

Masterdata - Bisnode

The journey to become datadriven

Christian Elkjær - 01.12.2020

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Subject Matter Expert

- 3 years in Bisnode
- M.Sc. In Business Administration and Auditing
- Previous experience from Credit Insurance and Banking

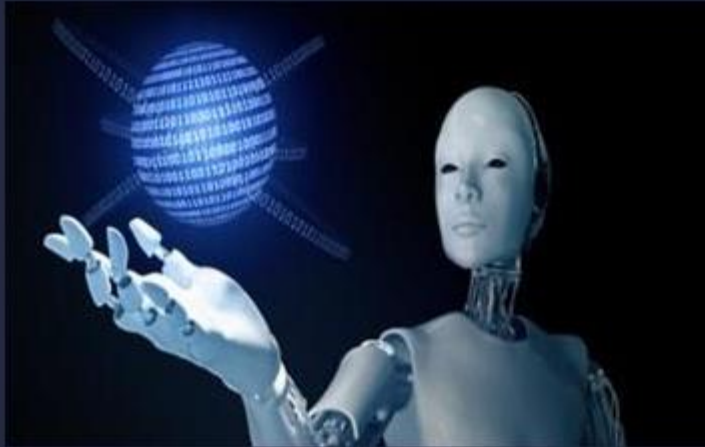
Master Data

Master data is increasingly becoming the most important data companies have. It's the key to managing, organizing and transporting data to make it relevant across the business.

60% of managers today make decisions based on gut feeling according to Gartner Group



Three megatrends affecting global enterprises



The new area of
Digital Automation



Data for Compliance



Going digital to
drive growth

About Bisnode



150,000
customers

2,100
employees

3,775
MSEK in revenue

720
MSEK in EBITDA

19
countries

Headoffice:
Stockholm



Dun & Bradstreet D-U-N-S® Number

Unique identifier. Global standard for business identification



123456789

Numbers are never re-used or re-issued
Once assigned to a single business entity, it's assigned forever



Required to register with the US federal government for contracts or grants

240

Recommended or required by 240+ commercial, trade and government organizations globally

87

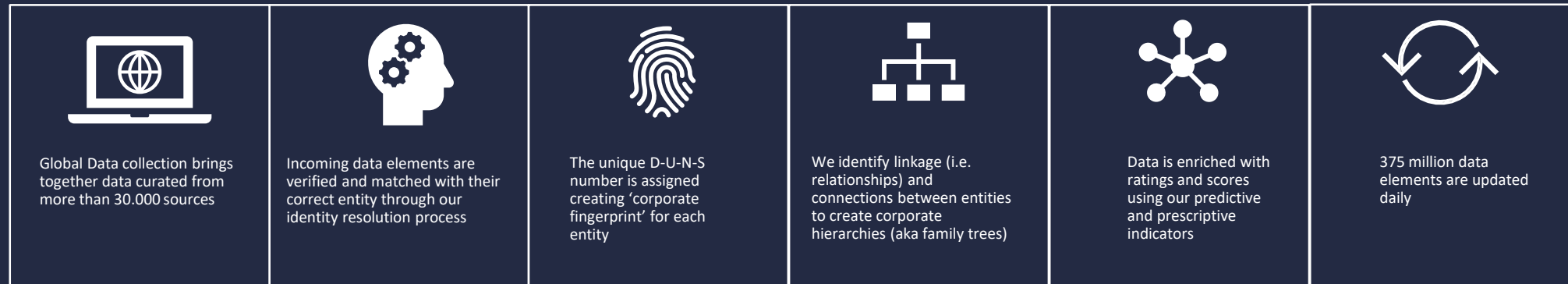
Percent of Finance Institutions in Fortune 500 using the D-U-N-S Number as internal standard



