



Part of Dun & Bradstreet's  
Worldwide Network



CORPORATE BROCHURE

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Smart insights to shape your future

# Smart insights to shape your future

## Our Ecovadis evaluation

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Ecovadis is the world's largest and most trusted provider of business sustainability ratings.



Altares was evaluated by Ecovadis and received a silver medal for its performance.

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# Unlocking your growth opportunities and protecting your business

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At Altares, we unlock your growth opportunities and protect your business by providing in-depth knowledge of your existing and future customers, suppliers and partners with expert solutions fully embedded in your strategic and operational decision processes thanks to access to the world's largest B2B data network.



We saw all aspects of becoming a data-driven business, long before the term “digital transformation” was coined. We understand the impact of data on your business perhaps better than anyone.

“Altares Dun & Bradstreet’s cause is to foster the ethical prosperity of society. To uphold this cause, we strive for high standards underpinned by our values, in order to fulfil our vision: Smart insights to shape your future.”



Data and insights have been at the heart of what Altares - Dun & Bradstreet has been doing for almost two centuries. While we have the largest global commercial database on the planet, our true value is to help our customers make better informed business decisions.

### Our contribution to sustainability

Altares has chosen to engage in an ESG programme. Integrated into the group’s strategy, ESG is in line with Altares’ activities and identity. Our initiatives and product developments drive business growth while at the same time contributing to our pursuit of a positive environmental and social impact. Altares has relied on the ISO 26000 international standard in order to build its ESG programme. Our values are perfectly in line with our responsibility to act on Environmental, Social & Governance (ESG) matters.

—

**Luc Querton**

# About Altares

## Vision



**Smart insights to shape your future.** The most valuable resource is one that helps you shape your future. At Altares, we strive to contribute to a profound cultural change: empowering businesses, public sector entities and non-profit organizations to efficiently mesh their wealth of information with our rich insights to steer strategic decisions and operational plans. We contend that data is only valuable when it has a purpose.

## Mission



**We unlock your growth opportunities and protect your business.** How do we manage the world’s largest database? Through innovation and disruption. We collect, verify, enrich, and transform our data into predictive models and analytics in order to provide you with in-depth knowledge of your existing and future customers, suppliers and partners. This will help you to make well-informed business decisions, both strategic and operational. Not only does the Altares team continuously endorse the latest techniques in data, technology and digitalization, but it also creates them.

## Values

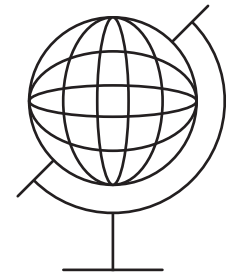


- **Trusting each other in what we do:** We believe that integrity, quality and expertise are the foundations of trust. We build long-term relationships with our clients in complete transparency.
- **Being ambitious for our clients and employees:** Customer satisfaction is our number-one concern. We innovate and evolve together.
- **Committing together to achieving our vision:** All Altares teams are fully committed to projects that enable us to meet our clients’ challenges.
- **Innovating with passion:** We want to stay ahead of our market and position ourselves as both a trusted third party and thought leader.

# Our data



# Reliable data from around the globe



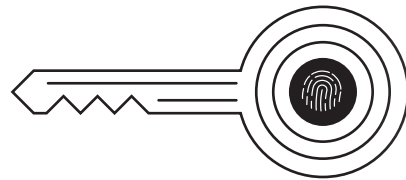
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Altares is part of Dun & Bradstreet's worldwide network. Dun & Bradstreet's extensive international partner network enables us to update reliable business information from more than 500 million entities: over 5 million data elements are updated every day. The Dun & Bradstreet WWN is an alliance of Dun & Bradstreet and business information providers around the world. Each partner represents one or more local regions.

90% of listed companies in France, Belgium and the Netherlands, as well as companies of all sizes around the world, rely on Dun & Bradstreet data to help grow and protect their businesses.

