

MARKET & COMPETITIVE INTELLIGENCE

Sales

FirstRain is a powerful customer and industry business insights SaaS solution that integrates into your CRM and is available via web and mobile app.

Customer Success

Dun & Bradstreet uses IgniteTech's FirstRain solutions to provide real-time, relevant web and social analytics to customers.

COMPANY

Dun & Bradstreet

ESTIMATED REVENUE

\$81.74 billion / year

INDUSTRY

Commercial Data
Analytics

IGNITETECH SOLUTION

FirstRain

DEPLOYMENT

SaaS

“What FirstRain does for us is to take away that entire process [of merging social data with structured data from D&B] for the salesperson.”

SUMMARY

D&B selected IgniteTech's FirstRain solution as their long-term partner to enable customers to receive up-to-the-minute insights on prospects, customers, competitors and key markets by leveraging the FirstRain technology platform. IgniteTech's FirstRain solution now provides D&B with customer and market intelligence, which D&B delivers through its sales and marketing products.

WHY FIRSTRRAIN

D&B was looking for the ability to provide a deep social business experience for their customers that was not just noisy social buzz or lists of irrelevant news headlines. D&B understood that in order to be successful, today's sales reps cannot spend a lot of time searching for information, doing administrative tasks or doing things they consider non-value-add when trying to find a new prospect or close a deal. FirstRain was the solution that provided D&B with exactly what they were looking for.

CUSTOMER BENEFIT

D&B customers find products using IgniteTech's FirstRain solution to be more relevant to them, making it much easier to get information when they need it and where they need it. With FirstRain analytics directly embedded into D&B products, users no longer have to spend hours of their time looking through different sources of information to figure out what's meaningful.

CUSTOMER OUTCOME

FirstRain has enabled D&B to offer a completely new value proposition that combines structured and unstructured data through the D&B product set.

SOLUTION BENEFITS

- Accelerate and open opportunities
- Gain awareness on daily information about customers, partners, competitors and the market
- Research companies and possible connections to products, services or partners
- Share information with teams or colleagues when important or interesting news is seen
- Make better-informed decisions

For more information,
visit ignitetechnology.com/firstrain