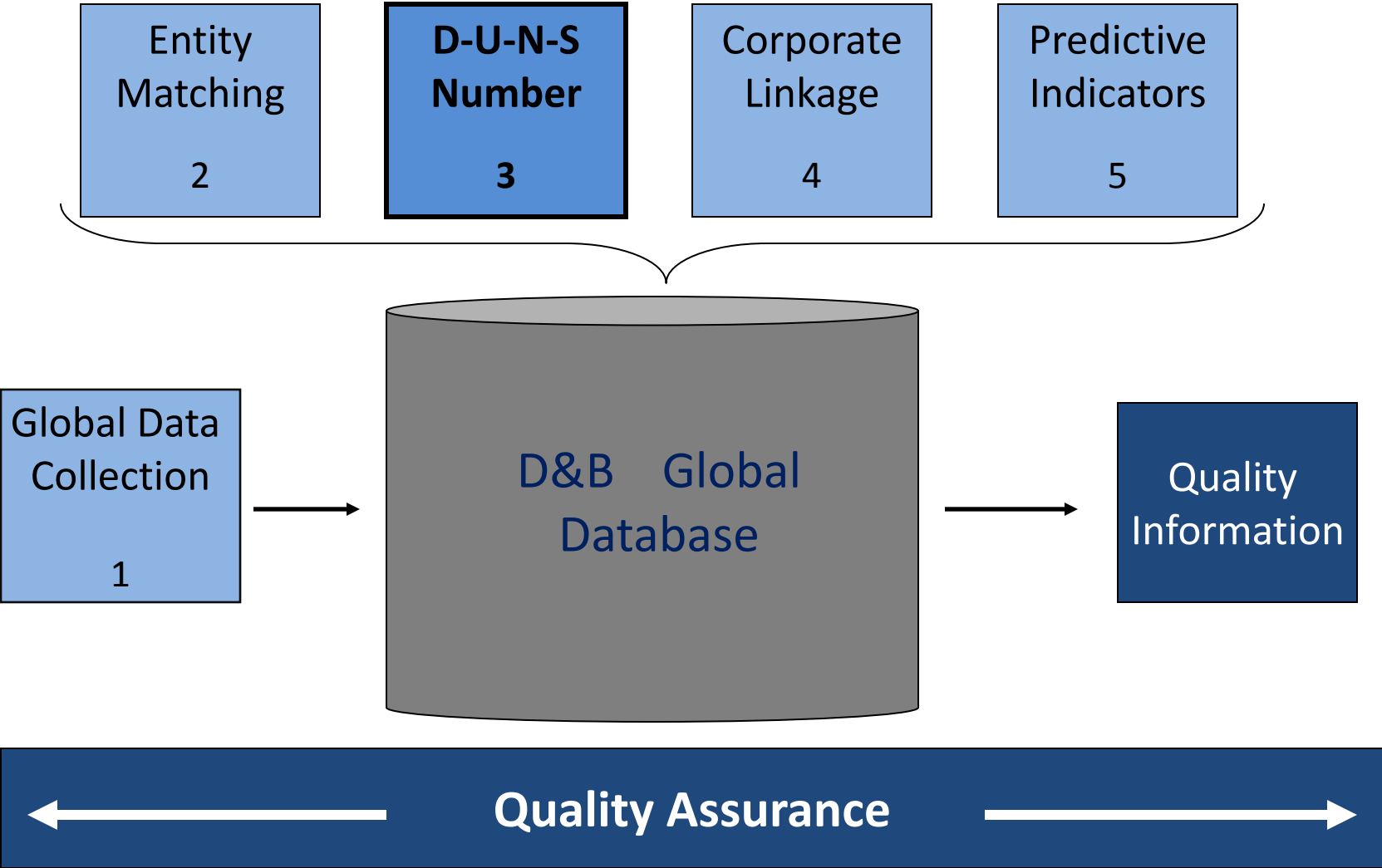


DUNSRight, the power behind quality information

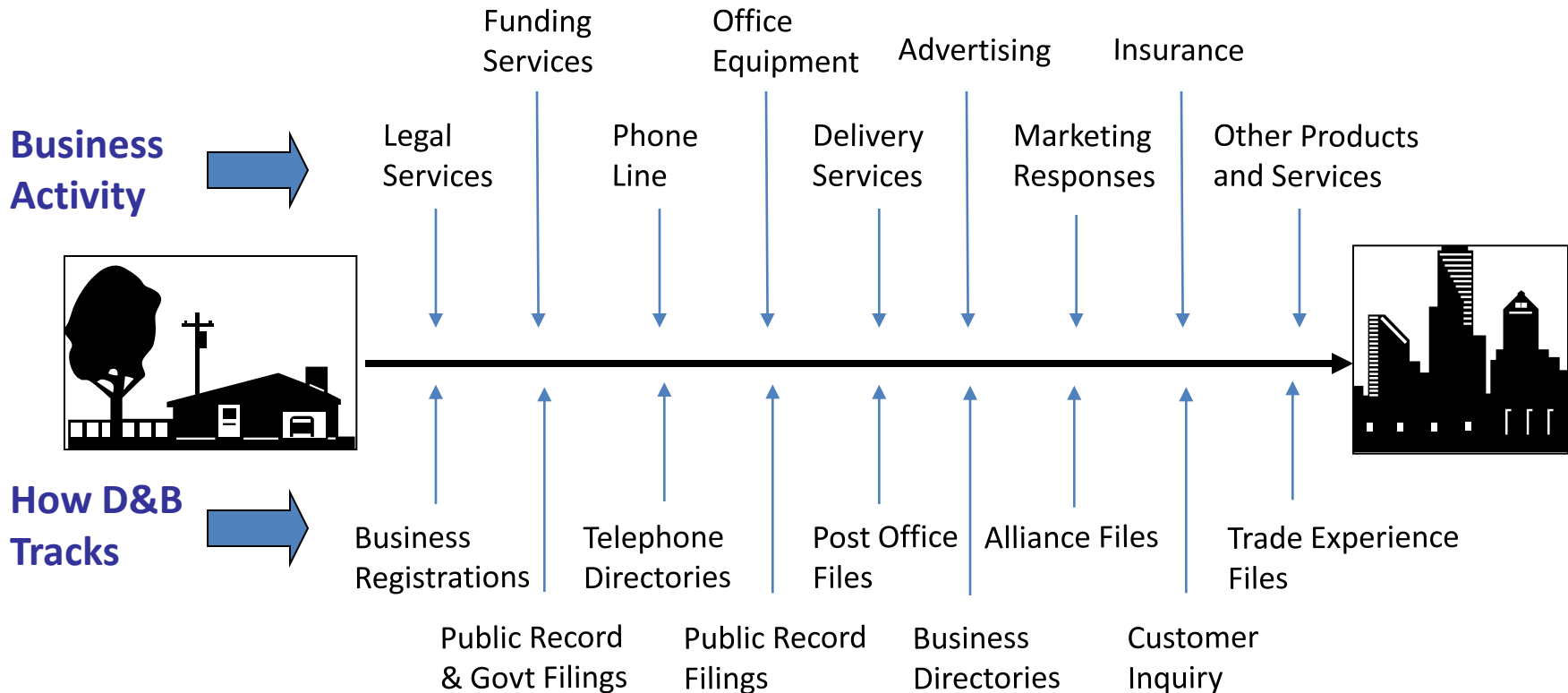
In the next driver we integrate the data into the D&B database through our patented **Entity Matching**, resulting in a single, more accurate picture of each business entity



Next we apply the **D-U-N-S number** as A unique means of identifying and tracking the business globally through any changes it goes through



D&B tracks businesses from the time they exhibit a small amount of commercial activity and assigns a **D-U-N-S® Number** for the life of a business



The **Government** and **Wal-Mart** use the **D-U-N-S® Number** as their **Customer #**

How do you get a D-U-N-S?

- Get a D-U-N-S® Number Price: NO CHARGE Ensure that your company is listed in D&B's database.
- Receive your D-U-N-S® Number within **30 business days**.
- Getting a D-U-N-S® Number alone will not establish a complete D&B credit profile for your business. To establish a credit file and obtain a D-U-N-S® Number, we recommend you establish a D&B credit file.
- Call **1-877-467-4101** for more information and get started establishing your D&B credit file.
- You can visit our website at www.dnb.com



Fun Fact...

D&B sponsored these two inventions during the 1870's and 1880's.

» What were these inventions?