This unique, local presence in countries around the world ensures a complete, accurate collection of commercial information. Thanks to this approach, customers and partners benefit from the patented DUNSRight™ quality process, while the knowledge of local experts can also be consulted.

# One number, one key, endless possibilities



The D-U-N-S® Number is a unique 9-digit code for business entities worldwide. It's your company's digital business card for the outside world, but also a tool to apply structure to your own data. Connecting data from various systems or applications gives you a single view of all your business relations: the answer for a profound master data approach. D-U-N-S® Numbers can be fed into any CRM, SRM, ERP or administration system.

The DUNSRight™ is our patented process and the key differentiator to guarantee the highest quality standards globally. Our ability to turn an enormous stream of data into high-quality business information is what sets us apart in the industry.

# Our data elements at a glance



D-U-N-S®  
Number



Scores and  
ratings



Payment  
details



Trading  
data



Debt  
collection  
files



Import and  
export data



Turnover  
data



Balance  
sheets



Number of  
employees



Board  
members



Ultimate  
Beneficial  
Owners



Corporate  
structures



Revenue  
figures



Principals



Judicial  
decisions



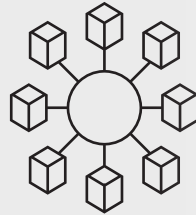
Media  
reports

# Our crucial data quality elements

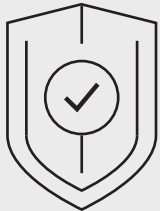
## 1 Relevance



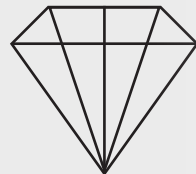
## 2 Structure



## 3 Reliability



## 4 Completeness



## 5 Timeliness



# DUNSRight™

## How we ensure data quality

### Collect data

Global Data Collection brings together data from a variety of sources worldwide on a daily basis.

### Match data

We integrate the data into our database through Entity Matching, which produces a single snapshot of the relevant business entity.

### Apply D-U-N-S®

We apply the D-U-N-S® Number as a unique means of identifying and tracking a business globally through every step in its life and activity.

### Identify related businesses

We use Corporate Linkage to enable our customers to view their total risk or opportunity across related businesses.

### Add predictive modelling

Finally, our Predictive Indicators use statistical analyses to rate a business' past performance and to indicate the likelihood of its performing similarly in the future.

The output of this process?

High-quality insights into the business universe.

# Integrating data across your company



D-U-N-S® Number

+ 500 million  
business records

30,000  
resources

+ 5 million  
data elements  
updated daily

1 million  
dollars invested  
every day for quality  
and accuracy



## Marketing

Search filters for precise market segmentation



## Sales

Industry profiles for intelligent sales prospecting



## Finance

Credit rating and payment indicators for better predictability



## Purchasing

Effectively manage supplier risk to avoid costly supply chain disruptions



## Compliance

Entity ownership insights to know who ultimately benefits

The quantity of data in your organization is growing rapidly. So how can you streamline, structure or transform relevant data into valuable insights?

By using our data and unique coding as the foundation for your master data, you get one structured view of the most important information on your business relations. With less manual input and more automatic quality control and efficient business processes, you benefit from real-time data right across your business. Always trust accurate data for confident decision making!



