



dun & bradstreet

## Integrate or Dis-Integrate!

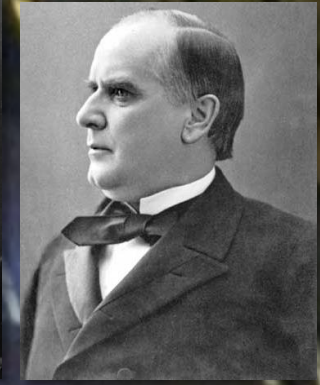
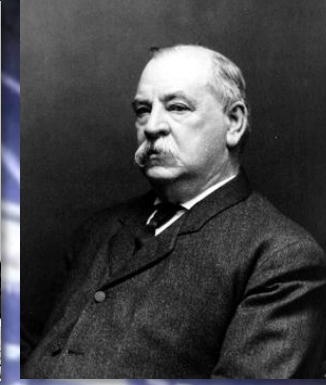
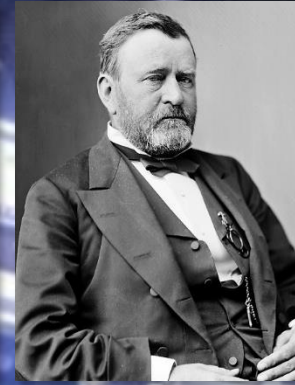
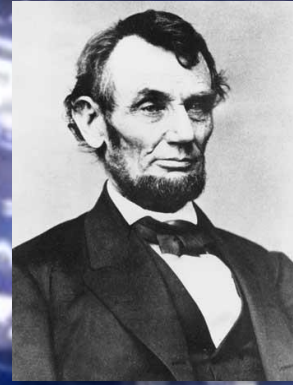
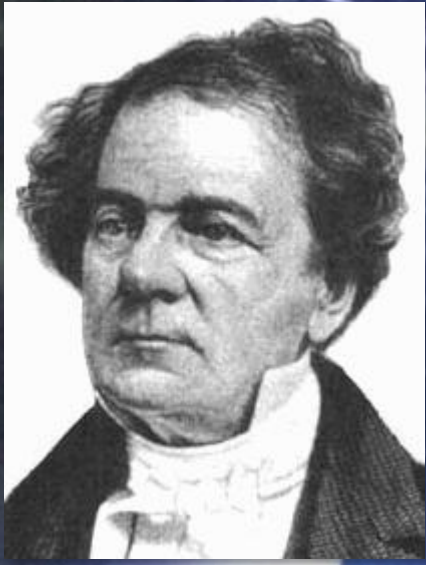
*Why Interoperability is the  
Foundation of Your Data-inspired  
Media Supply Chain*

**Scott Taylor**

Market Development & innovation

D&B Master Data

[taylor.scott@dnb.com](mailto:taylor.scott@dnb.com)



175 Years...250MM Records...30,000 Sources...5MM Daily Updates... 1000s & 1000s & 100s

**FORTUNE**  
**500**  
Trusted by  
nearly 90% of  
the Fortune 500

 Used in enrollment  
verification for joining  
Apple Developer Program

 Required to register  
with the federal  
government for  
contracts or grants

**2016** WORLD'S MOST  
**ETHICAL**  
**COMPANIES**  
[WWW.ETHISPHERE.COM](http://WWW.ETHISPHERE.COM)  
Recognition for the  
8<sup>th</sup> straight year  
from Ethisphere

## Dun & Bradstreet Partners With TAG To Verify Companies Applying For TAG Registration

by Tobi Elkin @tobielkin, July 20, 2016, 12:00 PM

★ Recommend (4)

Aiming to offer more transparency in the digital advertising supply chain, Dun & Bradstreet on Wednesday announced a partnership with the Trustworthy Accountability Group (TAG) to help vet and verify the identities of digital advertising buyers, sellers, and intermediary companies applying to participate in the TAG Registry.

