



## The Sale Isn't Closed Until the Cash Is In

*Now that you've  
qualified their  
likelihood to  
buy...be sure to  
qualify their  
likelihood to pay*

### Let D&B® help you assess your risk

Your marketing efforts have brought in potential customers. Your sales team has secured an agreement to buy. You've done all the right things...don't risk losing the sale because the customer can't pay.

D&B can help you know who you're doing business with, putting the most complete and up-to-date financial information at your fingertips. Before you spend valuable resources bringing in customers, make sure to assess your risk and exposure.

- **Pre-Screen** – Look at a prospect's commercial credit score and financial stress score before beginning the marketing and sales process.
- **Gain Confidence** – Know that all the insight you gain and every decision you make is backed by D&B's DUNSRight™ quality process.
- **Improve Your Bottom Line** – Make sure you get paid for the product you've sold and delivered.

### Protect your investment

Pre-qualifying prospects for their likelihood to pay means protecting the valuable

investments you've made in your sales and marketing efforts. It means not writing off delinquent accounts and not overspending on collections. In the end, it means bringing in more revenue.

D&B tracks 100 million businesses in its global database—enabling you to make informed credit decisions before investing your resources. D&B gives you access to:

- **Comprehensive Information** — Locate credit reports on even hard-to-find new and emerging businesses.
- **Up-to-date Information** — Monitor changes in the credit status of your most important customers.
- **Predictive Information** — View the likelihood that a company will pay its bills, obtain legal relief from creditors, or cease operations in near term.

*On the following page, learn how DNBI® answers all your risk questions with one package.*

*Work smarter, minimize risk, and bring in more revenue.  
Call today! **800-748-5482***

D&B information is collected from and available on over 100,000,000 businesses worldwide

We update our database more than 1,500,000 times per day

D&B invests in excess of \$250,000,000 annually to ensure the most complete, accurate & timely insight available

# DNBi: A better way to make risk decisions

DNBi® is an online database that gives you unlimited access to financial information on over 100 million businesses at a fixed price. Gain the power of insight, the freedom of one set price, and the confidence of DUNSRight-driven results.

**Power** – DNBi’s easy-to-navigate web-based interface gives you the power to quickly and easily locate all the information you need.

**Freedom** – Get all the information you need, whenever you need it, with online access and no pay-per-record fees.

**Confidence** – All the insight you gain and every decision you make using DNBi is backed by D&B’s DUNSRight quality process.

DNBi empowers you with the ultimate risk assessment analytic tool. Stakeholders in finance, marketing, and sales can access real-time financial information on prospects and customers, helping your company make the most informed credit decisions.

**DNBi Dashboard**—your at-a-glance summary of information you need to make business-critical decisions.

Use the "Search" feature as your starting point for exploring the entire D&B database.

Customize the layout by selecting content and specifying its placement.

Establish a watch list of your most important customers.

See aggregate information about your entire DNBi customer portfolio—decision-ready insight you can act on immediately.

View the most recent "News & Alerts" for companies in your DNBi customer portfolio.

**DNBi Dashboard Screenshot Details:**

- Search:** Search [Enter] Company Name, D or D-U-I-A-S# [Enter] City [Select State] Search
- Welcome to DNBi!**
- Join Trade Groups for DNBi, provided by Smyth Solutions**
- Top 10 Companies by Most Risky PAYDEX**

Company Name	D-U-I-A-S# Number	PAYDEX	Financial Stress Score	Commercial Credit Score	Percentage	Total Outstanding (\$-see Report)
1 HEC SINGLE SELE COMPANY, INC	00-00-2222	10	76	0	0	
2 STG FINANCIAL TRUST CORPORATION	0-222-2222	11	63	0	0	
3 H.K. FINANCIAL TRUST INCORPORATED	22-222-4444	14		0	0	
4 LTR TECHNOLOGIES	33-444-5555	10	0	0	0	
5 GFS SUPPLY COMPANY	44-555-6666	24	0	0	0	
6 RST EQUIPMENT COMPANY, INC	55-666-7777	27	0	0	0	
7 UNW SYSTEMS INC	66-777-8888	20	0	0	0	
8 JVC CORPORAL CORP, INC	77-888-9999	29	0	0	0	
9 T&S GENERAL INC	88-999-0000	34	0	0	0	
10 JONES & SMITH INDUSTRIES	99-000-000	24	0	0	0	
- Portfolio Risk Distribution by Commercial Credit Score**
  - HIGH - High Risk: 14 (1.07%)
  - MEDIUM - Medium Risk: 1117 (95.86%)
  - LOW - Low Risk: 76 (0.67%)
  - NA\* - Unknown Risk - Data not available for these companies: 133 (10.2%)
- Portfolio Risk Distribution by Financial Stress Score**
  - HIGH - High Risk: 81 (0.21%)
  - MEDIUM - Medium Risk: 2 (0.19%)
  - LOW - Low Risk: 1130 (27.27%)
  - NA\* - Unknown Risk - Data not available for these companies: 83 (0.27%)
- Portfolio Risk Distribution by DNB PAYDEX**
  - HIGH - High Risk - average 30 to 120 days beyond terms: 20 (1.52%)
  - MEDIUM - Medium Risk - average 30 days or less beyond terms: 1064 (91.8%)
  - LOW - Low Risk - average prompt payment to 30+ days before terms: 87 (0.67%)
  - NA\* - Unknown Risk - Data not available for these companies: 133 (10.2%)
- Recent Company Alerts**

Date	Company Name	Type
08/26/07	FATHER & SON PEDI	D&B Rating
08/25/07	CROWNS INC	D&B Rating
08/25/07	SHAWBLE CORPORATION	Liquition
08/25/07	STEEL & IRON INCORPORATED	Liquition

Call now for more information!  
**800-748-5482**