# Data Cloud Facts

+ 500 million  
business records



In 226  
countries worldwide

+ 22 million  
hierarchy members



+ 5 million  
updates each day

+ 160 million  
UBOs



2 million  
global trade experiences



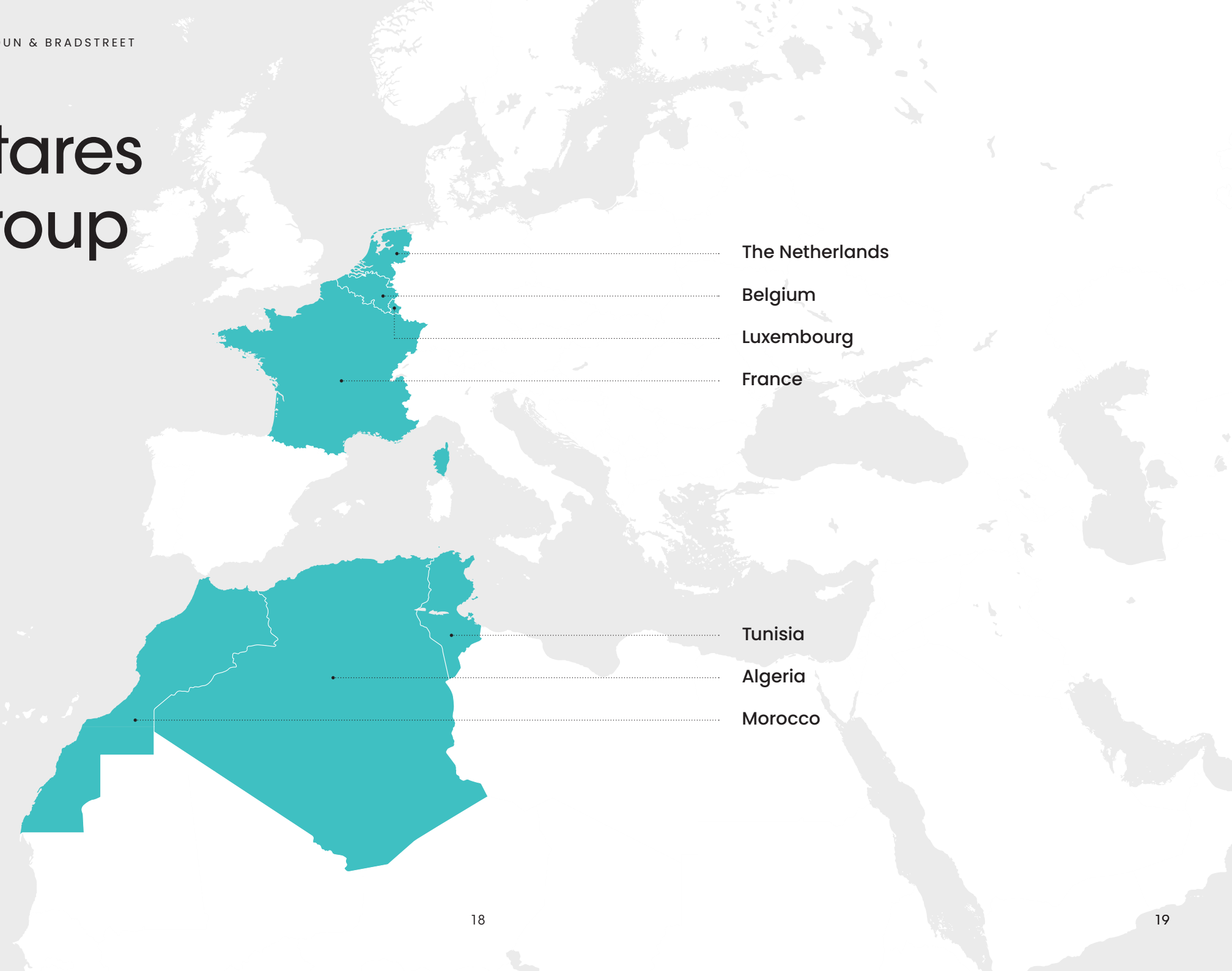
## About the Data Cloud

We offer the world's most comprehensive business data and analytical insights to power the most crucial business needs across every organization domain. With our solutions, marketing departments can more effectively target and capture new prospects. This in turn helps sales teams accelerate the path from prospect to customer. Finance departments can drive more profitable relationships. Purchasing teams can more efficiently optimize third-party relationships. Compliance departments can work more effectively to avoid penalties and brand damage, and IT technology teams can create a unified view of business relationships. Thanks to our key indicators on third parties, companies can understand the risks associated with establishing or maintaining a relationship. We allow you to see into the future and make well-informed decisions about who you want to do business with. Our teams are committed to the success of your projects and to supporting you in your quest for sustainable development.

