



Dun & Bradstreet for InterAction

Interactive, Automated Integration of Company Data

Transform the capabilities and power of your LexisNexis InterAction CRM system by integrating it directly with company data provided by Dun & Bradstreet for hundreds of millions of companies worldwide.

With Dun & Bradstreet for InterAction you can improve your data quality, power up your business development processes and increase the value your firm derives from your InterAction data.

“Having Dun & Bradstreet data directly available in InterAction means we’re able to make better informed and more strategic decisions.”

CRM Manager, Holman Fenwick Willan

Our unique integration software makes it simple to deliver D&B data directly to BD and marketing staff, risk and conflict managers, as well as your fee-earning professionals.

Company information from D&B is populated directly into

InterAction additional fields, which means you can easily search and report on companies by size, industry sector, status, ownership and more using your existing InterAction tools.

D&B information can be accessed from the InterAction Windows client, or from IMO and the web client using standard InterAction profiles. You can completely customise what data is shown to end-users and how it is presented.

You can view the entire corporate structure for any of your matched companies, identifying where and how you are connected into the wider corporate family, potentially identifying new targets and opportunities. With a single click you can find any other companies you have in InterAction that are part of the same corporate family.

Verified address, phone and web site details from D&B can be automatically added to InterAction, helping to improve your data quality.

Duplicate companies will be identified during matching and can be tagged for merging.

The screenshot shows a web browser window titled "InterAction - Profiles - Internet Explorer". The main content area displays the profile for "Intertek Group plc". At the top, there are navigation links: "All | Dun & Bradstreet | Bureau van Dijk Data | News | Company". Below this is the "Dun & Bradstreet Profile" section, which includes the company logo and name "INTERTEK GROUP PLC (222495827)".

Under "Parent:" and "Ultimate Parent:", it lists "This company" with a small logo.

The "Company Information" section contains the following data:

Legal Status:	Corporation
Operating Status:	Active
Trade Style Names:	
Stock Exchange (Primary):	London SETS:ITRK
Yearly Revenue (m GBP):	2769.10
Employees:	30521
UK Company Number:	04267576

The "Industry Sectors" section contains the following data:

NACE Top Level:	M - Professional, Scientific and Technical
NACE Codes (With Description):	7210 Research and experimental development on natur
NAICS Top Level:	Professional, Scientific and Technical Services
NAICS Codes (With Description):	541715 Research and Development in the Physical, Enginee Nanotechnology and Biotechnology)
Our Sector:	Technical services

The "People" section lists the following individuals:

Graham Denis Allan	Director
Gurnek Singh Bains	Director
Fionna Maria Evans	Company Secretary



Fellsoft

When new companies are added to InterAction, they can immediately be matched to the correct D&B entity, giving you valuable context for prioritising business development efforts and identifying potential conflicts or cross-selling opportunities at the first opportunity.

You can search D&B for companies matching a range of criteria, then add them directly to InterAction.

“The firm’s CRM system provides the ideal platform for delivering new functionality and value using data from external providers”

The software keeps data for all your matched companies up to date completely automatically, removing any need for labour intensive and time consuming manual data reloads.

The software is simple to implement, requires no new hardware, and is easy to maintain.

You’ll also need a Dun & Bradstreet Direct+ API license; speak to your D&B account manager for more details about this.