D&B sponsored these two inventions during
the 1870's and 1880's

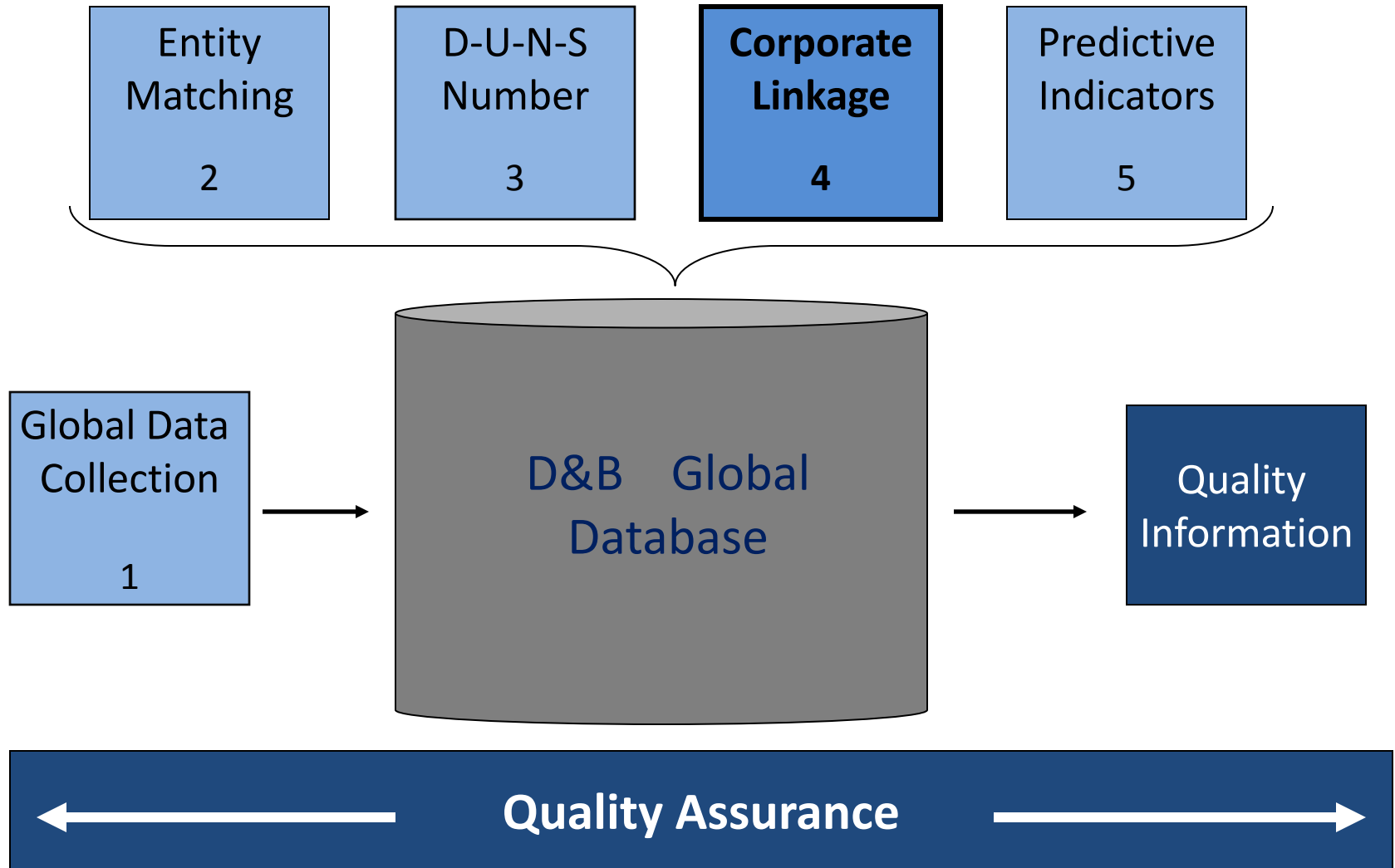
Carbon Paper and the Typewriter!



