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