

dun & bradstreet

D&B Hoovers

First Research Industry Profiles & Advanced Analytics

Identify decision makers and understand risk with Advanced Analytics

Prepare for sales calls with First Research Industry Profiles

Contents

First Research Industry Profiles	3
What can you do with First Research Industry Profiles?	
What is included?	
How to access First Research Industry Profiles in D&B Hoovers	
Advanced Insights	6
Decision HQ	
Spend Capacity	
Growth Trajectory	
Support & Training Resources	11

First Research Industry Profiles

GAIN A DEEPER UNDERSTANDING OF YOUR MARKETS & CUSTOMERS

First Research Industry Profiles provide market insights that help you better understand the trends, opportunities, and challenges that impact your customers, so you can have more meaningful engagement with your accounts and prospects without time-consuming research.





This document will help you understand:

- How our industry profiles can help you research accounts and plan for meetings
- What is included with a First Research Industry Profile
- How to access this information in D&B Hoovers

What can you do with First Research Industry Profiles?

The information included in each profile can help you:

- Prepare for sales calls
- Create business plans and presentations
- Build forecasts and establish benchmarks
- Understand market size and the competitive landscape
- Provide litigation support and business valuations
- Perform due diligence

Executive Talking Points	
	Chief Executive Officer - CEO Differentiating the Store What is the company doing to better compete with other drug stores?
	Chief Financial Officer - CFO Becoming Third-Party Network Providers How does the company evaluate the benefits and costs of contracting with third-party networks?
	Chief Information Officer - CIO Adding Online Prescription Capabilities What are the largest barriers to expanding the company's online prescription services?
	Human Resources - HR Hiring and Retaining Pharmacists How critical is hiring new pharmacists to the company's success?

Each First Research Industry Profile Includes Nine Reports

1. Industry Overview

Gathers key highlights from the nine reports that comprise the profile. Here you will find fast facts, an industry growth rating, industry indicators, and talking points.

2. Industry Description

Provides a description of the industry, competitive landscape, products and operations, sales and marketing, finance and regulation, regional and international issues, and human resources.

3. Quarterly Industry Updates

Provides updates on events that are impacting the industry.

4. Executive Insight

Reviews issues that may be top of mind for the C-Suite. Provides talking points that can be used as conversation starters.

Call Prep Question & Talking Points

Each profile includes call prep questions and talking points that identify topics that could be top of mind for a decision maker in this industry.

5. Challenges, Trends & Opportunities

Overview of key business challenges, trends, and opportunities within the industry.

6. Call Prep Questions

Provides questions and talking points for specific areas within an organization, such as operations, marketing, finance, and technology. Offers insight into topics that could be top of mind for your customer. Use this information to identify topics you can discuss during your meeting.

7. Financial Information

Access company benchmark trends and information, as well as economic statistics and valuation multiples.

8. Industry Websites & Acronyms

Provides links to useful industry websites and a glossary of acronyms to help you decipher industry lingo.

9. Industry Codes

Provides a list of industry codes that are associated with this industry.

How to Access First Research Industry Profiles

First Research Industry Profiles can be accessed within a Company Profile or by searching for a profile via a Research & Reports search on the Search & Build a List Form.

First Research on a Company Profile

1. Open a Company Profile.
2. Navigate to the Industry Information section of the report menu on the left side of the screen. The First Research profile displayed on the Company Profile aligns to the 8-digit US SIC code that is assigned to the company. If you are looking for a different industry, you can search for other profiles with a Research & Reports search on the Search & Build a List Form. See next item for more detail on how to leverage search to find a report.

First Research via a Research & Reports Search

1. Go to the Search & Build a List Menu and select *Research & Reports*.
2. Navigate to the Research & Reports section of the search form.
3. Enter keywords related to an industry in the “Title” field. (If your subscription package also includes our market research and analyst reports, you can use the Report Type filter to create a list of all First Research Industry Profiles. Choose *First Research* as the “Report Type”.)
4. Click *View Results* to see a list of related profiles.
5. Click a report name to open the profile.
6. Navigate to the Industry Information section of the report list on the left side of the screen to open any of the reports that are included in the First Research profile.

FIRST RESEARCH ON A COMPANY PROFILE

Industry Information
The nine reports in a First Research Industry Profile can be accessed under the Industry Information section of the report list on the Company Profile.

The screenshot shows the D&B Hoovers website for CVS Health Corporation. The left sidebar contains a navigation menu with 'Core', 'Advanced', and 'Industry Information' sections. The 'Industry Information' section is highlighted with an orange arrow. The main content area displays 'Industry Overview' for 'Drug Stores'. It includes a 'Fast Facts' section with text about the industry's size and growth, an 'Industry Growth Rating' section with a 'MEDIUM' rating, and an 'Industry Indicators' section with various metrics. A PDF icon in the top right corner is highlighted with an orange arrow.