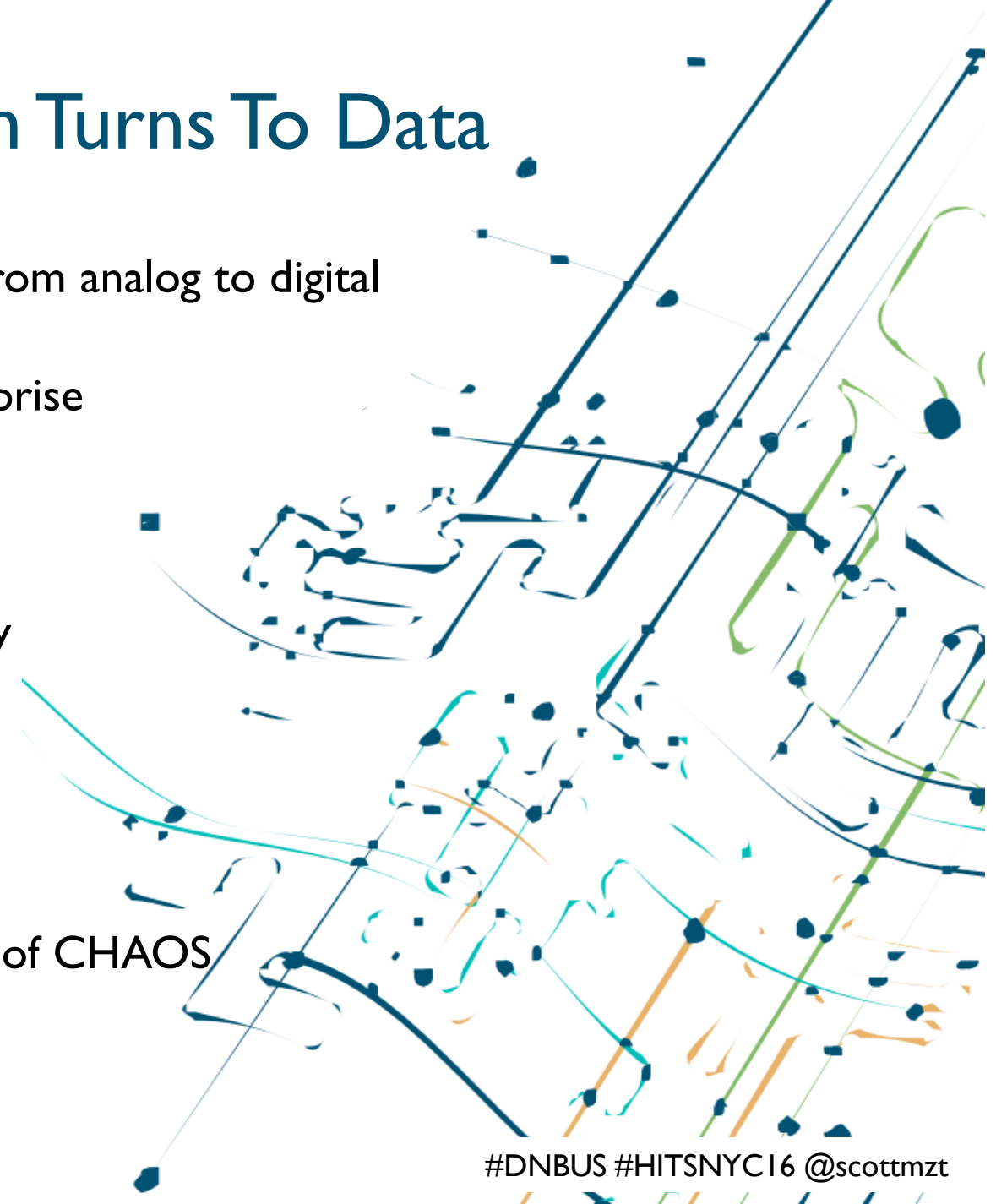
Dun & Bradstreet will use the D-U-N-S number to enable the "Verified by TAG" process, TAG's proprietary background check. When companies pass the check, they are approved as "TAG Registered" and legitimate businesses.

"In an era with so many digital touchpoints available for customers to engage with your business, protecting your brand and your marketing investments has never been more important," stated Bob Carrigan, CEO of Dun & Bradstreet.



# Everything We Touch Turns To Data

- Consumer Activity and Business Process transforming from analog to digital
- Marketers leveraging data in new ways across the enterprise
- Using Data and Technology at scale
- To gain competitive advantage and operational efficiency
  - Volume and velocity of data is overwhelming
  - Variety is unmanageable
- Instead of creating fabulous insights – it is creating a lot of CHAOS
- How to find the truth among all the silos?



# Master Data

*The Common Language*



As long as they all spoke the  
same language  
no endeavor was beyond  
their reach

