



THE AI-POWERED REVENUE ACCELERATOR

DATA WISHLIST 21.2.2024

ABOUT THIS DOCUMENT

This document is named as a wishlist, and it is listing the types of datas that can help us recognize patterns, correlation and causality in order to produce predictive outcomes. **Datarecipe** development is individualized for each customer

The minimum viable data

Includes billing history and external data about companies (firmographics)

The more advanced analytics

require more data, but the foundation can be created on the data that the company already has available. Developing further is about learning, iterating and co-creating maturity further. Way forward is always a development path and roadmap, not a preset destination

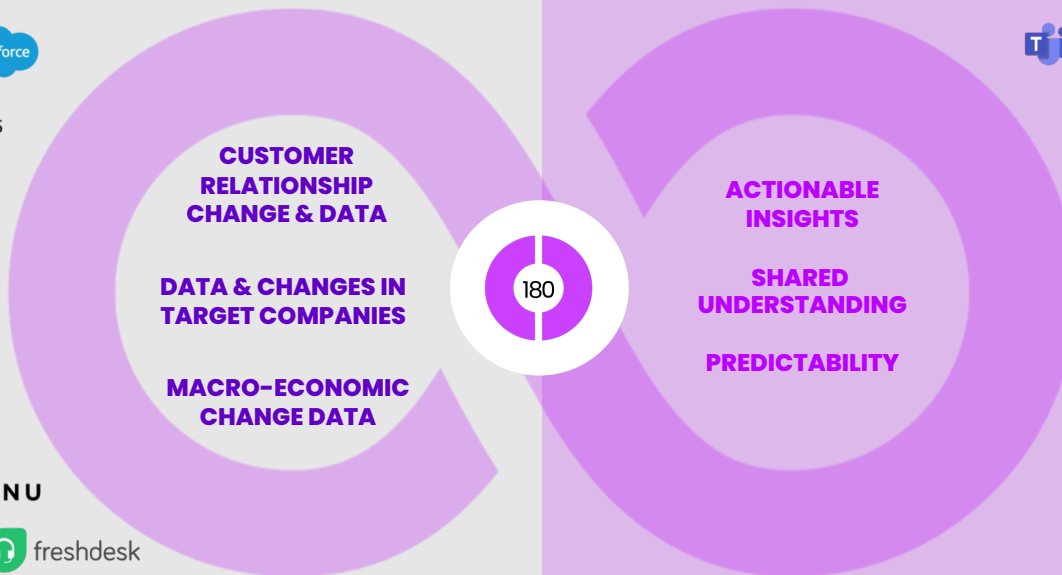


WE PRODUCE SITUATIONAL AWARENESS AND CLARITY FROM COMPLICATED DATA FOR PRODUCTIVITY & GROWTH



FROM DATA YOU ALREADY HAVE..

AZURE connectors enable us to integrate to large variety of technologies



..TO SYSTEMS YOU ALREADY USE

API first approach enable full data syncing as well as triggered data input by usecase

RISK AND READINESS

- Own data options

BILLING DATA

- Offering level billing history, which naturally enable frequency and trend analysis as well as the nature of relationships: single purchase, serial buying, continuous billing

CRM DATA

- Meetings and events
- Offers & Opportunities (open, lost, won)
- Offer types (new, renewal, change)
- Customer mapping related parameters
- Agreement end date & context
- Sales responsible – account owners

TICKETING (Zendesk, Freshdesk or similar)

- Customer engagement events: Requests for support, incidents, challenges, reclamations, refunding, RFI, RFP...
- Status codes (open, in process, done)

MARKETING AUTOMATION OR SIMILAR MARKETING ANALYTICS (EG. LEADFEEDER, HUBSPOT, ADOBE,..)

- Web visits, event participation, whitepaper or material downloads, reactions to campaigns, newsletter subscriptions etc.

RESEARCH DATA

- NPS, CSAT or other research outcomes connected to individual business IDs

OPERATIONAL DATA (EG. SSO OR SENSOR DATA)

- Information about the use and activities related to sold offerings. Eg. predictive maintenance or sparepart sales as well as digital service use frequency and upsales opportunity recognition

IDEAL CUSTOMER PROFILE – NEW CUSTOMER ACQUISITION

- Process is really about investigative and iterative approach. Variety of data sources are tested in search of the right data recipe capable of defining ideal customer profile for each offering
- This is about combining internal with external data from eg. DnB, Moodies or digital sources like Dealfront or ZoomInfo
- Datatypes eg.

Category > Financials

Last fiscal year end	Auditor	Change of revenue	Revenue €
Profit (EBIT) %	Net income	Total equity	Equity ratio %
Accounts Receivables	Cash and Cash Equivalents	Quick lists	Interest income and expenses

Category > Company Profile

Company Name	Business Entity	Industry (Official)	Vainu Custom Industry
Company Keywords	Addresses (Count)	Affiliation Year (Exact)	Affiliation Date
Networks	Registers	Registration Year	Registration date
Date founded	Year founded		

Category > Technology

All	Analytics & Optimization Tools	Chat & Support	CRM
Marketing Automation	CMS & Website	Social Media Channels	E-Commerce Platform
Server Technology	Other	Email Server	Domain Server
Applicant Tracking (ATS)	Payment	Reservation	Advertising

