



D&B's proprietary **DUNSRight™** Quality Process is how we collect and enhance information for all D&B solutions. **DUNSRight** means information you can trust.

Corporate Family Tree *Plus*

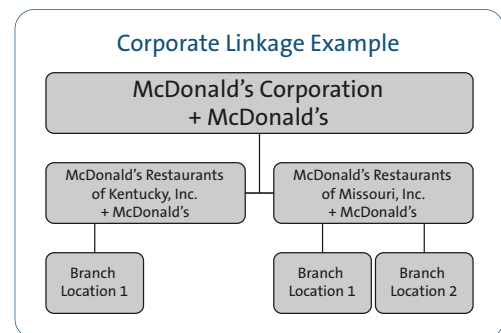
Get a Complete View of Global Business Relationships

To increase your revenues and grow your business, you need to identify prospects who look like your best customers, and you need to cross-sell and up-sell more effectively within your existing customer base. But how do you gain a full understanding of customers and prospects in markets in which many business relationships are not based on legal ownership? The answer is D&B's Corporate Family Tree *Plus*.

Corporate Family Tree *Plus* lets you understand global relationships or affiliations beyond D&B's traditional Corporate Linkage—for example, franchises, minority interests, insurance agents, vehicle dealerships, and non-profit chapters. With this insight, you will be better able to sell to these entities because you'll see their full scope.

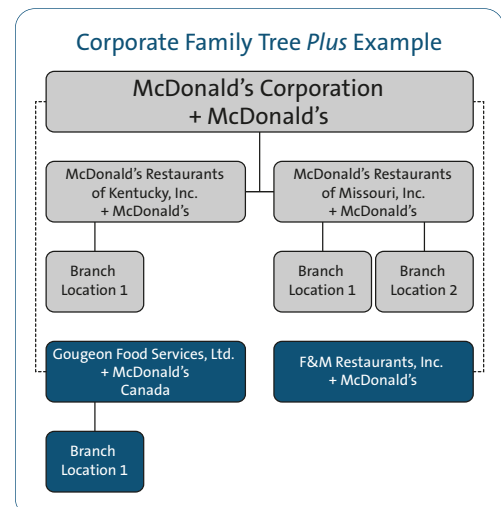
Unique Insights into Your Markets

D&B Corporate Family Tree *Plus* gives you a holistic view of company relationships by extending the coverage of D&B's industry-leading Corporate Linkage, one of the five drivers of D&B's proprietary DUNSRight Quality Process. Corporate Linkage builds a corporate family tree with the D-U-N-S® Number, another DUNSRight key driver. The D-U-N-S Number is the unique means of identifying and tracking a business globally. With more linkages than any other source, D&B Corporate Linkage reveals company relationships based on legal definitions of ownership so you can view an entire corporate family with no limit to depth or breadth.



D&B's Corporate Linkage shows you the full scope of a corporate family tree.

And now with Corporate Family Tree *Plus* you get a more complete view of customers and prospects in global markets in which relationships such as franchises, agents, dealerships, and non-profit chapters play a significant role.



D&B's Corporate Family Tree Plus gives you an extended view of a corporate family tree to uncover additional marketing and revenue opportunities.



Corporate Family Tree *Plus* Views

D&B maintains more global company linkages than any other information provider worldwide. Corporate Family Tree *Plus* enables a complete view of companies through these capabilities:

Corporate Family Tree *Plus* – Franchises: Lets you link independently owned and operated franchise locations to their franchisors (e.g., Burger King, McDonald's, Jiffy Lube).

Corporate Family Tree *Plus* – Minority Interests: Lets you link companies that are affiliated through ownership of less than 50% of capital stock.

Corporate Family Tree *Plus* – Vehicle Dealerships: Lets you link individually owned and operated dealerships, such as auto or motorcycle dealers, with the manufacturers they represent (e.g., General Motors, Ford, Nissan).

Corporate Family Tree *Plus* – Agents: Lets you link independently owned and operated agents, such as insurance and real estate agents, to companies with which they are affiliated (e.g., Allstate Insurance, Coldwell Banker Real Estate).

Corporate Family Tree *Plus* – Non-Profit Chapters: Lets you link non-profit organizations to one another, such as charities, professional membership organizations, unions, and volunteer organizations (i.e., Rotary Club of America is linked to Rotary Club International).

Corporate Family Tree *Plus* – Health Care Provider Networks: Lets you link health care companies, such as hospitals, that form networks to share purchasing power, equipment, and professional and human resources.

D&B Solutions

Sales & Marketing Solutions
Risk Management Solutions
Supply Management Solutions
E-Business Solutions

www.dnb.com

Corporate Family Tree *Plus* Business Benefits

- **Uncover new revenue opportunities**—Cross-sell to business prospects you discover are within the same dealer or franchise network
- **Maximize your technology systems**—Get more value from your CRM and ERP investments by managing and integrating data more comprehensively
- **Focus your marketing and sales resources**—With a more complete view of opportunities, you can focus your resources where they will have the greatest impact
- **Align with your sales model**—Focus on the types of corporate affiliation that most closely match your sales and business models

To learn more about how D&B's Corporate Family Tree *Plus* can help you uncover more opportunities to grow your business, call your D&B sales representative.

You can also contact us at 1 800-729-0609 or by e-mail at information@dnbhelp.com or visit www.dnb.com/us/dbproducts/sales_marketing.