**Genesis 11.5**

Common Language

Truth & Meaning

Make Good Decisions

Rows & Columns

**Mobile Marketing**

**Mobile Apps**

**Video Marketing**

**Call Analytics & Management**

**Events, Meetings & Webinars**

**Social Media Marketing & Monitoring**

**Channel, Partner & Local Marketing**

**Sales Automation, Enablement & Intelligence**

**Search & Social Advertising**

**Native/Content Advertising**

**Video Advertising**

**Print**

**Content & Experience**

**Interactive Content**

**Content Marketing**

**DAM & MRM**

**SEO**

**Marketing Automation & Campaign/Lead Management**

**CMS & Web Experience Management**

**Social & Relationships**

**ABM**

**Community & Reviews**

**Feedback & Chat**

**Customer Experience, Service & Success**

**CRM**

**Commerce & Sales**

**Retail & Proximity Marketing**

**Sales Automation, Enablement & Intelligence**

**Affiliate Marketing & Management**

**Ecommerce Marketing**

**Ecommerce Platforms & Carts**

**Data**

**Audience/Market Data & Data Enhancement**

**Marketing Analytics, Performance & Attribution**

**Mobile & Web Analytics**

**Business/Customer Intelligence & Data Science**

**iPaaS, Cloud/Data Integration & Tag Management**

**Predictive Analytics**

**Customer Data Platforms**

**Management**

**Talent Management**

**Product Mgmt**

**Budgeting & Finance**

**Collaboration**

**Projects & Workflow**

**Agile & Lean Mgmt**

**Vendor Analysis**

# More & more columns

**Mobile Marketing**

**Mobile Apps**

**Video Marketing**

**Call Analytics & Management**

**Events, Meetings & Webinars**

**Social Media Marketing & Monitoring**

**Channel, Partner & Local Marketing**

**Sales Automation, Enablement & Intelligence**

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**Projects & Workflow**

**Agile & Lean Mgmt**

**Vendor Analysis**



# Master Data Is Your Most Important Data

If “Data is the Glue” – Tamara McCleary

Then *Master Data is Epoxy*

# Your Most Important Data

## Business Nouns

- Customers
- Vendors
- Partners
- Brands
- Products
- Services

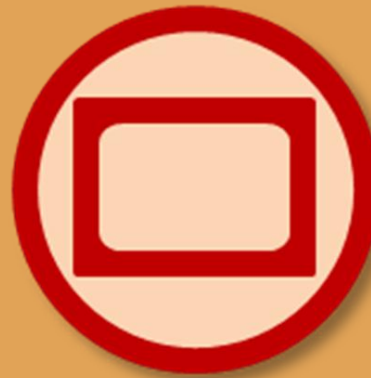
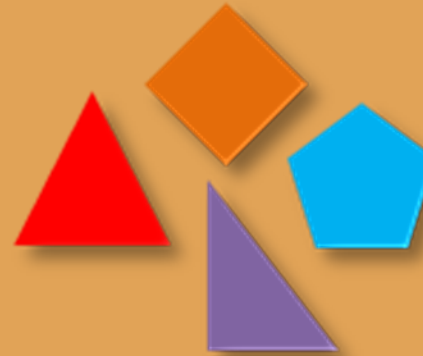
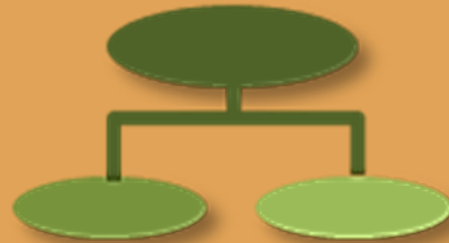
# The 4C's of Master Data