RISK AND READINESS

- companydata

- Time series analysis about a combination of events in customer relationship, changes in companies and the macroeconomic environment customers operate in. Studying correlation and causality of change and its predictive nature.
- **Two outcomes: a) Which signals are most important, b) triggerint moments**

Signals

Changes Related to Financial Development

Achieved 1MEUR Turnover Bankruptcy Decline in Sales or Market Share EU funding Earnings Release

Financial (Equity) Arrangements Growth in Sales or Market Share Late Registration of Financial Statement Layoffs

New Financial Statement Protest list

Other events

Apartment sales notice Awards Change in Credit Rating Granted Energy Certificate New Vehicle

Temporary exceptions in business

- Business Activity Insights
- Company Financials
- Company Information
- Derived Trade Insights
- Diversity Insights
- Educational Data
- External Disruption Insights
- Filings & Events
- Financial Strength Insights
- Hierarchies & Connections
- Inquiry Insights
- Ownership Insights
- Payment Insights
- Principals & Contacts
- Sales & Marketing Insights
- Shipping Insights
- Third-Party Risk Insights
- Small Business Financial Exchange (SBFE)
- Add-Ons/Non-Standard Data Blocks

Standard Data Blocks

Enables you to retrieve data on a specific entity or category. In a single online API request, multiple data blocks can be pulled. Monitoring is supported for all elements of standard data blocks except "Business Activity Insights", "Derived Trade Insights", "Inquiry Insights", "Company Information Advanced Geoposition Side Block", "Hierarchies & Connections ELI Side Block" data block and Data File (Batch) is supported for all elements of standard data blocks except Company Financials Levels 2, 3 & 4 and Filings & Events Level 3 due to their flattened-out sizes, however these 4 Levels can be delivered in Batch JSON format. Please refer [here](#) for generating the Technical Specifications of different data blocks combination.

For China, due to local regulatory requirements limited data is available for online & monitoring and transactions response time will be longer.

Base Information - Please note that when you request at least one standard data block in a request you will always receive the DUNS Number, Primary Business Name, and Country ISO Alpha2 code for the requested company.

Business Activity Insights

Business activities are signals that show there is a demonstrated commercial engagement from either the D&B Data Cloud data ingestion or customer discovery via Dun & Bradstreet licensed services.

- **Level1** - Summary of D-U-N-S™ Number activity for 3 months.
- **Level2** - Summary of D-U-N-S™ Number activity for 6 months.
- **Level3** - Summary of D-U-N-S™ Number activity for 12 months.

Company Financials

Financial statement information on both private and public companies around the world. The summary contains up to 36 individually named elements but this data is, for the most part, as per the statements provided by each country and include the local nuances specific to some countries.

- **Level1** - Single latest D&B fiscal summary financials. If both consolidated and individual statements are available as the latest statement, then only consolidated will be returned.
- **Level2** - Latest and Other D&B summary financials, including interim, fiscal, consolidated, individual. Up to 5 years.
- **Level3** - Latest D&B fiscal financial statement, in key value pairs along with latest fiscal and other summary financials.
- **Level4** - Historical D&B financial statements, in key value pairs. Up to 5 years in addition to financial data provided in level 3.
- **Third Party Financials** - All Financial Statements sourced from third-party solution providers, currently Morningstar.

RISK AND READINESS

- Macroeconomic data

- **Standard** allways onboard eg. ECB status and forecasts, like interestrates, inflation, Business and Consumer confidence indes, market volatility and Economic Policy Uncertainty Index.
- **Datarecipe** is defined and tailored for customer specific requitements related to the nature of business and influencing factors. Testing and iterating data allows us to learn which factors are mort predictive and meaningful

Economic Policy Uncertainty Index



Volatility



Home		Main features	+	Survey of monetary analysts (SMA)
About	+	ECB/Eurosystem policy and exchange rates	+	Survey of professional forecasters (SPF)
Media	+	Money, credit and banking	+	Bank lending survey (BLS)
Research & Publications	+	Financial corporations	+	Survey on the access to finance of enterprises (SAFE)
Statistics	-	Financial markets and interest rates	+	Household finance and consumption survey (HFCS)
Monetary Policy	+	Balance of payments and other external statistics	+	Survey on credit terms and conditions in euro-denominated securities financing and over-the-counter derivatives markets (SESFOD)
The euro	+	Macroeconomic and sectoral statistics	+	Consumer expectations survey (CES)
Payments & Markets	+	Payment statistics	+	Study on the payment attitudes of consumers in the euro area (SPACE)
Careers	+	ECB surveys	-	Use of cash by companies in the euro area
Services	+	Supervisory and prudential statistics	+	
Banking Supervision				

Resource needs for the first stage

- **Point person** – connection to the organization, set-up meetings and keep everyone up-to-date
 - **Data workshop** (apr. 2 hours, what data, where, in which format, definition for offering taxonomy = modelling level)
 - **Results iteration** and feedback (apr. 2 x 2h)
 - **Results workshop**: Set meetings with stake holders (2h)
 - **Set onboarding trainings** for relevant user groups (eg. part of weekly meeting)
- **Data delivery** – Someone capable of delivering the data dump for us or the API access to resources
- **Technical** – SSO and CRM contacts, that can collaborate in the access management and bringing the data to CRM for sales (not time consuming, 2-4 hours)



LET'S GROW TOGETHER

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