



Decide with Confidence

## D&B Introduces DNBi Professional for Small and Midsized Businesses

*SMB's Can Drive Company Growth and Protect Cash Flow with Actionable Credit Insight*

SHORT HILLS, N.J.--(BUSINESS WIRE)-- D&B (NYSE: DNB), the world's leading source of commercial information and insight on businesses, has introduced an easy and affordable way for small and midsized organizations to analyze customer payment habits, protect cash flow and allocate resources for long term company growth. Part of the DNBi credit management product portfolio, [DNBi Professional](#) gives financial decision-makers a simplified tool to take advantage of D&B's trusted insight on more than 190 million businesses worldwide.

Ensuring reliable cash flow is the key to growth — especially for emerging and high-potential businesses. To do so, small business professionals are seeking more intuitive decision support tools and flexible pricing options. Designed to create an optimal experience for the finance generalist or entrepreneurial business owner, DNBi Professional gives the most essential information — with explanations at every step — so that it's easy to protect a business' critical cash flow.

"Talking with countless customers confirmed a simple truth: finance professionals at entrepreneurial companies need a tool designed especially for them," said Byron Vielehr, President, D&B Global Risk Products. "They have so many priorities, managing [credit risk](#) can't be a full-time responsibility — so we created DNBi Professional specifically for the needs of SMBs. D&B data in a simplified solution helps keep working capital flowing and protect emerging companies from the risks that matter most."

With DNBi Professional, small business owners and individuals who manage payments and cash flow without the benefit of a credit department can be as informed as Fortune 100 'risk managers' with new tools to view and interpret scores to make rapid decisions, monitor ongoing payment trends and set smarter payment terms for customers. Busy finance professionals can easily assess supplier and partner payment profiles with the most essential information required to make confident decisions quickly. At-a-glance green, yellow and red dashboard scores make it easy to spot the warning signs of delinquent payments, and clear explanations provide essential context — paving the way for productive conversations.

Vielehr continued, "High-growth, emerging companies need working capital - you can't afford to subsidize your customers because they're not paying their bills on time. The hardest customer conversations are always about money. SMB finance professionals need to make the right decision about extending credit — with data that makes it easy to document and communicate their decision. Then the conversation is more informed, keeping the customer relationships needed to grow a business."

DNBi Professional provides insights that make the most of working capital management. It gives entrepreneurial companies the tools to create customized payment policies, for example, requiring credit card or cash payments when customers are high-risk, or extending more credit to the highest-potential customers. With DNBi Professional, subscribers can expect:

- Each online report to include an easy-to-interpret [business risk assessment](#) for as little as \$25 per report, with a base annual subscription
- Clear guidance on information to consider prior to approving or denying credit — and the product walks users through the vital data points, explaining underlying factors behind the [business risk scores](#)
- Live access to D&B reports, keeping finance professionals ahead of high-risk payment trends for all customers and prospects, especially when risk factors change

Subscribers benefit from the industry's broadest and deepest trade data set at very competitive pricing. A current promotion of the web-based tool offers an annual subscription of \$999, providing access to exclusive D&B trade data, including PAYDEX ratings; base annual subscriptions start as low as \$399 per year. D&B has also created a new eStore, [www.dnb.com/creditreports](http://www.dnb.com/creditreports), where reports can be individually purchased.

Additional information on DNBi Professional can be found here: <https://www.dnbipro.com/dnbiprologin.html>

A video explaining DNBI Professional can be found here: <http://www.youtube.com/user/DunandBrad?blend=2&ob=0#p/u/0/x9sHPkVDueE>

You can purchase a D&B Credit Report here: [www.dnb.com/creditreports](http://www.dnb.com/creditreports)

Images of DNBI Professional can be found here: <http://s1143.photobucket.com/albums/n629/DNBIProfessional/>

### **About DNBI Professional**

DNBI Professional provides small and mid-sized companies with data they can rely on to make business-impacting decisions. It uses fresh, timely data to explain credit reports and guide companies through the credit evaluation process in three easy steps. For more information, please visit <https://www.dnbipro.com/dnbiprologin.html>

### **About D&B**

D&B (NYSE:DNB) (Dun & Bradstreet) is the world's leading source of commercial information and insight on businesses, enabling companies to Decide with Confidence® for 168 years. D&B's global commercial database contains more than 190 million business records. The database is enhanced by D&B's proprietary DUNSRight® Quality Process, which provides our customers with quality business information. This quality information is the foundation of our global solutions that customers rely on to make critical business decisions. D&B provides solution sets that meet a diverse set of customer needs globally. Customers use D&B Risk Management Solutions™ to mitigate credit and supplier risk, increase cash flow and drive increased profitability; D&B Sales & Marketing Solutions™ to increase revenue from new and existing customers; and D&B Internet Solutions™ to convert prospects into clients faster by enabling business professionals to research companies, executives and industries. For more information, please visit [www.dnb.com](http://www.dnb.com).

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