Code

Company

Category

Country



Brand

Media

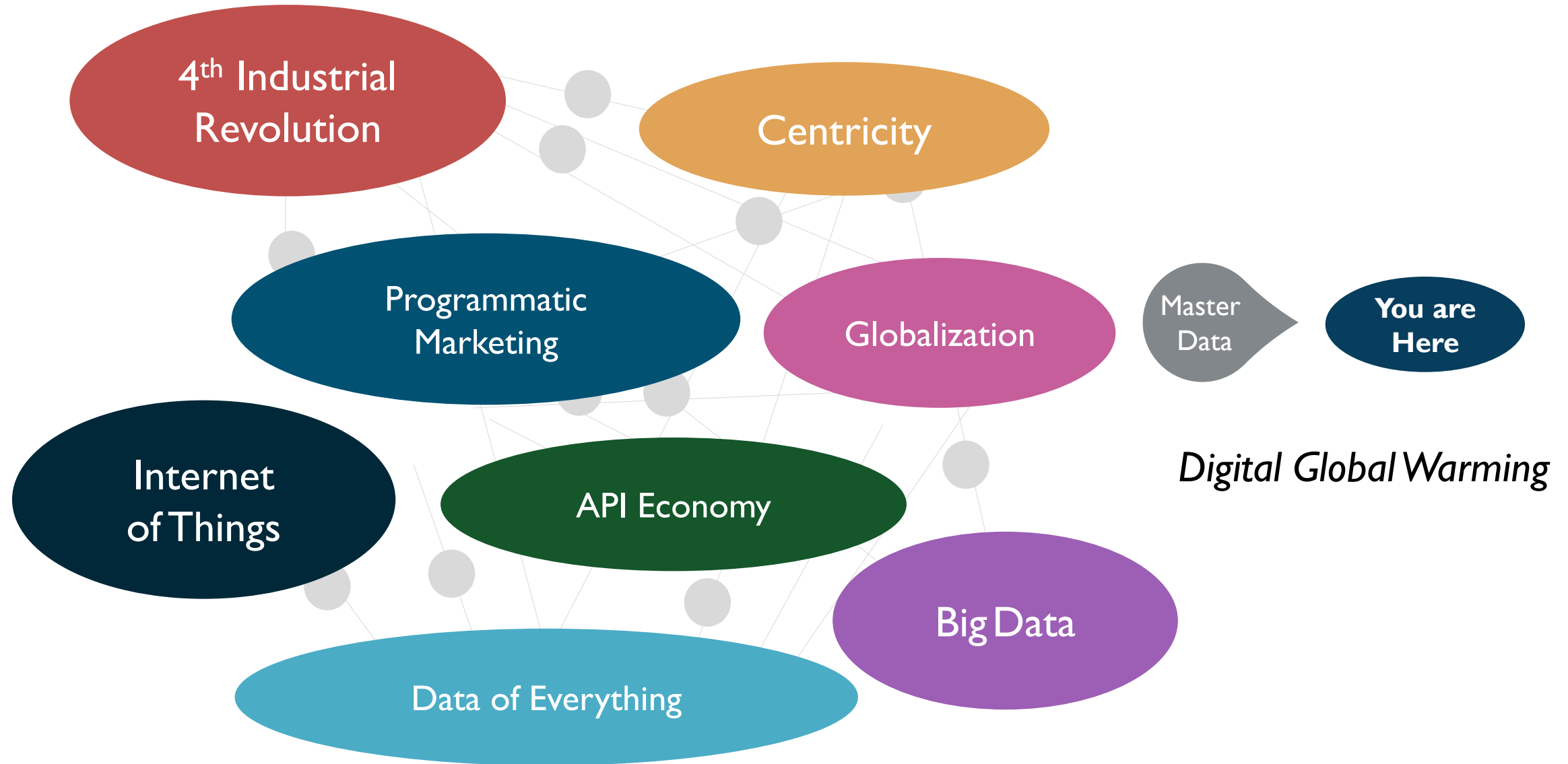
Purchase

# Everything Connects to Everything Else



**Leonardo Da Vinci**  
Philosopher  
1452 – 1519

# Everything Connects to Everything Else



*Digital Global Warming*

Megatrend Convergence will increase  
the need for clean, coded, standardized,  
expertly-governed

**master, reference & meta data content  
that seamlessly integrates**

Ecosystems

Value Chains

Enterprises

Platforms

Workflows

Processes

Methodologies

# The Inconvenient *Data* Truth

## ***WARNING:*** ***Graphic Content***

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The following images and/or content may be  
disturbing to some viewers.  
Viewer discretion is strongly advised.

# Naked Data

The New York Times Media Group	NESTL	7 11
The New York Times Company	NESTL F	7 - 11
New York Times Co.	NESTL F	7.11
New York Times, The	NESTL L	7/11
The N.Y. Times	Nestle	7\11
New York Times	NESTLE	7=11
N.Y. Times	NESTLE'	7-11
NY Times	NESTLE-	SEVEN ELEVEN
NYTimes	NESTLE/	SEVEN/ELEVEN
Nytimes	Nestl@	SEVEN-ELEVEN
	Nestl@-	
	NESTRAD	