### Business data & analytics from 30,000 sources

- Financial Filings & Statements
- National Tax Registries
- Online & Offline Publications, News
- Social Networks & Business Websites
- Worldwide Network Partners
- Customer Input & Interviews
- Custom Research
- Insolvency Records
- Payment Experiences ("Trade")
- Best-in-class scores & analytics
- Correspondents on Location
- Public Registries
- Chambers of Commerce

# Altaires Group



The Netherlands

Belgium

Luxembourg

France

Tunisia

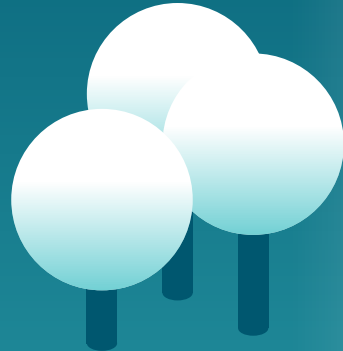
Algeria

Morocco

# Our expertise and solutions



Master Data Management



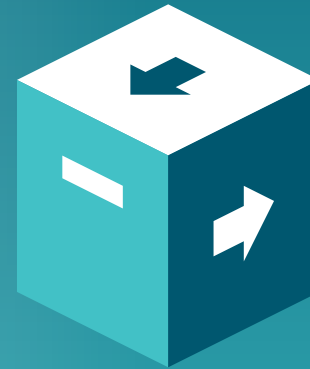
Environmental  
Social  
Governance



Financial risk



Sales &  
Marketing

















Purchasing



Compliance

## Your business challenges

Business objective		Recommended	Data element
I need to clean up & match my database, get rid of duplicate records and create a clean master data view of my business partners		Master data	Match grades, confidence code, D-U-N-S® Number, LEI, National Identification Numbers (French SIRET, Dutch KVK number, Belgium & Luxembourg Company number) and 20+ more.
I need foundational identity information on all my business partners		Master data	Business names and addresses, industry codes, registry and VAT numbers and 300+ more
I want to understand the most important contacts across my account list		Sales & Marketing	Principal name & title, date of birth and 150+ more
I need to identify cross-sell opportunities		Sales & Marketing	Corporate linkages, extended linkages, domestic & global ultimates, and 100+ more
I need to understand the buying readiness of my account list		Sales & Marketing	Purchasing power, decision HQ indicators, and 30+ more
I need information on a specific industry sector to prepare for a meeting		Sales & Marketing	Industry market analysis, industry codes, and 30+ more
I need to consolidate purchases at group level		Purchasing	Headquarters, domestic & global ultimates, subsidiaries and 100+ more
I need to assess and monitor supplier risk		Purchasing	Supplier evaluation risk and ESG rating
I want to do business with various companies		Purchasing	Green certified companies, ESG rating, industry codes, and 150+ more
I need to consolidate and stay up to date on the latest news on my account list		Financial risk	News article, description and 10+ more
I need to manage risk by understanding my customers' likelihood of financial distress		Financial risk	D&B Failure Score, D&B Rating, Credit Limit and 100+ more
I need to understand a company's liquidity to prevent future risk		Financial risk	Current & previous financial statements, ratios, stock information and 430+ more
I need to be alerted if one of my business partners files for bankruptcy		Financial risk	Judgement filings, bankruptcy indicators, and 410+ more
I need to optimize my cash collection strategy based on my customers' payment behavior		Financial risk	Payment behavior, PAYDEX Score, bad debt experiences and 250+ more
I need to retrieve the ultimate beneficial owners to perform my due diligence		Compliance	UBOs, shareholder contact information, percentage of ownership and 120+ more
I need to assess and monitor suppliers on ESG status/ESG rating		Environmental, Social, Governance (ESG)	ESG D&B ratings, ESG questionnaire, Ecovadis rating score, Ecovadis IQ score

## Altaires for Master Data Management



Create a single view of your third parties across the company or department by providing standardized, governed data to increase efficiency across your teams, systems and entire business. The D-U-N-S® Number helps you match all your business records. This global and unique business ID is key to deleting duplicates and ensuring smooth communication across business applications. No more data silos!

