

CUSTOMER TESTIMONIAL

Global 500 Pharma Company Uses D&B to Decrease Bad Debt, Close Deals Faster and Improve Operational Efficiency

A global chemical and pharmaceutical company with core competencies in health care and agriculture is committed to addressing some of today's biggest challenges, including global population growth, an aging society and the need to make efficient use of natural resources. As an innovator in the Life Sciences field, the company has been able to maintain or achieve leadership positions in all of their markets. In order to support its continued success, the company relies on Dun & Bradstreet as a trusted source of data and insight.



THE CHALLENGE:

With the goal of creating a centralized view of business performance, this pharmaceutical company's credit department turned to D&B to achieve the following goals:

- Enable sales to close deals faster, and with the right customers
- Use data and analytics to drive profitable growth
- Limit risk exposure
- Contribute to sales growth opportunities
- Detect and prevent fraud



THE RESULTS & ROI:

With a clean view of data across the business, the customer now has greater visibility into opportunity and risks, and can better detect and prevent fraudulent activities. As a result, they've closed more deals, improved collaboration between Sales and Finance and positively impacted organizational efficiencies. Using D&B's Risk Management Solutions, the customer has noted:

- Up to a 10% improvement in the quote-to-cash cycle
- Up to a 25% decrease in bad debt
- Up to a 10% increase in business growth
- Increased operational efficiency of more than 25%



THE SOLUTION:

By relying on two of Dun & Bradstreet's Risk Management Solutions – D&B Business Credit Reports and DNBi with add-on modules – the customer could more optimally manage its credit operations, with a high level of confidence in the quality of data they receive from D&B.

“The information is consistent from business to business. It gives us a real opportunity to measure and compare our customers and feel that we are viewing apples to apples.”

Financial Analyst,
Global 500 Pharmaceuticals Company



TechValidate[™]

Dun & Bradstreet partnered with TechValidate to survey customers of our sales and marketing solutions. This testimonial is a result of the custom research study.