7-ELEVEN - SOUTHLAND	7-ELEVEN MKT	7-11 FT.W#20427	7-11 MARKET	7 11	7 ELEVEN FOOD STORE
7-ELEVEN # 10285	7-ELEVEN MKTS	7-11 #23873	7-11 MINIT MKT	7 - 11	7 ELEVEN MARKET
7-ELEVEN (CORP)	7-ELEVEN ROLLAND	7-11 #13035	7-11 MKT	7 11 #30472	7 ELEVEN MKT
7-ELEVEN (CORPORATE)	7-ELEVEN STOR	7-11 #30285 CITGO	7-11 NO 25448	7 - 11 STORE	7 ELEVEN MKTS
7-ELEVEN (F)	7-ELEVEN STORE	7-11 #30479 (CITGO)	7-11 QUICK MART	7 - ELEVEN	7 ELEVEN NO.14174
7-ELEVEN (FRANCHISE)	7-ELEVEN STORE 11449	7-11 (18668)	7-11 SBR INC	7 - ELEVEN #11335	7 ELEVEN STORE
7-ELEVEN (GARBK0#16)	7-ELEVEN STORES	711 18563 F	7-11 SEVEN ELEVEN	7 - ELEVEN #11337	7 ELEVEN STORE 10950
7-ELEVEN (I)	7-ELEVEN STORES INC	7-11 C #1115-816	7-11 SOUTHLAND	7 - ELEVEN #23682	7 ELEVEN STORES
7-ELEVEN /C	7-ELEVEN SUE + PAT	7-11 D2171-13979	7-11 SOUTHLAND CORP	7 & ELEVEN-SOUTHLAND	7 ELEVEN#29530
7-ELEVEN /F	7-ELEVEN TONY	7-11 DIST 1104-17031	7-11 ST.#27760	7 / ELEVEN	7 ELEVEN.
7-ELEVEN 10660	7-ELEVEN#13322			7 / ELEVEN.	7 ELVEN
7-ELEVEN 17661F	7-ELEVEN(GARBK0 #11)			7 /ELEVEN	7 EVEN FOOD SHOP
7-ELEVEN 17867 FR	7-ELEVEN.#32247			7 -11	7. ELEVEN # 26636
7-ELEVEN 19903 FRAN	7-ELEVEN/C			7 11 #57711	7.11
7-ELEVEN 2015\13643	7-ELEVEN/F			7 11 CHRISTY	7.11 #29008
7-ELEVEN 20337	7-ELEVEN-13140			7 11 15036	7/11
7-ELEVEN 2112-19200	7-ELEVEN30127			7 11 CONV	7/11 FT.W#24638
7-ELEVEN ASIF	7-ELEVEN-F-			7 11 FOOD STORE	7/11 FT.W#25762
7-ELEVEN -C	7-ELEVEN-SOUTHLAND			7 11 GROCERY	7/11 FT.W #18746
7-ELEVEN CITGO	7-FLEVEN			7 11 MKT	7/11 - 32570
7-ELEVEN D2175-21402	SEVEN ELEVEN			7 11 SOUTHLAND CORP	7/11 32577
7-ELEVEN DAVE	SEVEN ELEVEN #54101	7-11 FOOD STRS	7-11-23699	7 11 STORE	7/11 # 2201-20220
7-ELEVEN DELI SHOPPE	SEVEN ELEVEN C STORE	7-11 FOODS	7-11C#1115-819	7- 11 STORE	7/11 #141
7-ELEVEN DENNIS	SEVEN ELEVEN STORE	7-11 FR	7-11'S	7 -11 STORE	7/11 12562
7-ELEVEN DIST-2571	SEVEN ELEVEN STORE I	7-11 FR #11549	7-ELEVEN/QMART#30497	7 11 STORES	7/11 CHRISTYS
7-ELEVEN F	SEVEN ELEVEN STORES	7-11 FR 11536	7ELEVEN	7- 11 STORES	7/11 STORE
7-ELEVEN -F	SEVEN ELEVEN#54134	7-11 FR# 11628	7-ELEVEN	7 EAVEN	7/11#1
7-ELEVEN FD STORE	SEVEN ELEVEN-SHAM'S	7-11 FRANCH. # 11716	7-ELEVEN #13469F	7 ELEVEN	7/11. TH
7-ELEVEN FOOD SHOP	SEVEN/ELEVEN	7-11 FRANCH. #11730	7-ELEVEN #15968	7- ELEVEN	7/ELEVEN
7-ELEVEN FOOD STORE	SEVEN-ELEVEN	7-11 FRANCHISE	7-ELEVEN #18020	7 ELEVEN #16432	7/ELEVEN #27054
7-ELEVEN FOOD STORES	SEVEN-ELEVEN #54129	7-11 FRANCHISE#25595	7-ELEVEN #15127	7 ELEVEN STORE	7\11
7-ELEVEN FR 20935	SEVEN-ELEVEN FD MART	7-11 FRANCISE	7-ELEVEN #26796	7 ELEVEN # 15910	7=ELEVEN 2513-11086
7-ELEVEN FRANCHISE	SEVEN-ELEVEN HAWAII	7-11 GARB-KO #227	7-ELEVEN 13647	7 ELEVEN #11161	711
7-ELEVEN I	SEVEN-ELEVEN HI INC	7-11 HAWAII	7-ELEVEN F	7- ELEVEN #18608	7-11
7-ELEVEN MARKET	SEVEN-ELEVEN INC	7-11 JUNG#26923	7-ELEVEN - F	7 ELEVEN 100	7-11 FT.W#26560

# July 11

# November 7

Why do you have to go and make things so complicated?



