



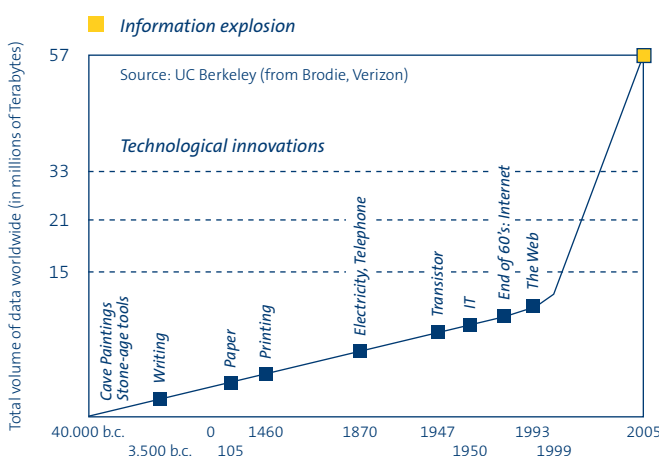
Decide with Confidence

D-U-N-S® Number

For over 40 years – your key to success!



Did you know that the flow of information increased more between 2000 and 2002 than in the whole of the 40,000 years before that? The amount of information quadrupled from 2003 to 2005 alone (Source: UC Berkeley).



A company stands and falls on the basis of its information

Every day we are swamped with information which is becoming increasingly complex and harder to understand. Transparency is required – transparency in order to be able to summarise relevant information and make rapid and reliable business decisions on the basis of this.

You are familiar with these challenges:

- Your company databases contain information about your business partners, such as company names or addresses – entered and stored in different formats. You need to be able to clearly identify your customer and supplier data for use for all departments within your company.
- Volumes of data are becoming increasingly complex – you need technologies that will allow you to analyse growing volumes of data and to concentrate on the most important information.
- The number of heterogeneous data sources is constantly increasing – you therefore need a consistent information base.

- Your business partners demand identical business processes and standards in order to increase customer commitment.
- The nature of business partner relationships has changed – you need transparent information that is relevant to the business and above all you have to be able to develop strategic relations with your business partners.

You are looking for ...

... Information and data that are standardised, consistent, global, clear and transparent! This is the basis you need for making your decisions.

You need a clear key in order to create data transparency, to condense your own data and to accumulate additional information that is relevant to the business. D&B provide an interface for the data and services that you need in order to run your business more efficiently.

*The D-U-N-S® Number –
The solution and your key to success
– 12-345-6789 –*

D&B provide all necessary and up-to-date information in a straightforward, efficient way with the D-U-N-S® Number – which is unique worldwide.

What is the D-U-N-S® Number?

The D-U-N-S® Number (**D**ata **U**niversal **N**umbering **S**ystem) is a 9-digit numerical code, which was developed and introduced by D&B in 1962 in order to be able to clearly identify companies all over the world. The D-U-N-S® Number is the key to over 100 million pieces of corporate data which are stored in the D&B database.

What can you use the D-U-N-S® Number for?

- **In order to standardise information** – multiple entries are quickly recognised and information is combined.
- **In order to organise information** – different internal databases as well as different IT system landscapes can be linked, internal numbering systems are extended.
- **In order to consolidate information** – to recognise corporate linkages, to identify customers that are also suppliers and to show group links amongst trading partners.

Steps towards data transparency

1. Clear and standardised identification of customers and suppliers via the D-U-N-S® Number
2. Showing duplicate entries – redundant information is eliminated
3. Identifying group linkages worldwide
4. Adding marketing or risk-relevant data from D&B to the system
5. Integration in CRM, ERP, SRM or customers' individual systems

The D-U-N-S® Number clearly allocates companies to their parent companies, sister companies and branches. It is also possible to quickly identify the relevant locations and business divisions.

D-U-N-S® Numbers are centrally allocated and managed by D&B. Each Number is only allocated to one company. This means that the company can be identified if for example the company's name changes. D-U-N-S® Numbers are allocated to commercial or entrepreneurial entities and locations – but not to private individuals.

The D-U-N-S® Number is recognised, used and recommended as a standard by VDA via the UPIK Project. The "Unique Partner Identification Key", or UPIK for short, is a project run by VDA, of which VCI is now a part. UPIK is a worldwide standardised, inter-company identification system for all plants, locations and delivery locations for the automobile, chemical and supplier industries.

How do you get your own D-U-N-S® Number?

1. Visit the website
<http://www.dnbswitzerland.ch>
2. Complete the Online form on the page headed "D-U-N-S query" and send it to D&B.
3. D&B will e-mail your D-U-N-S® Number to you within the next 8–10 days.
4. We recommend that you check your data that is stored at D&B in connection with your D-U-N-S® Number on the website <http://upik.dnb.com> before passing on the number in each case.
5. Pass on your D-U-N-S® Number to your business partners.

The D&B D-U-N-S® Number is sent to your company free of charge. Do you have any further questions? Our customer service on Tel. +41 44 735 64 64 will be pleased to help.

What role does the D-U-N-S® Number play in risk, sales and marketing or purchase management?

- The clear allocation of companies makes it easier to keep a database up to date. A database that is well maintained helps to keep down costs.
- In credit and risk management the D-U-N-S® Number is used to combine data that is relevant for credit decisions in order to manage risks associated with business partners in a targeted way and to cut capital and process costs.



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- The D-U-N-S® Number ensures that additional customer and market potential within Database-Marketing is carefully targeted and exploited.
- In purchase management the D-U-N-S® Number can be used to highlight corporate connections between suppliers and can therefore identify potential savings. In addition new purchasing sources can be secured and procurement risks can be managed.
- Electronic data exchange (EDI) is simplified with the help of the D-U-N-S® Number. The number serves as a unique identification feature.
- In the case of so-called ERP solutions (planning and administration of corporate resources) the D-U-N-S® Number helps to rationalise data. This makes it possible to link D&B data to information about other corporate databases in order to be able to manage all customer and supplier activities.

Who uses the D-U-N-S® Number today?

In Germany the D-U-N-S® Number is becoming increasingly important:

- Since 2001 the Verband der deutschen Automobilindustrie (VDA) [German Automobile Industry Association] has used it as a standard in the UPIK Project.
- In 2005 the Verband der Chemie-Industrie (VCI) [German Chemical Industry Association] became involved in the UPIK Project and now uses the D-U-N-S® Number as a clear key for maintaining and updating individual corporate data.

Globally, the D-U-N-S® Number is recognised, used and recommended by many international organisations as a standard for identifying companies:

- 1989: American National Standard Institute uses the D-U-N-S® Number as standard (ANSI ASC X12) for the electronic exchange of corporate data
- 1991: United Nations relies on this system as part of implementing EDIFACT
- 1992: The Secretariat of the United Nations makes it a global standard for company designations
- 1993: International Standards Organisation (ISO) implements the D-U-N-S® Number
- 1994: Electronic Commerce Acquisition Team (ECAT) within the United States government introduces the D-U-N-S® Number for the procurement of goods and services via EDI
- 1995: European Commission uses the D-U-N-S® Number as standard for Electronic Trading in the European Economic Area
- The D-U-N-S® Number is recognised as the global standard for electronic data exchange by the United Nations, the American National Standard Institute (ANSI), the government of the United States and around 50 other industrial associations.

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