Download a PDF

Click the PDF icon to download the complete First Research Industry Profile for this industry. Note: you can also include First Research Industry Profiles in the creation of a OneStop Report.

FIND FIRST RESEARCH PROFILES VIA A RESEARCH & REPORTS SEARCH

Find Reports by Keyword
Add a name or keyword to the "Title" field to generate a list of available profiles related to your keyword(s).

The screenshot shows the D&B Hoovers website's 'Search Research & Reports' interface. The left sidebar has a 'Keyword Search' section with a 'Research & Reports' tab selected. The main content area shows search filters including 'Report Type' (set to 'First Research Report'), 'Title' (with 'automobile' entered), 'Company Name', 'Date Range', and 'Industry' (set to 'US 8-Digit SIC'). A 'View Results' button is at the bottom right. An orange arrow points to the 'Title' field, and another points to the 'Report Type' dropdown.

Report Type

If your subscription type includes our market research and analyst reports, you can search by report type. Select *First Research Report* to view a list of profiles.

Advanced Insights

DECISION HQ, SPEND CAPACITY & GROWTH TRAJECTORY

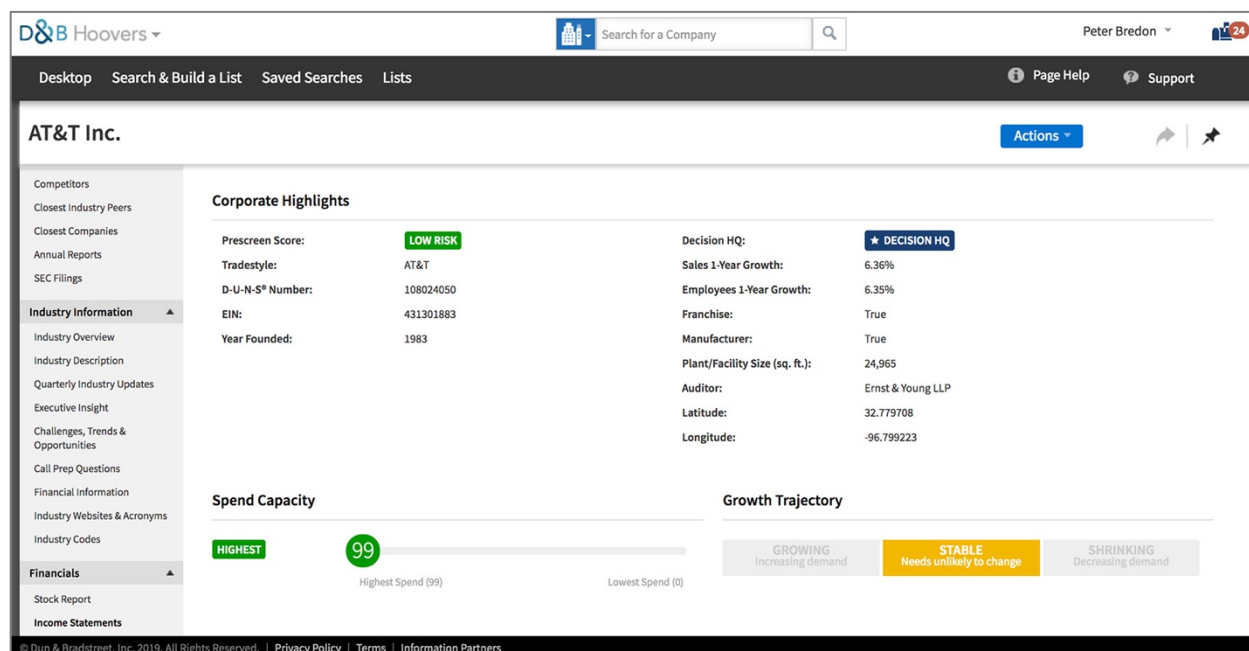
Our analytic features provide intelligence on a company's financial health, buying patterns, and growth potential to help you quickly target qualified prospects, make more informed decisions about an account, and engage with relevance.

This document explains:

- How each analytic element can help you identify and research opportunities
- Where to find these features in D&B Hoovers and how to use them

Advanced Insights on the Company Summary

Review Decision HQ status, Spend Capacity, and Growth Trajectory in the Company Summary Report on a Company Profile.



Decision HQ

Easily identify business locations where purchasing decisions are more likely to be made.

Dun & Bradstreet reviews linkages within family trees, firmographics, the presence of C-level executives, and business activities at each site to determine where the buying centers are in an organization.