**Avril**  
Canadian philosopher  
b. 1984 AD

# The Classic INTERNAL Challenge

Departments

GTM's

Regions

3<sup>rd</sup> Parties

Multiple  
Systems and  
Workflows



Create  
Disparate  
Data  
Sources



With  
Differing  
Definitions



Lack  
Internal  
Standards

# The Classic EXTERNAL Challenge

Brands

Media

Agencies

Providers

Multiple  
Systems and  
Workflows



Create  
Disparate  
Data  
Sources

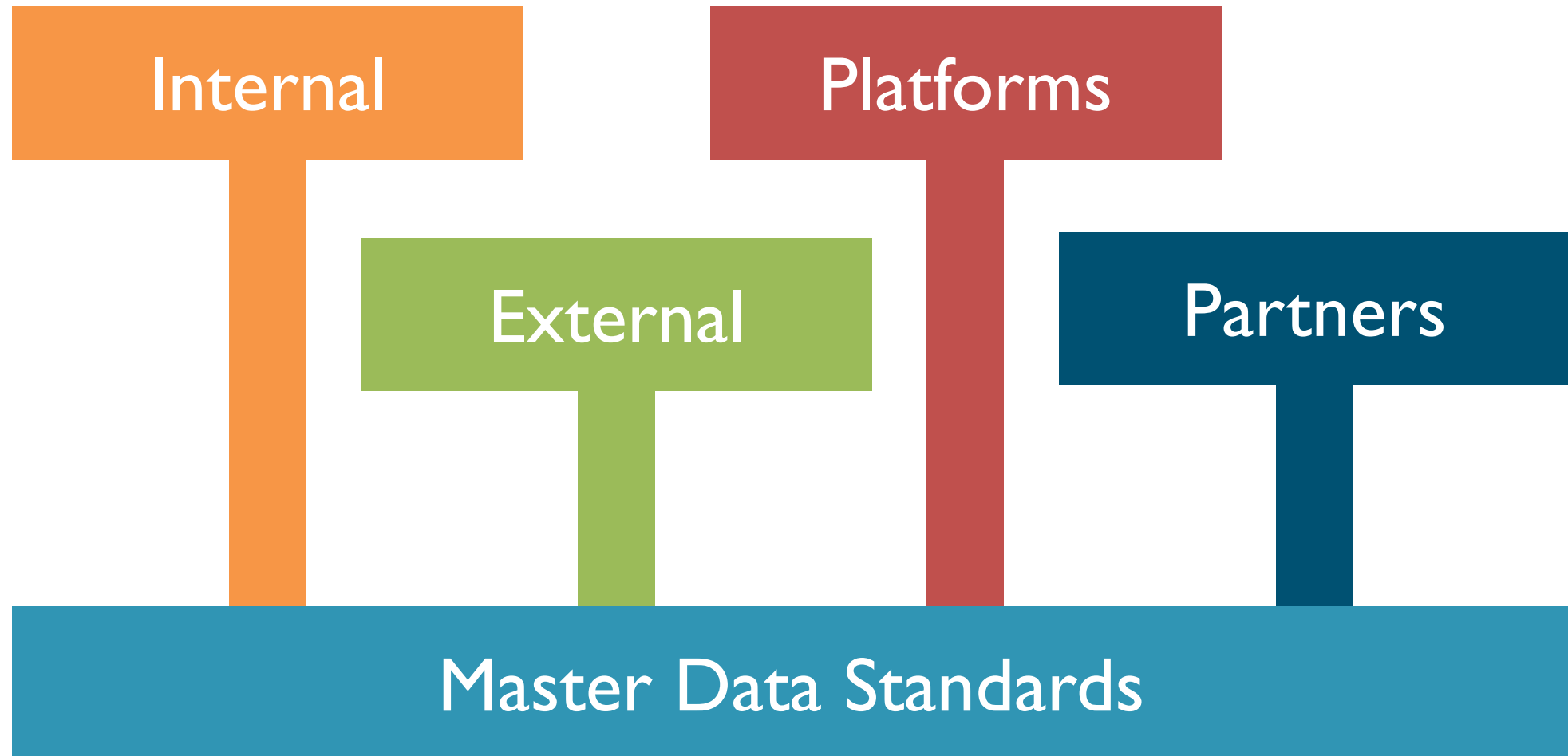


With  
Differing  
Definitions



Lack  
EXTERNAL  
Standards

# The Common Solution



The Foundation of the Data-Inspired Supply Chain

# Master Data Needs

Need

Structure

Coverage

Quality

Connectability

Scope

Standardized  
Organizational  
Structure

Business  
Universe

Governance  
& Trust

Across your  
Ecosystem

Entity & Hierarchy  
Category & Market

Breadth & Depth  
Local & Global

Collection &  
Maintenance

Internal & External  
Departments & Regions  
GTM's & 3<sup>rd</sup> Parties

# D&B Master Data Value Proposition

Need	<b>Structure</b>	<b>Coverage</b>	<b>Quality</b>	<b>Connectability</b>
Scope	<p>Standardized Organizational Structure</p> <p>Entity &amp; Hierarchy Category &amp; Market</p>	<p>Business Universe</p> <p>Breadth &amp; Depth Local &amp; Global</p>	<p>Governance &amp; Trust</p> <p>Collection &amp; Maintenance</p>	<p>Across your Ecosystem</p> <p>Internal &amp; External Departments &amp; Regions GTM's &amp; 3<sup>rd</sup> Parties</p>
Solution	<p>DUNS Linkage SIC+4 ISO</p>	<p>250MM Records Identity &amp; Firmographics Derived Attributes</p>	<p>30,000+ Sources DUNSRight Process WWN Global Supply Chain</p>	<p>Matching &amp; Delivery System &amp; Content Alliances Technology Agnostic</p>

