In today’s global economy, D&B’s Data Universal Numbering System, the D&B D-U-N-S Number, has become the standard for the identification of more than 200 million different companies and their relationships worldwide.

The D-U-N-S Number is an unique identification number of 9-digits that forms the foundation of the D&B Global Database. It provides a reliable identification of individual companies and gives the corporate relationships between the companies. The D-U-N-S Number can be seen as an umbrella identification of local trade numbers, which:

- don’t provide full coverage (not all companies have an obligation to register)
- are not unique on an international level
- don’t give a full understanding of corporate relationships.

The D-U-N-S Number, which is used by the most influential and leading companies worldwide, is recognized, recommended or required by more than 50 global industries and trade, including United Nations, U.S. Federal Government, the Australian Government, the International Standards Organisation (ISO) and the European Commission.

D&B is a leading provider of risk, sales, marketing and purchasing management information. Using the D-U-N-S Number D&B can help you access the information you need to optimize your business and business processes.

D-U-N-S Numbers help you to:
- identify duplicate business records in your database
- consolidate and clean up data in your databases
- improve your services to your customer by linking mutual related client accounts to get an unambiguous customer image
- identify credit risks and opportunities for cross-selling by using your concern relationships
- assign a classification- or identification code to customers, suppliers, invoices, payments and other business documentation in a reliable and consistent way
- link mutual related suppliers to extract the maximum from the purchasing power of your company
- integrate additional demographic information from D&B therefore to obtain a clear profile of your customers, suppliers and prospects available.
Create connections worldwide between companies

The example below shows how the D-U-N-S Number can help you to determine the concern relationships between business partners, on local and international levels. These companies are all part of the same concern but they work under different names. With the D-U-N-S Number you can simply determine these connections, which otherwise would be invisible or unclear, so you can consolidate and expand the information about your relationship with the members within a concern.

All data are fictitious and for illustration
A wide range of applications within your business

Use the D-U-N-S Number as the pivot of your risk, sales, marketing and purchasing management activities

- In your business applications for
  - Enterprise Resource Planning (ERP)
  - Enterprise Risk Management (ERM)
  - Customer Relationship Management (CRM)
  - Sales Force Automation (SFA) and
  - Customer Information Management (CIM)

The D-U-N-S Number ensures you of accurate data. Because of this you can trust the quality of the information that you use as the foundation for your decisions.

- In database marketing applications you can, thanks to the D-U-N-S Number and D&B's demographic information, create a profile of your best customers. This profile helps you to determine which companies will be the best prospects.

- With Credit Management you can use the D-U-N-S Number to place customers in a concern structure in order to obtain an overview of your total credit risk within the same concern. Thanks to this understanding you can best manage credit limits.

- Using the D-U-N-S Number you can ensure that the management of the outstanding loans is carefully and purposefully done by identifying the country offices and key concern relationships of your debtors.

- On purchasing management you get, thanks to the D-U-N-S Number, a better understanding of your supplier data file, allowing you to identify duplicate business records and get insight in the relationships within a concern structure. This allows you to analyse your purchasing power optimally and reduce the purchasing costs and the number of suppliers.

- With sales management you support your sales team to strike new market opportunities, wherever in the world. More than 200 million companies worldwide have a D-U-N-S Number.

- In anti-fraud applications, you can determine the existence and background of businesses anywhere in the world quickly and easily.

How is a D-U-N-S Number assigned?

The D-U-N-S Number is managed exclusively by D&B. When a company is included for the first time in the D&B database, we allocate a D-U-N-S Number to each location with an unique, independent and autonomous operation.

Independent D&B D-U-N-S Numbers can be assigned to companies with only one branch, parents, subsidiaries, headquarters and branches. When a branch is established at the same location as the headquarters, it gets a different D-U-N-S Number if the branch has independent activities.