Used in enrollment verification to join Apple Developer Program

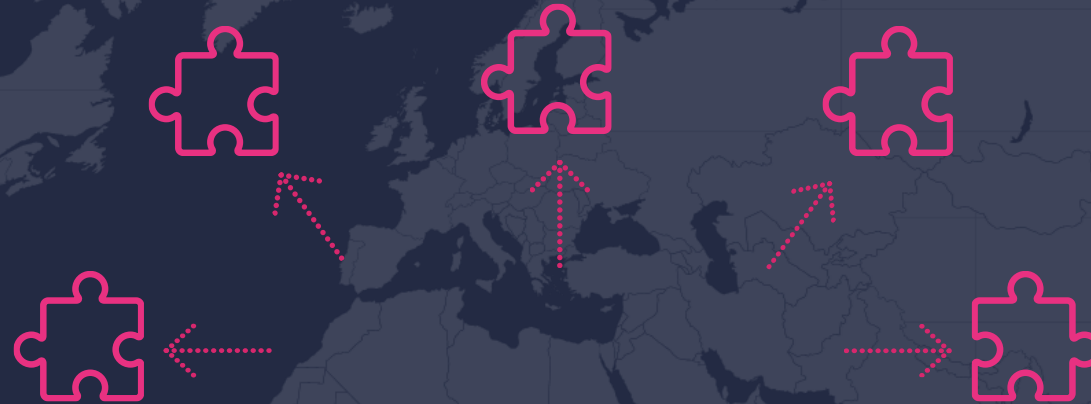
DUNSRight™ Quality Process

DUNSRight™ process is a patented methodology that involves collecting, organizing, and enriching data.



Data is collected from thousands of sources worldwide

Public registries
Payment experiences
(trade)
Newspapers &
publications
D&B investigations
Business web sites
Courts, tribunals & legal
filings
Telephone directories



D&B customer
experiences
Financial statements
Insolvency records
Local mercantile
registries
Chambers of commerce
Correspondents on
location
Telephone interviews

Data Sources Denmark

Main data sources Denmark

Bisnode's business data universe

Master data and contact details

- Company name
- Address and phone number
- DUNS number
- Industry
- Number of employees
- Contacts
- Group hierarchy
- Personal network
- Ownership
- Company status
- Signatory rules
- Authorised signatory persons

Financial data

- Financial accounts and credit reports
- Key figures
- Banks
- Tinglysningen (Land register)
- Credit rating and maximum credit limit
- Auditor annotations
- Payment remarks (Debitor Registret)

Agricultural data

- Herd size
- Herd type
- Size of area
- Agricultural subsidies
- Number of farms per owner

Compliance data

- Politically exposed persons
- Sanctions lists

Property data

- Ownership
- Number of properties owned by owner
- Public valuation
- Past sales price
- Year of construction
- Sqm
- Building application
- Heat source

Agricultural data

- Herd size
- Herd type
- Size of area
- Agricultural subsidies
- Number of farms per owner

Vehicle data

- Contact information of the owner/user of the car
- Company decision-maker
- Vehicle year, brand and model
- Type of fuel
- Development in vehicle fleet
- Owned/leased
- Fleet size

Other data options

- Crawling of websites
- Special databases for, for example, canteens and hotels
- Debt collection database (DBR)

International data

We can also provide information about companies abroad.
Both financial information and data for lead generation.



Why do our customers need our help

- Marketing (leads)
- Credit Management
- Legal Requirements (AML, Export Control, requirements from bank etc.)
- Automation of above mentioned processes and to be more datadriven

What is needed to setup good processes for these areas?

Insight to customers data quality

- 75% of customer portfolio can be matched and identified through automatic match
 - A large part of the remaining 25% can probably be matched through manual matching
- 20% of identified entities is duplicates
- 8-10% is out of business
- 30-40% belongs to a corporate family tree
- 15% of addresses are not correct

→ To start a master data project a data cleanse of existing portfolio is a must

One source of truth

Where should data go?

- ERP (SAP, Oracle, Dynamics NAV)
- CRM (SuperOffice, Dynamics, Salesforce etc.)
- Supplier Management tool (SAP Ariba etc.)

80% vælger at integrere til CRM

How can data be provided?

- Batch delivery
- Online web application
- Integration (API) – Be aware that this enquires resources for implementation
- Standard plugin/app for SuperOffice CRM by Siteshop

Monitoring

FRESH DATA TODAY IS OLD DATA TOMORROW

375M data elements are updated daily on a global scale

Monitoring is essential to stay datadriven

Data er fundamentet for enhver forretnings vækst og udvikling.

“Mit bedste råd til virksomheder, der gerne vil arbejde smartere og mere intelligent med sin kundedatabase er derfor altid: Sørg for at din datakvalitet er til et 12-tal.”



Bisnode