

# Oracle Data as a Service for Sales

## DRIVE SALES INTELLIGENCE AND OPPORTUNITIES WITH NEW AND ENRICHED DATA

The use of third-party data to qualify and prospect new business can significantly increase sales efficiency and revenue. However, mapping external intelligence to existing sales systems requires resources to procure, manage, and integrate information, and navigate a market crowded with low-quality data. Oracle Data as a Service (DaaS) for Sales enables smarter selling by helping discover and reach prospects with the highest quality and most comprehensive third-party data including millions of companies, and contacts.

## BROADEST REACH B2B DATA DELIVERED 'AS A SERVICE'

Oracle DaaS for Sales is an enterprise-ready solution that dramatically improves lead qualification and prospecting using Dun & Bradstreet's market-leading collection of companies and decision makers.

- **Comprehensive Commercial Data:** 300 million companies and 100 million business and technical contacts across 240 countries including name, address, phone and email; access from modern 'search and match' interface or through flexible APIs.
- **Highest Quality Information:** Dun & Bradstreet industry-leading B2B data -- high quality, validated, and trusted -- with proprietary governance, unique identifiers (DUNS Number), and 1.5 million records updated daily.
- **Unconstrained Data Usage:** Centralized cross-enterprise data access and vendor agnostic application integration with cost-effective record-based pricing, not by the user; simple, transparent enterprise license agreements.

## BENEFITS OF DaaS for SALES

- Discovery of new and existing contacts and touch-points to build pipeline and improve sales efficiency.
- Identification of go-to-market strategies that pinpoint top targets and accelerate the path from prospect to profitable customer.
- Enhanced ROI created from simple enterprise license agreements.
- Stronger data quality through rigorous identity-based cleansing and validation, fast speed to adoption and robust information governance.

- **Enriched Data and New Opportunities:** Seamless mapping between Oracle DaaS and Oracle Engagement Cloud to create new accounts or enrich existing accounts with external data.

## CONTACT ATTRIBUTES

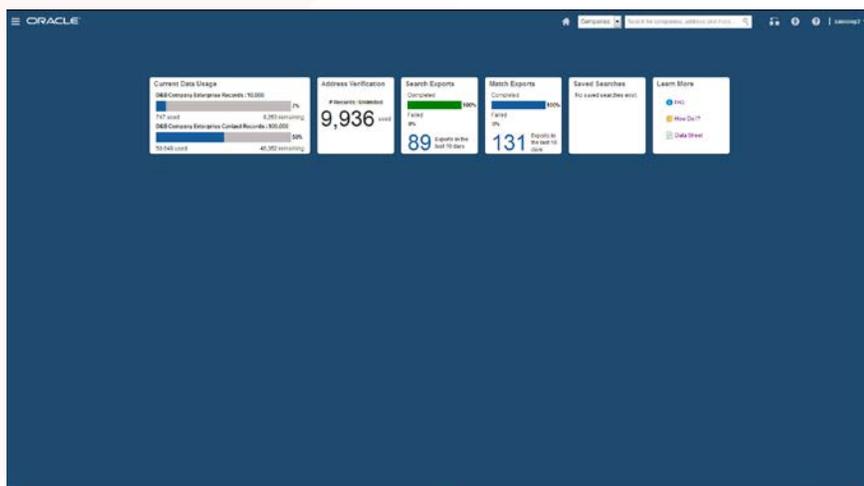
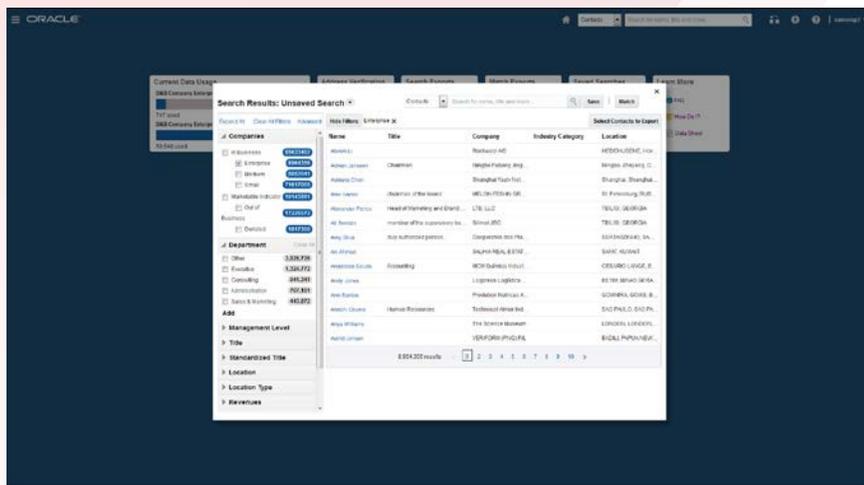
• DUNS Number (1)	• Middle Name	• MRC Code
• Individual ID	• Last Name	• Company Phone
• Role ID	• Gender	• Company Phone Extension
• Prefix	• Suffix	• Direct Dial Phone
• First Name	• Vanity Title	• Primary Email Address

