

The Dun & Bradstreet logo is positioned in the top right corner. It features the company name in a white, sans-serif font, with a stylized ampersand symbol between the words. The background of the slide is a blurred cityscape at night, overlaid with a large, semi-transparent graphic of a network or data structure on the left side. This graphic consists of a large, light-colored ampersand shape that contains a complex web of white lines and dots, representing data connections. The overall color palette is dominated by blues and greys, with some warm lights from the city buildings and the network nodes.

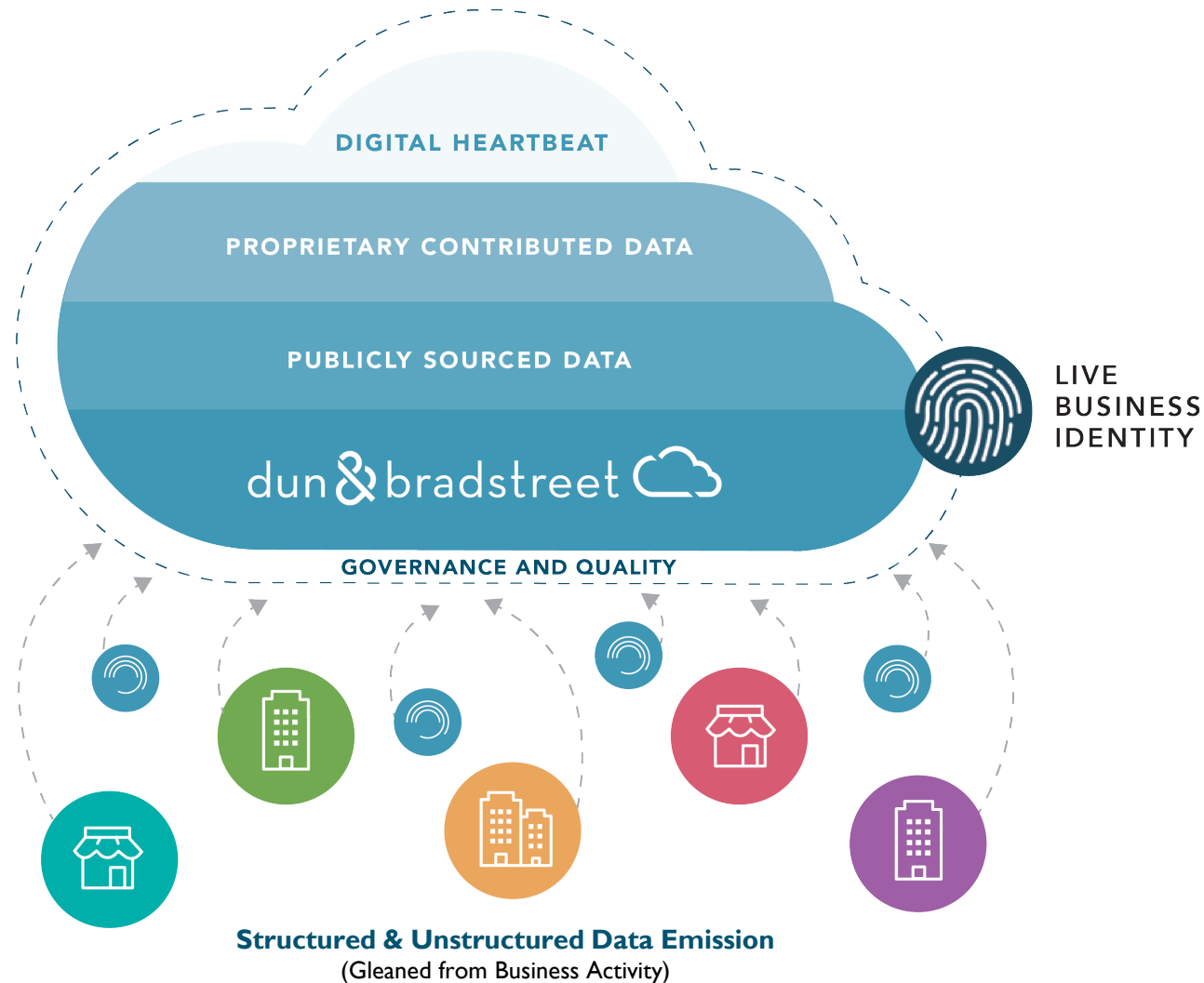
Tracking Activity Data Through the Life of a Business