**Goal:** All your systems speak the same language. Maintain a single source of information on customers, prospects and suppliers across CRM, SRM, ERP systems. Increase productivity & data quality.

- Refer to our D-U-N-S® Number as a unique identifier of all your records.
- Enrich companies with valuable information.
- Get rid of duplicates and flag "out-of-business" companies.
- Rely on a single source of truth.
- Maintain the highest data quality over time with monitoring.

### Recommended solutions:

- intuiz+ Web Services
- Dataxess
- Business Add-On
- mData
- D&B Direct+

## Altaires for Sales & Marketing



Empower marketing operations with clean, reliable data in all your business applications, such as CRM and Marketing automation tools. Increase your teams' efficiency and productivity with enriched customer profiles. Homogeneous global data enables improved segmentation for better targeted campaigns and qualified leads as well as quality reporting.

Our solutions help you optimize your sales growth through data management and efficient use of digital tools.

**Goal:** Optimize your marketing efforts with first-time-right segmentations. Discover cross-sell and upsell opportunities while perusing prospecting data.

- Build detailed segmentation and increase conversion rates with better insights.
- Implement autofill in your web forms to improve visitors' experience and generate better quality leads.
- Identify anonymous website visitors and convert them into customers with intelligent retargeting campaigns.
- Energize your sales teams with a new source of qualified leads.
- Drive traffic to your websites and increase your visibility.

### Recommended solutions:

- mList
- mCampaign
- mVisible
- mLead
- mAds
- Dataxess
- D&B Hoovers
- D&B Direct+

## Altaires for Purchasing



As highlighted in the various surveys conducted with Chief Procurement Officers, cost reduction, digital transformation and effective risk management remain the biggest challenges for purchasing departments. Our solutions enable organizations to accelerate onboarding with seamless data integration, to consolidate spending and maximize purchasing power, while avoiding supply chain disruption by monitoring financial and compliance risks associated with suppliers.

**Goal:** Improve sourcing and supplier onboarding processes, as well as all of your purchasing procedures, with the aim of implementing a responsible and sustainable purchasing strategy.

- Optimize supplier performance in real-time.
- Automate financial and compliance checks.
- Accelerate and secure supplier onboarding processes.
- Anticipate potential supply chain disruption.
- Negotiate better contracts by consolidating spending.
- Create one single view of your suppliers and vendors worldwide.

### Recommended solutions:

- indueD
- intuiz+
- Business Add-On
- D&B Credit
- D&B Direct+

## Altaires for Financial risk



Finance and credit management professionals are tasked with improving business performance by effectively managing risk and increasing efficiency to drive profitable growth. Our solutions offer instant integrated access to robust risk data and actionable insights for finance operations, such as failure scores, D&B ratings, legal events and credit limit. The Payment indicator reveals the past payment behavior of a specific company.

A study by Dun & Bradstreet shows that 67% of finance and credit leaders consider reliable data to be the most important factor for successful automation while 58% believe integration with other systems and tools is the key. With our solutions you can address both challenges at the same time.

**Goal:** Master your finance data. Mitigate your organization's risk by improving cash collection, anticipating on business failures and reducing DSO.

- Build decision trees to automate credit decisions.
- Manage portfolio risk directly within your ERP.
- Prioritize cash collection actions.
- Perform in-depth credit analyses.
- Anticipate business failures and reduce bad debt.