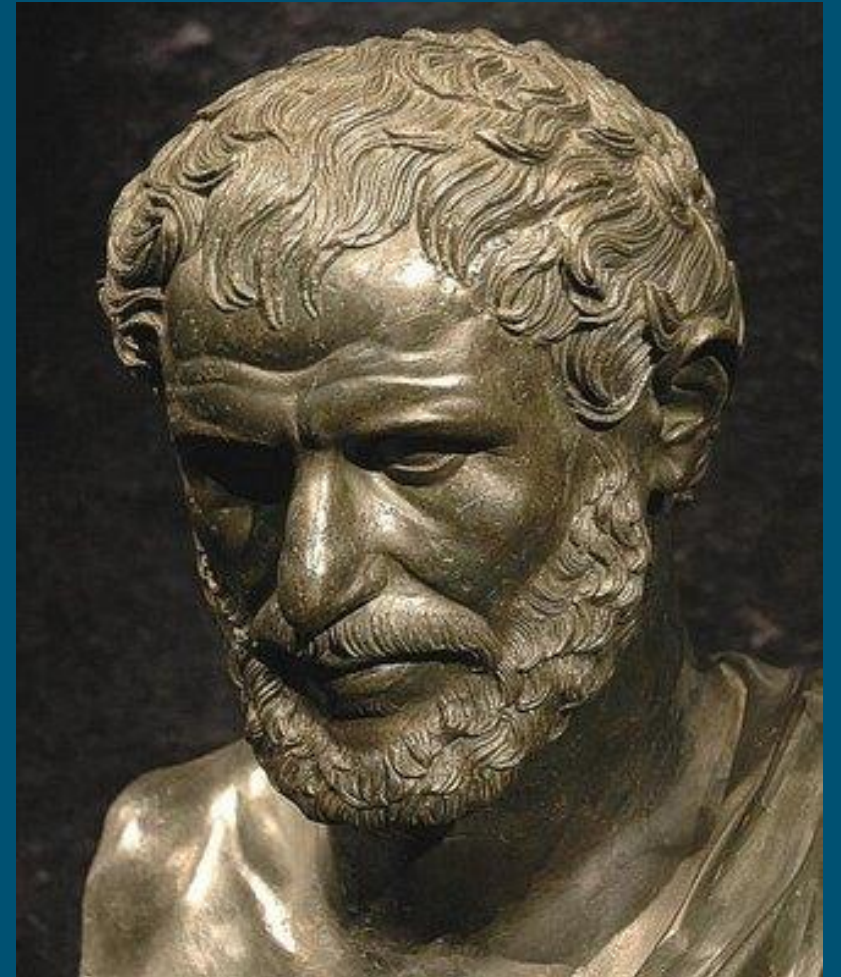
*Pre-Mastered Commercial Content*

You have MDM programs - We have Enabling Capabilities

*Everything flows.  
All entities move.*

## **Heraclitus**

Greek philosopher  
c. 535 BC – 475 BC



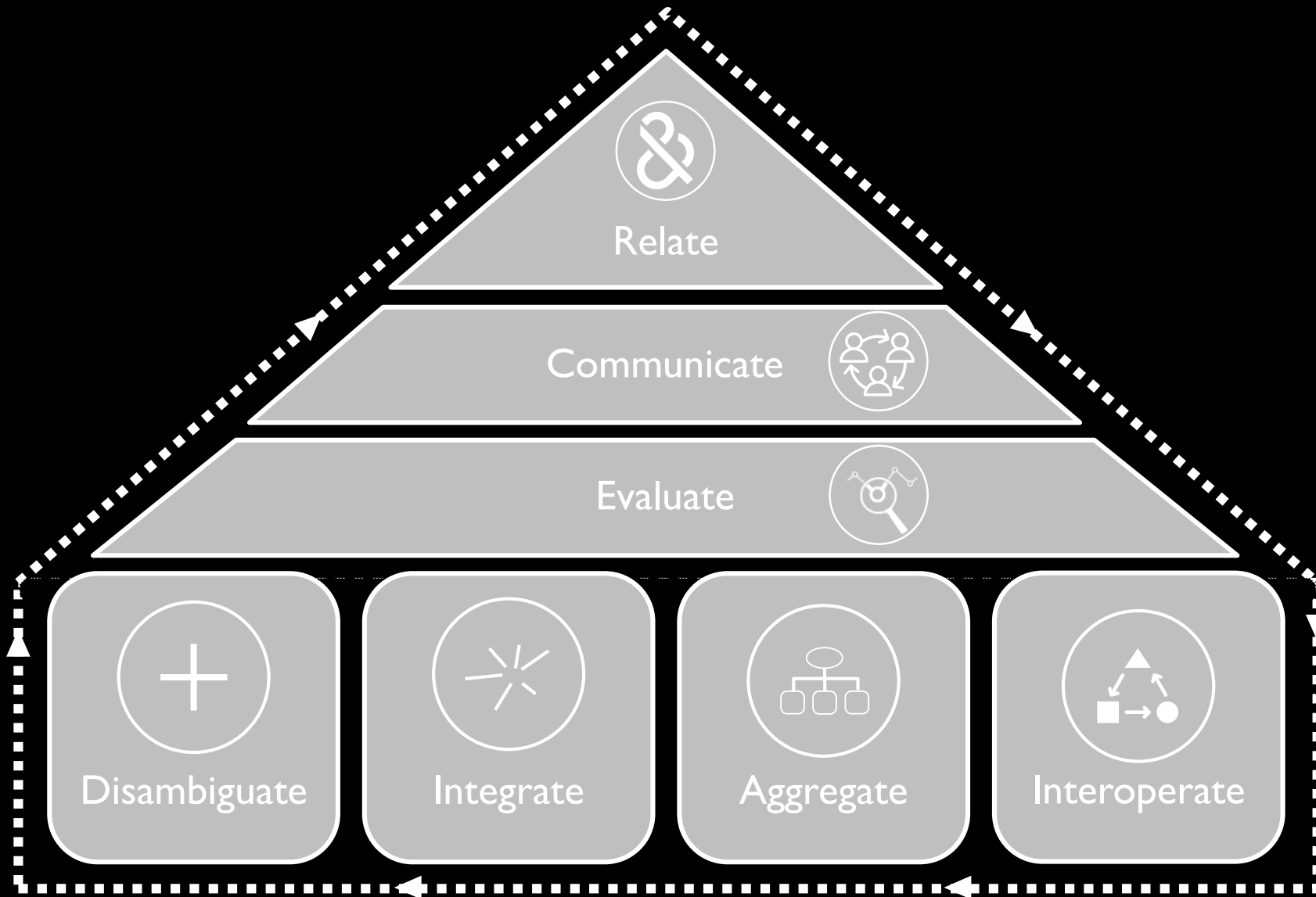


# Value Framework

Targets & Brands  
Platforms & Content



# DATA IN MOTION HAS VALUE



Circulate – Enable the Flow

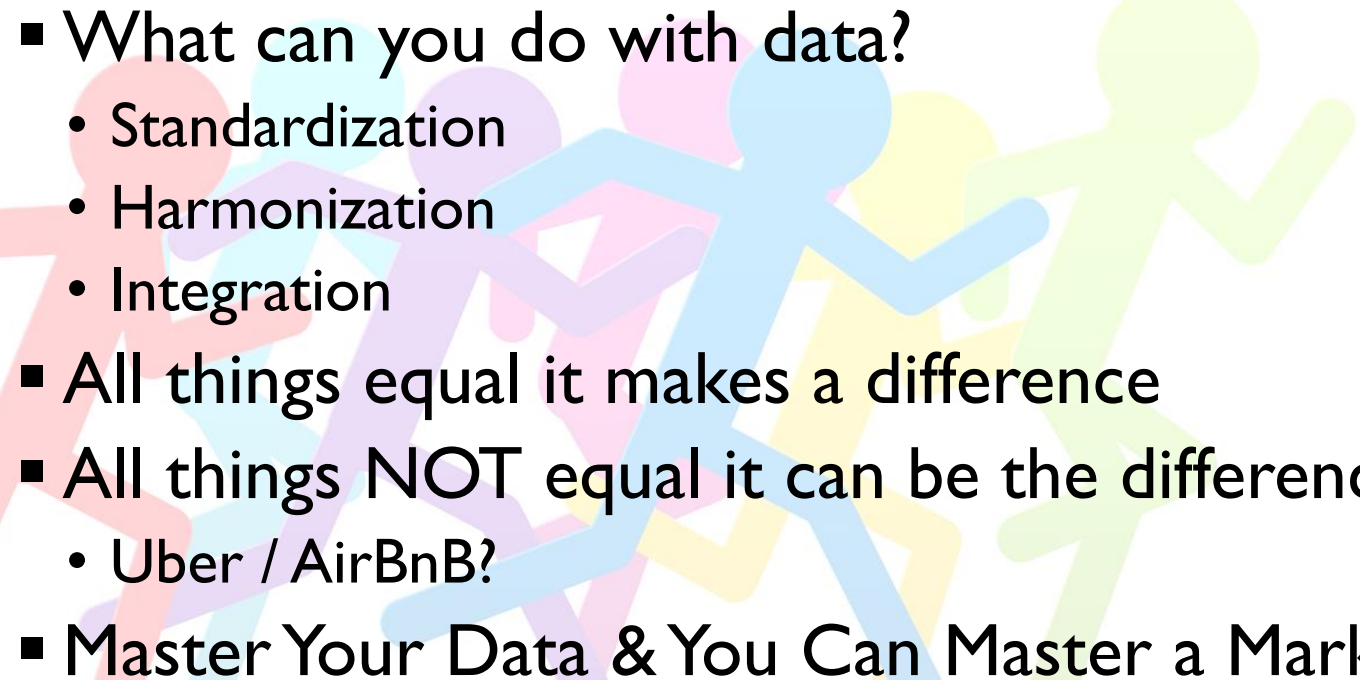
#DNBUS #HITSNYC16 @scottmzt

# C-LEVEL POINTERS

- Foundational not transactional
- Use Simple Language
  - “We need a golden record”
  - Don’t talk tech : No = Not only?
  - Standards, Integrate, Organize, Interoperate
- Map it to your vision
  - Big initiatives
  - Scale your business
  - Can’t do it without it
- Try Shaming



# The Data Race

- 
- What can you do with data?
    - Standardization
    - Harmonization
    - Integration
  - All things equal it makes a difference
  - All things **NOT** equal it can be the difference
    - Uber / AirBnB?
  - Master Your Data & You Can Master a Market

## Common Needs

Structure

Coverage

Quality

Connectability

## Common Wants

Relate

Disambiguate

Integrate

Aggregate

Interoperate

Evaluate

Communicate

Circulate

# Summary

- Integrate or DIS-Integrate
- Good Decisions
- Columns & Rows
- Master Data is the Epoxy
- Master your Market
- Heraclitus, Leonardo, Avril & The Bible
  - All entities flow
  - Everything connects
  - Why so complicated?
  - Common Language - No endeavor is beyond your reach
- We are all here to help