## COMPANY ATTRIBUTES

• D-U-N-S Number (1)	• Public/Private Indicator	• Minority Classification
• Business Name	• Legal Status Code	• OB Indicator
• Tradestyle Name	• Import/Export/Agent Code	• Labor Surplus Indicator
• Second Tradestyle Name	• Owns/Rents Code	• URL Domain Name 1
• Street Address	• Global Ultimate D-U-N-S Number (1)	• Marketable Indicator
• Street Address 2	• Global Ultimate Business Name	• Trade Style 3
• City Name	• Global Ultimate Indicator	• Trade Style 4
• State/Province Abbreviation	• Global Ultimate FIPS Country Code	• Trade Style 5
• Postal Code	• Global Ultimate D&B Country Code	• NAICS 1_1 Code
• Country Name	• Global Ultimate State/Province Abbreviation	• NAICS 1_2 Code
• State/Province Name	• Domestic Ultimate D-U-N-S Number (1)	• NAICS 1_3 Code
• County Name	• Domestic Ultimate Business Name	• NAICS 1_4 Code
• Latitude	• Domestic Ultimate FIPS Country Code	• NAICS 2_1 Code
• Longitude	• Domestic Ultimate D&B Country Code	• NAICS 2_2 Code
• Mailing Address	• Domestic Ultimate State/Province Abbreviation	• NAICS 2_3 Code
• Mailing Address 2	• Parent D-U-N-S Number (1)	• NAICS 2_4 Code
• Mailing City Name	• Headquarter D-U-N-S Number (1)	• NAICS 3_1 Code
• Mailing State/Province Abbreviation	• Parent/Headquarter Business Name	• NAICS 3_2 Code
• Mailing Postal Code	• Hierarchy Code	• NAICS 3_3 Code

• Latitude (Short)	• Number of Family Members	• NAICS 3_4 Code
• Longitude (Short)	• Major Industry Category	• NAICS 4_1 Code
• GEO Code Accuracy	• Line of Business	• NAICS 4_2 Code
• Telephone Number	• US 1987 SIC 1	• NAICS 4_3 Code
• Country Access Code	• US 1987 SIC 2	• NAICS 4_4 Code
• Facsimile Number	• US 1987 SIC 3	• NAICS 5_1 Code
• Sales Volume (US Dollars)	• US 1987 SIC 4	• NAICS 5_2 Code
• Sales Volume (US Dollars) Reliability Code	• US 1987 SIC 5	• NAICS 5_3 Code
• Sales Volume (Local Currency)	• US 1987 SIC 6	• NAICS 5_4 Code
• Sales Volume (Local Currency) Reliability Code	• National Identification Number	• NAICS 6_1 Code
• Currency Code	• Credit Score Marketing Prescreen	• NAICS 6_2 Code
• Employees Total	• Census FIPS Territory Code	• NAICS 6_3 Code
• Employees Total Reliability Code	• Census FIPS County Code	• NAICS 6_4 Code
• Employees Here	• OTC Ticker	• Company Description
• Employees Here Reliability Code	• NYSE Ticker	• Competitors
• Year Started	• ASE Ticker	• 3 Year Growth Percentage on Sales Volume
• Status Code	• NMS Ticker	• 3 Year Growth Percentage on Employees
• Subsidiary Indicator	• NAS Ticker	• Woman Owned
• Small Business Indicator	• Street Ticker	• Operates From Residence Indicator
• Minority Owned Indicator	• Federal Tax ID Number	

Extensive Profile Attributes: With company attributes including hierarchies, inter-corporate and competitive relationships and contact attributes such as title and email address; real-time and batch updates of profile changes through Oracle Engagement Cloud integration.



## CONNECT WITH US

For more information about Data-as-a-Service for Sales, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.

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## Integrated Cloud Applications & Platform Services

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