

DUN & BRADSTREET BUSINESS CREDIT DATASETS

Make smarter investment decisions with the help of expansive business credit data covering more than 70 million public and private US businesses.

1010data offers you the leading cloud-based big data analytics platform for making Dun & Bradstreet business credit datasets part of your equities analysis. 1010data's analytic platform allows you to easily incorporate deep business credit intelligence into your investment models, helping you to get an edge on the marketplace and outperform benchmarks.

COMPREHENSIVE DATA AND ANALYTIC TOOLS

With Dun & Bradstreet business credit datasets hosted by 1010data, you have all the tools and technology you need to gain valuable equities insights in a single platform. The datasets bring together company demographic information, financials, public records and up-to-date information on how firms pay their trade partners – all of which can be used to help assess the financial health of companies. Additionally you can upload your own in-house data to perform on-the-fly mashups, ad-hoc queries and implement more accurate investment models.

ACCESS SOPHISTICATED DATA

Dun & Bradstreet business credit data hosted by 1010data is comprised of multiple datasets delivering a broad array of insights that help you generate alpha. The datasets include:

- ◆ **Credit Score and Indicators Dataset** – Gain insight into the financial condition of potential investments using more than 150 data elements. These include commercial credit score, financial

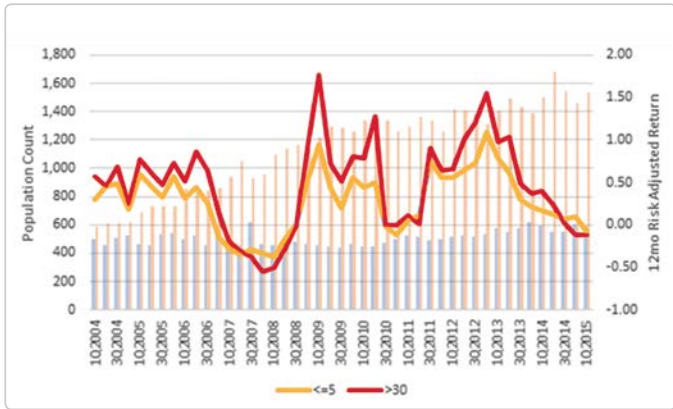
stress score, PAYDEX score, industry classifications, ownership and control details, public records, and more.

- ◆ **Corporate Linkage Dataset** – Uncover risk across associated entities by mapping the ownership links between companies, such as branch-to-headquarters and subsidiary-to-parent links.
- ◆ **Business Credit Tradeline Dataset** – Understand the history of accounts between companies and their suppliers using a snapshot of trailing 12-month behavior as well as recent trending. Data elements include number of suppliers, number of accounts, and current and past due accounts and the associated dollar amounts.
- ◆ **Business Inquiries Through D&B Products** – Follow changes in business activity through tracking creditor inquiries, compliance inquiries, sales & marketing inquiries, and other inquiries triggered through D&B products. Gain insight into potential company expansion, changing risk profile, M&A activity and other significant business developments.
- ◆ **Business Health Indexes Dataset** – Build enhanced models that incorporate leading indicators of the overall US economy and major stock market indexes. Available indexes include the Severe Risk Index (SRI) covering twelve business sectors across thirteen regions, as well as small business health indexes that provide credit insights across eight business sectors and 294 metro areas.

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MORE POWER TO YOU

Dun & Bradstreet datasets hosted on 1010data are updated monthly, with minimum history extending to December 2010, and history for select data extending back to 2004.



Sample analysis: Dun & Bradstreet data hosted on 1010data enables you to correlate market returns against company credit inquiries.

EXPLORE NEW WAYS TO GET AN EDGE

1010data enables you to access and query Dun & Bradstreet business credit datasets faster and more accurately than ever before – allowing your organization to gain a significant competitive advantage in the marketplace. You can rapidly conduct analysis across entire business sectors, or at the individual company level.

APPLICATION	CAPABILITY
Alpha Investments	Leverage proprietary payment attributes and other indicators for predictive business performance analytics
Macro Economics	Utilize aggregate business health insights as a leading indicator
Risk Management	Identify and quantify risk exposure

With Dun & Bradstreet business credit data hosted by 1010data, you can access datasets rich in powerful predictive indicators that help deliver a competitive edge.

CONDUCT POWERFUL ANALYSIS IN SECONDS

1010data's platform enables the fastest query speeds in the industry when conducting sophisticated querying, modeling and analytics against detailed company-level data. You can complete your most challenging analyses in a matter of seconds. 1010data's extensive function library enables you to easily construct and execute any type of analysis, including:

- ◆ Time series analysis
- ◆ Time shifting
- ◆ Linear regression
- ◆ Principal component analysis
- ◆ Stratification
- ◆ Machine learning
- ◆ Linear recursion
- ◆ Logistic regression
- ◆ Statistical modeling

LEVERAGE INTERFACES TAILORED TO EVERY ROLE

1010data enables analytics for every role within your organization – including analysts, quants, and developers – through the interface that best suits each user type. 1010data interfaces include:

- ◆ **Dashboards and reports** for users who need to manage overall performance and make strategic decisions
- ◆ An **Excel add-in** for conducting powerful analytics in a familiar environment
- ◆ 1010data's **Trillion Row Spreadsheet™** for the ultimate visual interface with flexibility, analytical power, data access, and data discovery capability
- ◆ **XML Query Language** and **SDK** for programmatically interfacing with 1010data, developing new applications, and enterprise integration
- ◆ **R1010** for use with your existing R-language models and data-frames

GET STARTED EASILY

Since there's no software, hardware, or infrastructure to install, you can begin accessing Dun & Bradstreet business credit data hosted by 1010data in just a few easy steps. **To get started, contact 1010data today.**

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