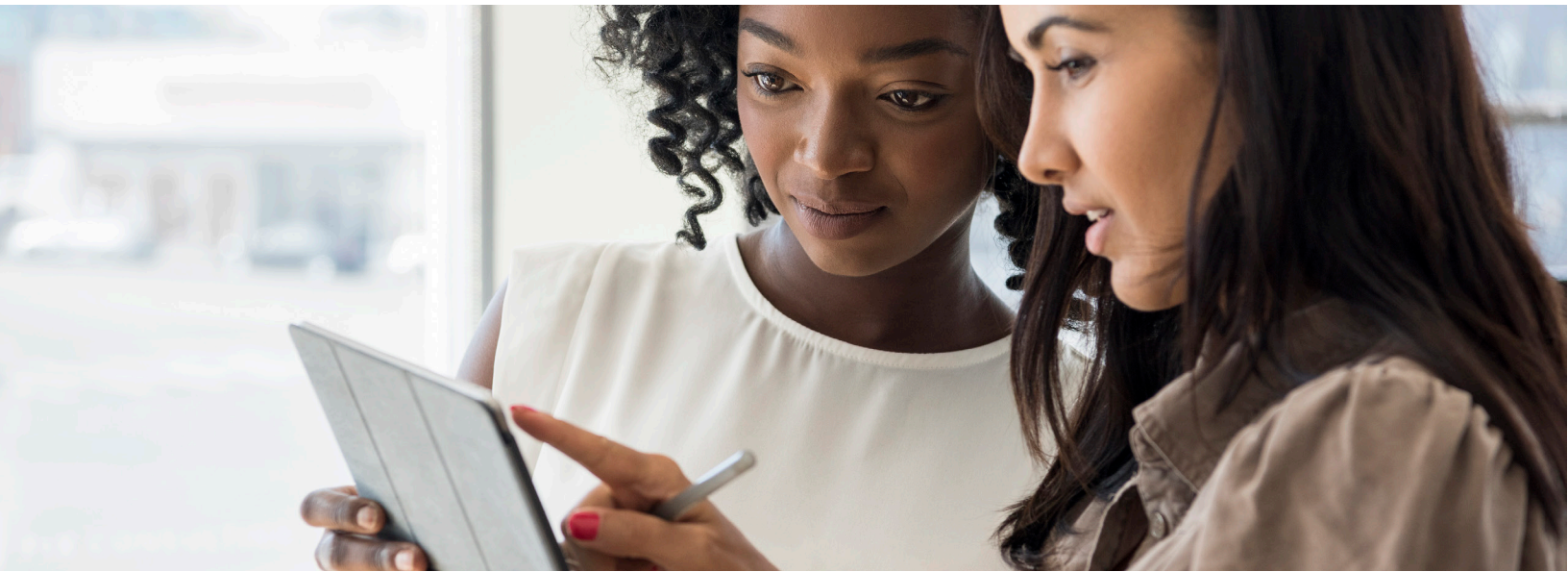


D&B Hoovers Package Add-Ons

Deep Financials and IT-Focused Content for More Targeted Sales and Marketing Initiatives



ACCELERATE GROWTH FOR YOUR BUSINESS

D&B Hoovers uses the world's largest commercial database and sophisticated analytics to deliver a sales acceleration solution packed with insight. It enables B2B sales and marketing professionals to accelerate sales, enhance go-to market activity, and increase business growth globally. D&B Hoovers leverages the best company intelligence and innovative analytical features to provide optimal coverage with deep insight. With its intuitive user experience, the solution helps you:

- ✓ Quickly build pipeline by targeting more intelligently with dynamic search capabilities and comprehensive list-building options
- ✓ Stay ahead of the competition with real-time trigger alerts and updates about business, social, and digital events
- ✓ Increase sales productivity with seamless integration to CRM platforms
- ✓ Have more informed conversations using analysis and insights about target companies and contacts

DEEP TECHNOLOGY INSIGHTS

The D&B Hoovers Technology Package delivers extensive coverage of IT architectures, initiatives and competitive landscapes for in-depth research. Gain the inside track for more strategic selling and targeted marketing in the IT vertical with tech-focused content, including: contacts, trigger alerts, and CRUSH Reports.

CRUSH Reports offer the most extensive and up-to-date company profiles on Fortune 1000 and Global 500 companies. Each report provides an overview of IT architectures, business and technology initiatives, organizational structures, corporate strategies, budgets and key decision maker contact information. The Technology Package can help you:

- ✓ Target companies based on product usage or vendor relationships
- ✓ Monitor technology events with IT-focused trigger alerts
- ✓ Build account plans, prepare for sales meetings and tailor messaging with deep-dive CRUSH Reports

BUSINESS CONTACTS AND ADDITIONAL DOWNLOADS

Business Contacts help fill sales and marketing funnels with qualified prospects by providing the ability to target, download or export up to 10,000 contacts at a time, including direct dial phone numbers and email addresses.

Each D&B Hoovers subscription also includes a select number of company and contact downloads (excluding direct dial phone numbers and email addresses).

Like Business Contacts, these records can be exported to CRM or MAP systems or downloaded via CSV files. D&B Hoovers Advantage and Premium customers can purchase additional download credits as needed. Administrative tools control how Business Contacts and download credit pools are distributed amongst your users.

INCOMPARABLE FINANCIAL DETAIL

D&B Hoovers supplies the most extensive financial information available today, with robust reporting and research options for authoritative analysis. We deliver key insights to guide your market research, sales account planning and marketing campaigns. Our Finance Package will help you:

- ✓ Gain valuable insight on privately held companies
- ✓ Assess risk by considering industry trends, company-specific data and executive leadership
- ✓ Perform financial analysis to identify cash-rich or debt-heavy businesses, potential threats, and opportunities

Get in touch with us
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ABOUT DUN & BRADSTREET

Dun & Bradstreet (NYSE: DNB) grows the most valuable relationships in business. By uncovering truth and meaning from data, we connect customers with the prospects, suppliers, clients and partners that matter most, and have since 1841. Nearly ninety percent of the Fortune 500, and companies of every size around the world, rely on our data, insights and analytics. For more about Dun & Bradstreet, visit DNBSAME.com.