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# S&P TEST

SWOT & PESTLE.com

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## DUN & BRADSTREET CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** Dun & Bradstreet Corporation

**Company Sector :** Business Analytics, B2B Solutions

**Operating Geography :** United States, North America, Global

**About the Company :**

The Dun & Bradstreet Corporation is an American firm that supplies organizations with commercial data, analytics, and insights. The organization is headquartered in Jacksonville, Florida. The Mercantile Agency was created in New York City on July 20, 1841, by Lewis Tappan. Douglass sold it to Robert Graham Dun in 1859, who renamed it R. G. Dun & Company. It provides risk and financial analysis, operations and supply, and sales and marketing professionals with a wide range of products and services, as well as research and insights into global business concerns. It caters to consumers in the government as well as industries like communications, technology, key financial services, retail, telecommunications, and manufacturing. The company's database, commonly referred to as D&B, comprises over 300 million business entries worldwide. Subscription-based goods, business intelligence reports, data licensing agreements, strategic collaborations, and concierge services are all ways for the corporation to generate revenue. D&B Hoovers, Master Data, and D&B Data Exchange are products and services that the company offers to help with credit, risk, marketing, sales, analytics, and more. Dun & Bradstreet Holdings, Inc. and Google Cloud announced a 10-year strategic agreement in February 2022 to use Google Cloud to modernize infrastructure and jointly develop new industry-specific solutions and services to help businesses operate more efficiently.

Dun & Bradstreet's USP or unique selling proposition lies in it being the leading global provider of business decisioning data and analytics, which help its clients compete, grow, and prosper. The mission statement of Dun & Bradstreet Corporation reads, "To create a global network of trust enabling clients to turn uncertainty into confidence, risk into opportunity, and potential into prosperity".

**Revenue :**

US\$1.73 billion - FY ending 31st March 2021

US\$1.6 billion - FY ending 31st March 2020

## SWOT Analysis :

The SWOT Analysis for Dun & Bradstreet Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Market leadership in North America with expanding international presence with various offerings and deep Relationships with Blue Chip Clients</li> <li>2. The D-U-N-S number and D&amp;B's database is widely recognized both domestically and globally by businesses</li> <li>3. D&amp;B has carried out successful and strategic acquisitions to expand the company</li> <li>4. Owner of various patents and intellectual property</li> </ul>	<ul style="list-style-type: none"> <li>1. High number of lawsuits and investigations experienced by the company</li> <li>2. High Indebtedness prevalent in D&amp;B</li> <li>3. D&amp;B does not intend to pay out dividends in the foreseeable future</li> <li>4. D&amp;B is exercising the 'Controlled Company' exemption which may make the common stock unattractive</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Positive impact of Covid-19 on Data Analytics industry will benefit D&amp;B</li> <li>2. Enhance existing client relationships and win new clients in targeted markets</li> </ul>	<ul style="list-style-type: none"> <li>1. Stiff competition by other players in the market both domestic and global</li> <li>2. Cyberattacks, breaches of security, unauthorized access to or disclosure of confidential information</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Dun & Bradstreet Corporation is given below:

Political	Economical
1.Business restructuring and job losses may lead to political backlash	1.The Data Analytics industry is forecasted to grow by double digit CAGR points 2.Fluctuating exchange rates affect global businesses
Social	Technological
1.Pandemic and work-from-home (WFH) model leading to increasing cases of misconduct among third parties and ecosystem partners	1.Data Cloud technology is a growing trend in the Data Analytics Industry 2.Growing Recognition of Analytics and Data-Informed Business Decisioning
Legal	Environmental
1.UK's Financial Conduct Authority changed LIBOR's regulations in 2021 2.Heightened compliance requirements in an evolving regulatory environment for Businesses	1.Companies are becoming more environment-conscious, attempting to reduce carbon-footprints and increasing environment initiatives

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