Florida Data/GIS
Committee Meeting

September 1, 2020

PUBLIC

A DIFFERENTIATED APPROACH



Dun & Bradstreet combines directly sourced global public data, our own proprietary data, and business activity signals to deliver comprehensive and robust business insights that help clients **GROW & THRIVE.**

GLOBAL COVERAGE

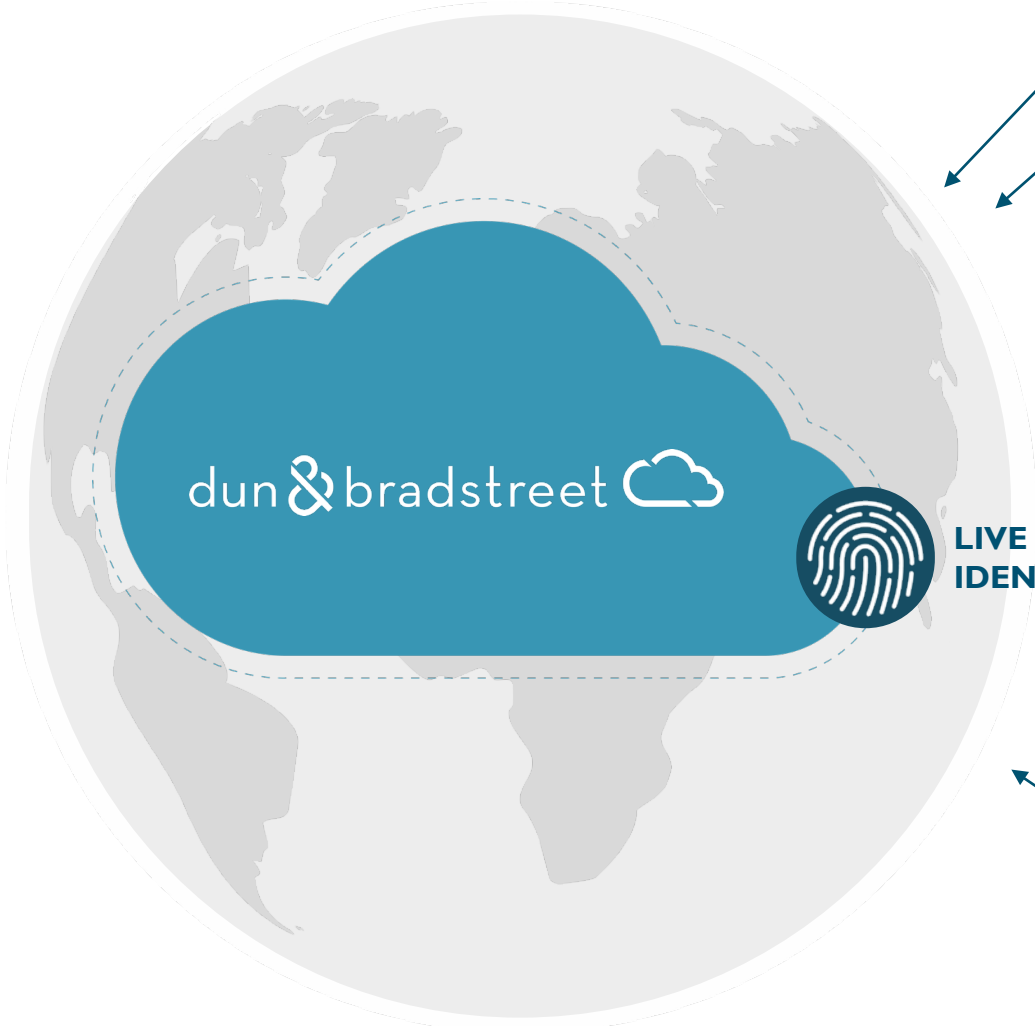
WIDE RANGE OF GLOBAL SOURCES

Tens of Thousands Trade, Registry and other sources

38M websites

Large & small, public & private companies

~80% companies in Data Cloud globally have <11 employees



- Financial Filings & Statements
- National Tax Registries
- Online & Offline Publications, News, and Directories
- Social Networks & Business Websites
- Worldwide Network Partners
- Customer Input & Interviews
- Custom Research
- Insolvency Records
- Payment Experiences ("Trade")
- Crowd Sourcing
- Correspondents on Location
- Public Registries
- Chambers of Commerce
- ...and More

