



Sales & Marketing  
Solutions



## Global Reference Solution

*The power of D&B's global data coverage  
and the insight of D&B's corporate linkage  
in a single service*





## Global Reference Solution

### The power of D&B's global data coverage (of over 80 million businesses) and the insight of D&B's corporate linkage in a single service

Search and segment D&B's global database to obtain information on individual businesses or identify members of corporate families or market segments.

#### Finance professionals

Now you can:

- Verify the existence and background of any business, anywhere in the world, quickly and easily.
- Assess the size, length of trading and executives of any business before taking a risk decision
- Understand the corporate family structure of any of your clients, prospects or suppliers to obtain a complete picture of your overall exposure
- Identify businesses trading from the same address to gain better insight and understand hidden risk when taking your decision

#### Sales & Marketing professionals

Now you can:

- Assess opportunities in any market sector in any country, or group of countries.
- Create targeted marketing campaigns and build prospect databases by country, by sector or both
- Identify sales opportunities with other corporate family members of existing clients
- Align your sales resource around those client groups with the highest potential

#### Supply Management professionals

Now you can:

- Assess your total spend across different members of the same corporate family, improving your negotiating position
- Understand your dependence upon different members of the same corporate family letting you manage resources to reduce risk of supply interruption
- Identify suppliers with a high dependence upon your business

#### Which businesses will you find on Global Reference Solution?

GRS offers easy access to information about every business on D&B's global database - over 80 million and growing - the largest source of business information in the world. From the smallest business with just a single employee through to Wal-Mart Stores Inc with well over 1,000,000 staff, they are all on Global Reference Solution.

#### And what information is available for each business?

**Who?** – runs the business – names of executives, partners, proprietors

**What?** – does the business do – line of business, SIC

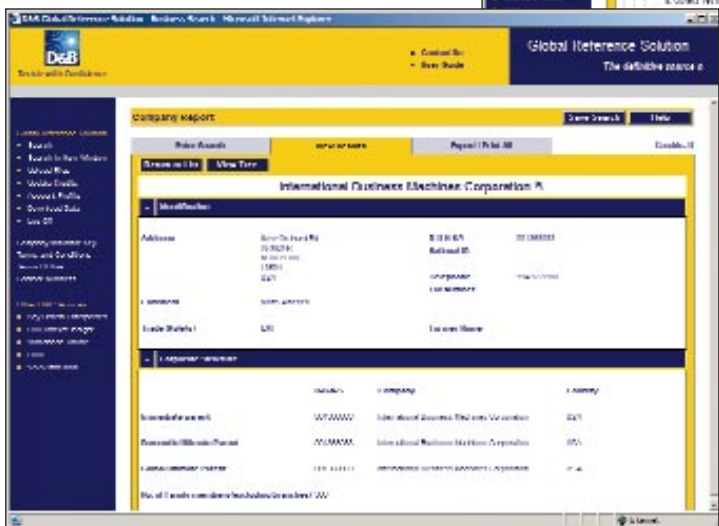
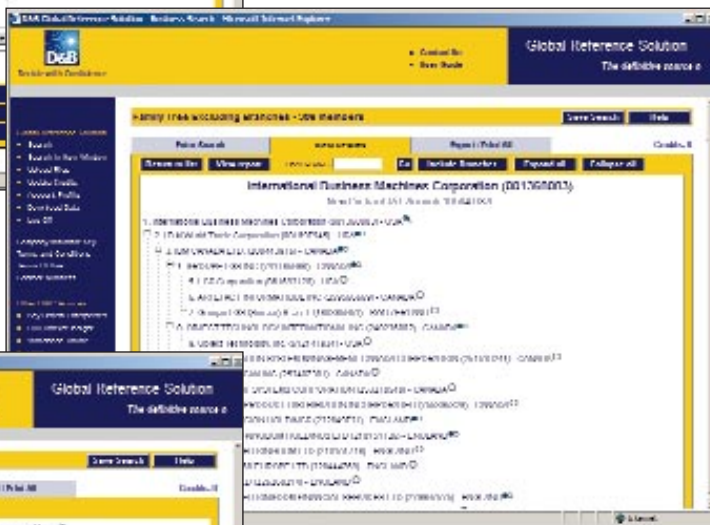
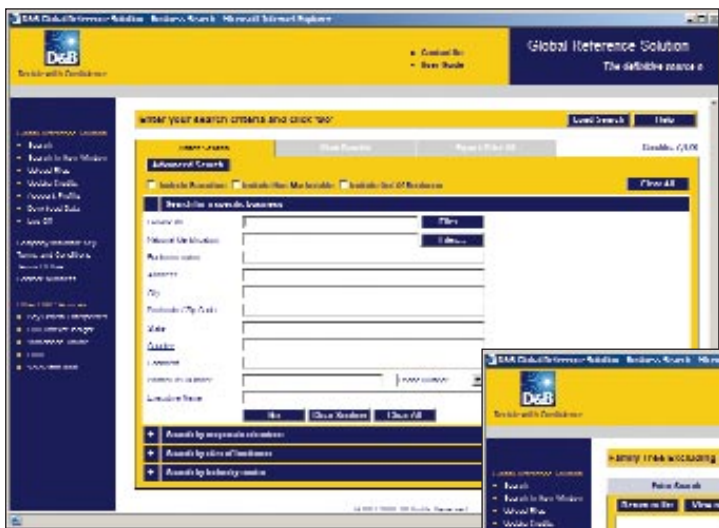
**Where?** – does the business operate – trading address, telephone number

**How?** – large is the business – number of employees, sales (\$)

**How?** – long has the business been trading

**Which?** – corporate family owns the business (where applicable)

**Which?** – other businesses operate from the same address



### All this information can be

- Searched and viewed on screen
- Printed as a PDF or HTML file, up to 10,000 records at a time
- Downloaded to your PC, up to 10,000 records at a time

For more information or to see a demonstration of Global Reference Solution call one of our Sales and Marketing Specialists on **08705 422299**



**Decide with Confidence**

## D&B Solutions

Risk Management Solutions  
Sales & Marketing Solutions  
Supply Management Solutions

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