### Recommended solutions:

- intuiz+
- intuiz+ Web Services
- D&B Credit
- D&B Direct+
- D&B Global Financials
- Payment Performance Insights

## Altaires for Compliance



In a 2016 report by Dun & Bradstreet we found that 49% of compliance professionals say they find it increasingly difficult to comply with finance regulation, which requires a great deal of time and resources for the company. It is, however essential to avoid financial penalties and preserve your company's reputation. With integrated and real-time access to more than 160 million beneficial owners in 226 countries, Altaires enables you to accelerate your due diligence process, save time and resources while making sure you comply with both the regulation and your own ethical standards. Legal, firmographics and ownership data will provide the foundation to implement a risk-based approach and proceed with the necessary steps to comply with regulations such as money laundering, terrorism financing, bribery and corruption.

**Goal:** Accelerate the business while protecting your brand and avoiding sanctions.

- Automate supplier and customer due diligence.
- Avoid sanctions and prevent reputational risk.
- Access global, complete beneficial ownership data.
- Improve customer experience by faster onboarding.
- Support growth without compromising compliance.

### Recommended solutions:

- indueD
- inDoc
- UBO Factory
- AnaCredit
- DUNS 4 LEI
- D&B Direct+

## Altaires for ESG



With extended coverage of private and public company data, Dun and Bradstreet's AI-driven D&B ESG Intelligence capability delivers data and analytics built from the Dun & Bradstreet Data Cloud and established sustainability standards to help you manage risk.

Procurement leaders, investment managers, business sustainability leaders and insurance and banking professionals can utilize D&B ESG Intelligence by:

- Managing the supply chain using ESG data to help evaluate and onboard suppliers.
- Leveraging ESG data in the investment process to screen companies for risks and report fund performance to stakeholders.
- Informing business strategy with ESG data to increase financial performance and enhance company reputation.
- Utilizing ESG data in actuarial models and credit models to evaluate risks and opportunities.

**Goal:** Find a reliable ESG data resource to evaluate your third parties' sustainability performance and strengthen your ESG strategy.

### Recommended solutions:

- indueD with Ecovadis add-on
- D&B ESG intelligence

# 3 ways to use our data



## Platforms

Simply and instantly access our business information database and decision-making support tools in just a few clicks.



## API Connectors

Full Dun & Bradstreet data directly at the heart of your information system: make the information in your ERP, CRM, SRM or business applications more reliable thanks to our connectors and our APIs.



## Files

Structured, usable data to conduct your business analyses, prepare your reports and easily transfer the data to other departments.

# Our Customers



**Mediapost:** Altares supports Mediapost on a daily basis in managing its CRM via the Dataxess connector, a solution that makes the onboarding of new third parties more reliable and keeps the data up to date.



**SODIAL:** Sodiaal chose Altares' solution, Business Add-On, a third-party repository management solution in SAP. It guarantees the uniqueness of third parties via the D-U-N-S® Number.



**COVEA:** Covea chose indued, a web platform dedicated to compliance issues, to optimize and facilitate their Know Your Suppliers process. Negative press monitoring was a key factor in choosing indued.



**European Commission:** The European Commission carries out detailed analyses based on the Altares Dun & Bradstreet database, which contains information on more than 500 million companies, thereby enabling it to make data-based decisions.



**Capgemini:** Altares Dun & Bradstreet's solutions help Capgemini maintain the balance between achieving growth, avoiding risk and making the right decisions every day. "Altares Dun & Bradstreet actively contributes to our thought processes. They have knowledge of our market, know exactly how our business processes work and are therefore also able to interpret the risks we may be running."



**ABN Amro:** ABN AMRO turned to Altares Dun & Bradstreet to help it to clean up its data and create a Global Beneficial Ownership database. Altares Dun & Bradstreet also expanded ABN AMRO's screening capabilities with advanced, more tailored monitoring.



# Smart insights to shape your future

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