PATENTED DUNSRIGHT PROCESS CREATES DATA CLOUD & LIVE BUSINESS IDENTITY



GLOBAL DATA SOURCES

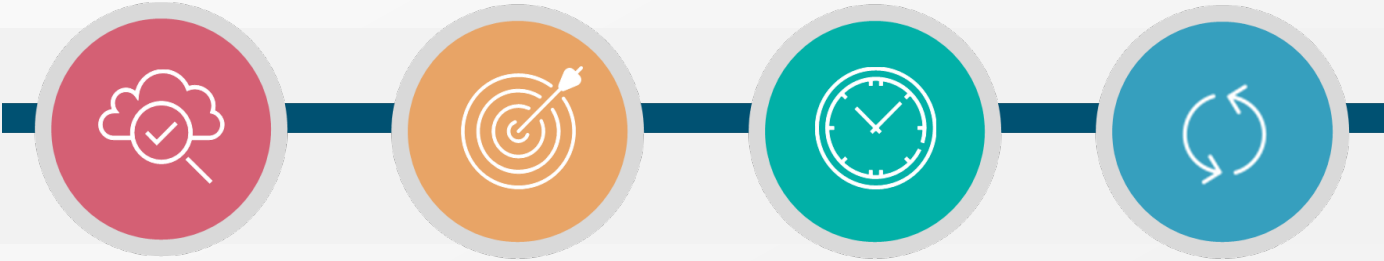
DUNSRight® Process

- Identity Resolution
- Assigns D-U-N-S® Number
- Curation & Quality Assurance



LIVE BUSINESS IDENTITY

DATA CLOUD



COMPLETENESS

ACCURACY

TIMELINESS

CONSISTENCY

DUN & BRADSTREET D-U-N-S® NUMBER UNIQUE IDENTIFIER GLOBAL STANDARD FOR BUSINESS IDENTIFICATION

123456789

**NUMBERS ARE NEVER
RE-USED OR RE-ISSUED**

Once assigned to a single business entity, it's assigned forever



Required to register with the US federal government for contracts or grants

240

Recommended or required by 240+ commercial, trade and government organizations **globally**

87

Percent of Finance Institutions in Fortune 500 using the D-U-N-S Number as internal standard



Used in enrollment verification to join Apple Developer Program

CAPTURING DATA & INSIGHTS AT ALL STAGES OF THE BUSINESS LIFECYCLE



START-UP

The conception or birth of a new business and the entity has been detected. The business may have formally registered, which could be the only piece of data available at this stage.

GROWTH

Increasing signs of life indicate the business is now in a growth mode. Accordingly, we are capturing signals of operational activity and growth. There may be additional public records and trade data being collected.

MATURITY

A more complete view of a business is forming. We have an established stream of signals that tell us a business is active, financially healthy and growing. We also learn more about the relationships between a business and individuals, partners, vendors and suppliers.

DECLINE

We begin to see derogatory event signals, fewer trade experiences or a slow down in spend on marketing, sales, and operations as an example.

REINVIGORATION

The business adapts to marketplace changes and is reborn. We observe signals that show refinancing, restructure changes in directors or ownership.

OUT OF BUSINESS

Limited to no activity or signs of life from a business. Major indicators a company is defunct like bankruptcy proceedings and wind up notices.

FLORIDA DOT DELIVERABLE

2020 STATEWIDE EMPLOYMENT DATA



D&B PROVIDED:

- ✓ January 2020 statewide employment (pre-pandemic)
- ✓ September 2020 statewide employment
- ✓ **EconoVue Software** - Software-as-a-Service platform that merges data visualization, interactive mapping, extensive filtering, and location-based management tools to insightfully review the January 2020 and September 2020 D&B data sets/deliverables