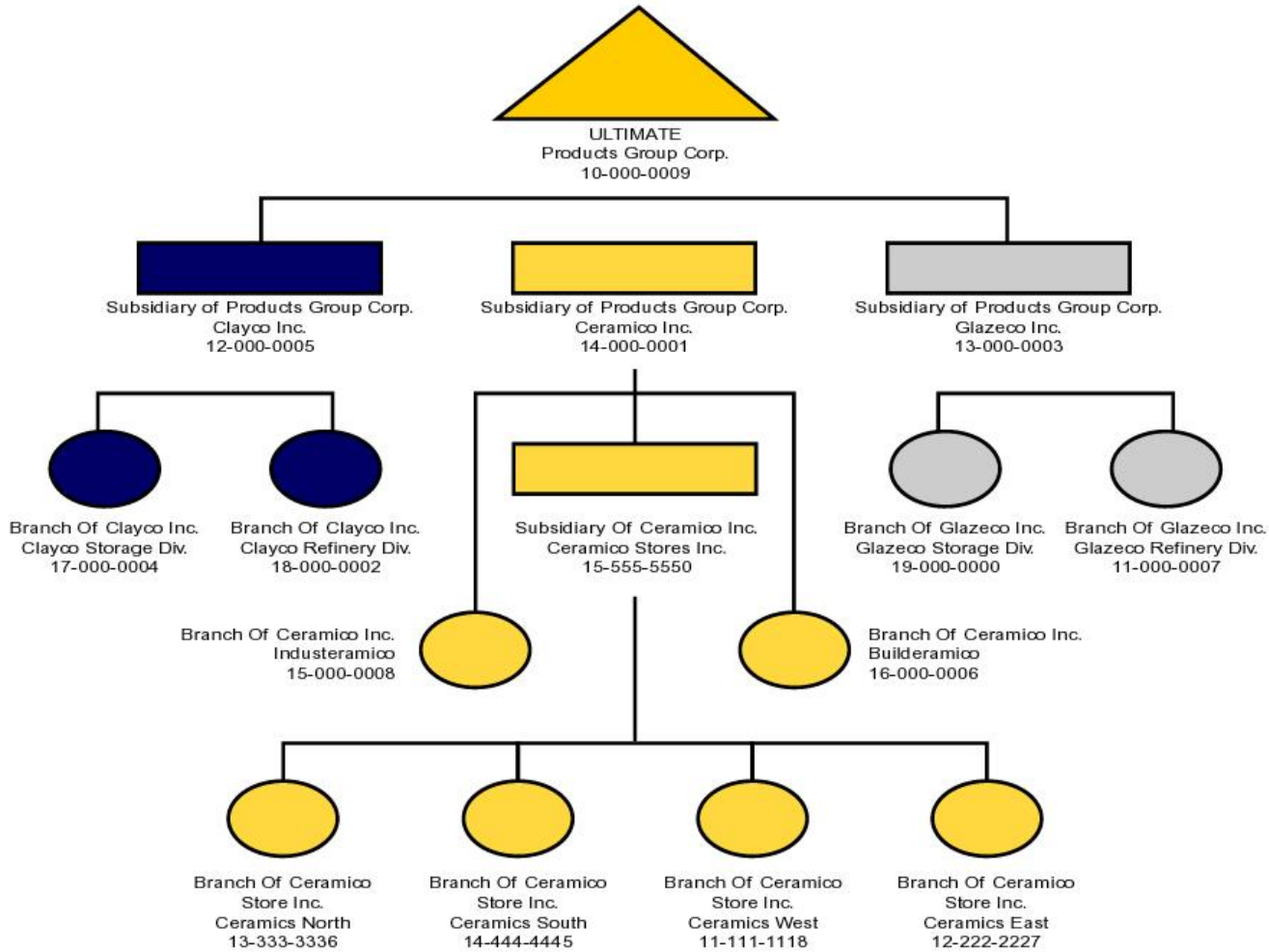
EDUCATION AND ACCESS FOR WOMEN
IN FEDERAL CONTRACTS



