

**Key takeaways:**

- Dun & Bradstreet launches new digital-first client experience for small businesses, to potentially help plan, start, manage and grow their operations using new solutions: D&B Customer Portal, D&B Marketplace, and D&B Business Listing.
- New self-service platform creates a customer-inspired experience that will make Dun & Bradstreet solutions, financial health data and partner products easily accessible.
- Partnership with Bank of America could give clients greater visibility into their credit score and provide them with the ability to evaluate their complete financial picture.
- Partnership with Plaid could give small business owners improved data and insights in their business credit profiles, potentially broadening access to financing.
- Solutions and partnerships are delivered at a crucial time when small businesses are looking to evaluate their business credit and risk, identify new business opportunities and prepare themselves for long-term sustainability and growth once short-term government stimulus ends.

## **DUN & BRADSTREET LAUNCHES NEW SOLUTIONS AND PARTNERSHIPS FOR SMALL BUSINESSES**

### **Joins Separately with Bank of America and Plaid to Improve the Data and Insights Found in Small Business Credit Profiles**

**Short Hills, NJ – March 30, 2021:** [Dun & Bradstreet](#) Holdings, Inc. (“Dun & Bradstreet” or the “Company”) (NYSE:DNB), a leading global provider of business decisioning data and analytics, today unveiled major enhancements to its small business offerings, including a new digital self-service platform, key strategic partnerships, a new small business resource hub, and a refreshed brand.

The past year has been especially difficult on small businesses, which account for more than 90% of our nation’s businesses. And with [a majority of small business respondents in a recent survey<sup>1</sup>](#) saying COVID-19 has made them more aware of the access to financing options available, there is an urgency to support these entrepreneurs now as they seek to build their financial and credit profiles in order to identify new opportunities and sustain their businesses long-term.

“We know that small businesses need help now more than ever not just to survive, but to manage and grow their operations,” said Joseph Pascarella, General Manager of Global Small Business for Dun & Bradstreet. “That is why we are accelerating our product innovation and key partnerships in an effort to help small business owners establish and potentially build their business credit profile, which might allow them to gain access to capital.”

#### **Digital-first self-service client experience**

Small business clients will now have access to a variety of new solutions to help them evaluate their business credit and risk and find new vendors and partners, all in a modern digital platform. The new experiences will be powered by [Adobe Experience Cloud](#), which brings together a set of technologies that are foundational to digital transformation.

“The past year has seen accelerated digital transformation and many enterprises understand that they have to move services online to best meet the needs of their customers,” said Loni Stark, Vice President, Strategy and Product at Adobe. “We’re excited to partner with Dun & Bradstreet in their digital modernization to provide a great ecommerce experience and access to only the most relevant and engaging content for their small business customers.”

The new digital-first small business platform includes three new solutions, with more enhancements planned for future launches.

- **D&B Customer Portal:** New portal will allow Dun & Bradstreet customers access to their products via a single experience.
- **[D&B Marketplace:](#)** New marketplace allows clients to explore, discover, identify, and purchase solutions from Dun & Bradstreet partners, including software solutions, data sets, and APIs. (currently in Beta)
- **[D&B Business Listing:](#)** New self-service platform within D-U-N-S<sup>®</sup> Manager will allow small businesses to enhance their online profile across Dun & Bradstreet properties and the internet.

In addition to these enhancements, Dun & Bradstreet has individually partnered with Bank of America, to further educate small businesses about their credit profiles and how third parties may utilize their business credit scores, and separately with Plaid, to help small businesses improve the data and insights found in their credit profiles.

“Small businesses have historically had little control over their financial footprint, impacting the types of financing they could receive and the vendors and partners with which they could do business,” said Pascarella. “Our new financial services partnerships will give small businesses another way to seek to build their business credit profile, possibly providing new opportunities for growth.”

### **Bank of America partnership offers direct access to credit score and resources**

One of Dun & Bradstreet’s most commonly used credit scores is now directly accessible to any Bank of America client who has an open and active small business account and a Business Advantage 360 small business online banking profile. Once enrolled, small business clients will be able to log in to Business Advantage 360 to get ongoing insights into their Dun & Bradstreet business credit score and receive educational resources to help build and maintain healthy business credit.

“We are pleased to be the first major financial institution to offer our small business clients the ability to access their Dun & Bradstreet business credit score through our Business Advantage 360 digital platform,” said Rob Pascal, Head of Small Business Digital Channels for Bank of America. “Giving our clients greater visibility into their credit score at no cost and providing them with the ability to manage their complete financial picture will help them to build credit and manage their business more effectively.”

### **Plaid partnership leverages bank transaction data to build business credit profiles**

A new Plaid integration allows small businesses to securely permission access to their bank account information for authentication purposes, giving them instant access to update their Dun & Bradstreet business credit profile. In addition, small businesses can share their bank transaction details, enabling Dun & Bradstreet to explore new ways to establish business credit outside of traditional payment data, which many smaller companies may lack. Dun & Bradstreet also plans to create new business scores and analytics for small business via its partnership with Plaid, which could increase the data and insights within their credit profile. This solution will be the first in the business credit space to incorporate permissioned bank data to potentially create business credit scores and new analytics.

“Small businesses need all the support they can get, and this integration makes the process of creating and building a business credit profile secure and simple, which can lead to better access to financing and more business opportunities,” said John Pitts, Global Head of Policy at Plaid. “We’re putting the same control we’ve already given to consumers into the hands of the business owners so they can grow their business based on *their own* well-earned financial reputation.”

### **Dun & Bradstreet customers see early success**

Dun & Bradstreet clients are already seeing the benefits of the new offers, more streamlined digital experiences, and small business-centric partnerships.

“In less than a month, we’ve been able to improve our credit scores tremendously by working with Dun & Bradstreet,” said Karen Dapkus, CFO at Pinpoint Global Communications. “Improving those scores has proven key in keeping us as a preferred supplier to our best clients.”

To learn more about Dun & Bradstreet Small Business and to find additional small business resources, please visit the [Dun & Bradstreet small business resource hub](#).

<sup>1</sup>Dun & Bradstreet survey of nearly 800 managers and senior managers across the U.S. small businesses community with 2-250 employees.

## **About Dun & Bradstreet**

Dun & Bradstreet, a leading global provider of business decisioning data and analytics, enables companies around the world to improve their business performance. Dun & Bradstreet’s Data Cloud fuels solutions and delivers insights that empower customers to accelerate revenue, lower cost, mitigate risk, and transform their businesses. Since 1841, companies of every size have relied on Dun & Bradstreet to help them manage risk and reveal opportunity. Twitter: @DunBradstreet

### **Dun & Bradstreet Media Contact:**

Cari Zoch

[zochc@dnb.com](mailto:zochc@dnb.com)

+1 512-795-6468