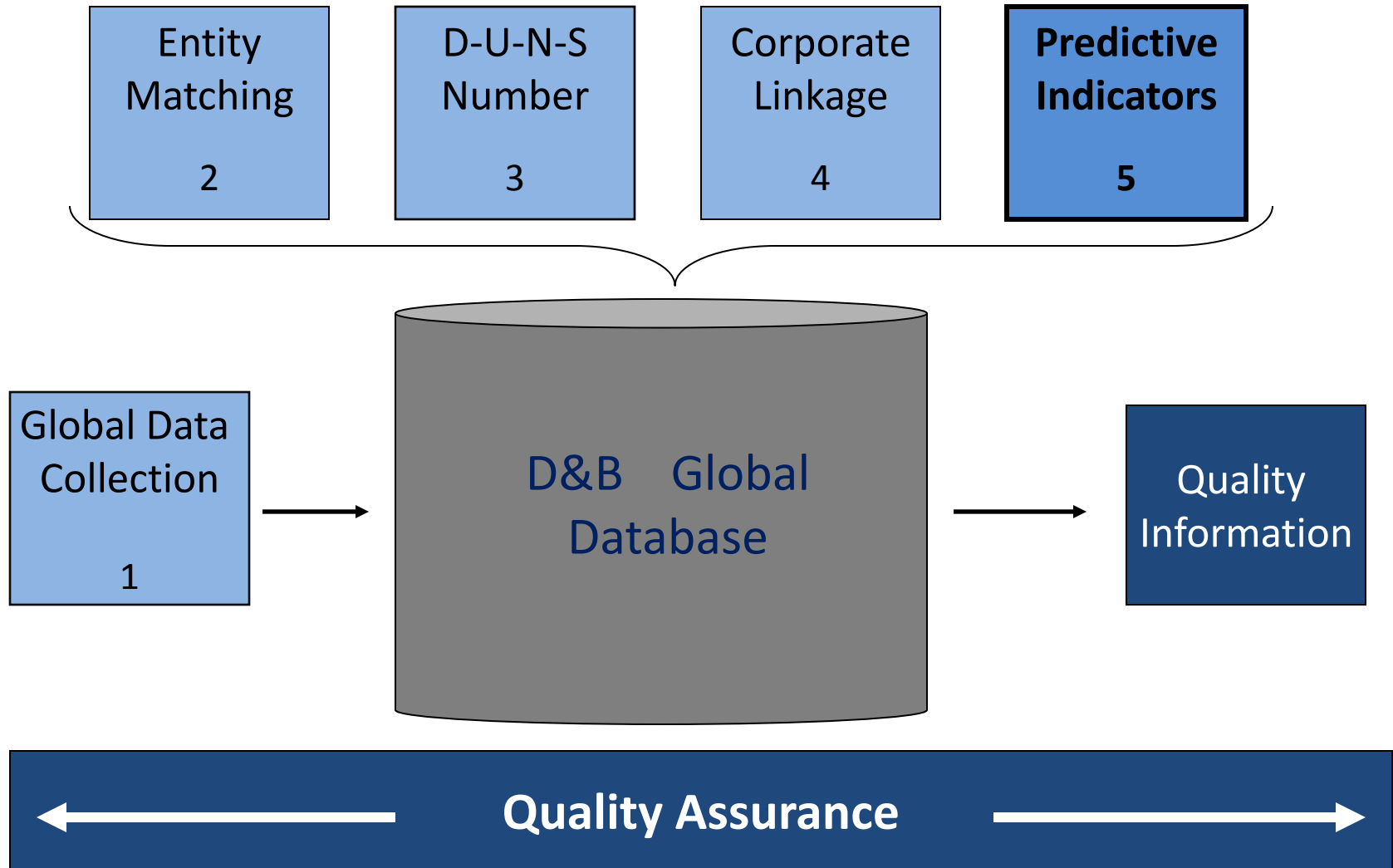
The D-U-N-S number also enables **corporate linkage** to build corporate families to provide A view of total risk and opportunity



By applying D&B's corporate linkage, you can view the entire corporate family with no limit in depth or breadth



Finally, **predictive indicators** use statistical analysis to indicate the likelihood of a business to perform in a specific way in the future



Questions?



EDUCATION AND ACCESS FOR WOMEN
IN FEDERAL CONTRACTS

Phyllis Meyer
Leader of Partnership Marketing
Dun & Bradstreet



Decide with Confidence



www.WIPP.org www.GiveMe5.com
1-888-488-WIPP

Women Impacting Public Policy (WIPP)



EDUCATION AND ACCESS FOR WOMEN
IN FEDERAL CONTRACTS



mfravel@wipp.org

www.WIPP.org www.GiveMe5.com

Programs Powered by WIPP:



www.GiveMe5.com



www.EntrepreneursandEnergy.com



www.WIPP.org www.GiveMe5.com



www.WomenAccessingCapital.com



www.WomenandTechnologyToday.com

Registration is Now Open!



Annual Leadership Conference
Women, Money & Opportunity
September 27-29, 2010
Washington, DC

- Give Me 5 Live Procurement Event
- Capitol Hill Legislative Visits
- White House Briefing
- WIPP Awards Reception



EDUCATION AND ACCESS FOR WOMEN
IN FEDERAL CONTRACTS