Decision HQ can help you:

- Target outreach to the locations and decision makers with buying power
- Identify additional buying centers for upsell/cross-sell opportunities
- Get to decision makers faster
- Prioritize leads by focusing on the sites with the highest-level decision-making power

Locations that are deemed to have decision-making power receive the Decision HQ designation in D&B Hoovers. This label can be found on Company Profiles and the Corporate Family Tree and will help you quickly focus on the decision makers with buying power within an organization.

Additionally, you can target Decision HQ locations with the *Is Decision HQ* search filter in the Corporate Family section of the Search & Build a List Form.

Decision HQ:

★ DECISION HQ

Decision HQ:

★ Apple Inc.

Decision HQ on the Company Summary

If a location is deemed a Decision HQ, the Decision HQ indicator (*top*) will appear. If the location you are looking at is not the Decision HQ, it will display a link to the Decision HQ location (*bottom*).

Decision HQ on the Corporate Family Tree

The star icon indicates this location has been designated a Decision HQ.

Starbucks Corporation

71 Deal Profile Score

OneStop Report

8,238 Contacts

468 Triggers

Corporate Family Report Filter Corporate Family

10,331 Total Corporate Family Members

Company Name	Ownership Type	City	State Or Province	Country/Region	Employees (Single Site)	Employees (All Sites)	Revenue (USD)	D&B Hoovers Industry
★ Starbucks Corporation	Public	Seattle	Washington	United States	763	277k	24B	Restaurants and Bars
★ Starbucks Coffee International, Inc.	Private	Seattle	Washington	United States		186k	4.1B	Restaurants and Bars
★ Starbucks Coffee Asia Pacific Limited	Private	Wan Chai		Hong Kong SAR	110	110	22M	Administrative Services
★ Starbucks International (Holdings) Ltd.	Private	London		United Kingdom	2	2		Holding Companies
★ Holding Co. International Ltd.	Private	London		United Kingdom	1	1	111k	Holding Companies
★ STARBUCKS SINGAPORE INVESTMENT PTE. LTD.	Private	Singapore		Singapore			2.1M	Miscellaneous Professiona
★ STARBUCKS ASIA PACIFIC INVESTMENT HOLDI...								
★ Starbucks Coffee Canada, Inc.	Private	North York	Ontario	Canada	150	5k		Restaurants and Bars
★ Coffee Partners Hawaii	Partnership	Honolulu	Hawaii	United States	1.3k	1.3k	30M	Consulting Services
★ Starbucks Coffee Holdings (UK) Ltd.	Private	Leeds		United Kingdom	983	983		Beer, Wine, and Liquor Sto
★ Seattle Coffee Company	Private	Seattle	Washington	United States	715	715	17M	Restaurants and Bars
★ STARBUCKS COFFEE COMPANY (AUSTRALIA) PTY LTD	Private	Mount Waverley	Victoria	Australia	500	500	31M	Restaurants and Bars
★ Evolution Fresh, Inc.	Private	Rancho Cucamonga	California	United States		180	250M	Grocery Wholesale
★ Bay Bread LLC	Private	San Francisco	California	United States	70	70	16M	Grocery Wholesale
★ STARBUCKS COFFEE COMPANY	Private	Laguna		Philippines	20	20	3M	Nonclassifiable Establishm

© Dun & Bradstreet, Inc. 2019. All Rights Reserved. | Privacy Policy | Terms | Information Partners

Decision HQ on the Search & Build a List Form

Leverage the *Is Decision HQ* filter to identify locations with buying power.

The screenshot shows the D&B Hoovers Search & Build a List Form. The top navigation bar includes the D&B Hoovers logo, a search bar, and user information (Peter Bredon). The main navigation tabs are Desktop, Search & Build a List (selected), Saved Searches, and Lists. The Search & Build a List tab is active, showing 3,269,398 Results. On the left, a sidebar lists various filters: Location, Company Size, Industry, Company Type, Corporate Family (selected with a checkmark), Advanced Financials, Advanced Insights, UCC Filings, Conceptual Search, and Business Signals. The main content area is titled 'Corporate Family' and contains several input fields with 'Add' buttons: Ultimate Parent Company Name, Parent Company Name, Ultimate Parent D-U-N-S® Number, Parent D-U-N-S® Number, Domestic Ultimate Company Name, and Domestic Ultimate D-U-N-S® Number. Below these is a dropdown for 'Is Domestic Ultimate'. The 'Is Decision HQ' filter is highlighted with an orange box and shows a dropdown menu with 'Yes' selected. A 'View Results' button is located at the bottom right of the form.

Spend Capacity

Gain insight into how a company's level of spending compares to other companies.

Spend Capacity is a spend-ranking tool that leverages proprietary Dun & Bradstreet data to model the spending capacity of businesses. We assign a score from 0-99 to each company based on their level of spending versus other companies.

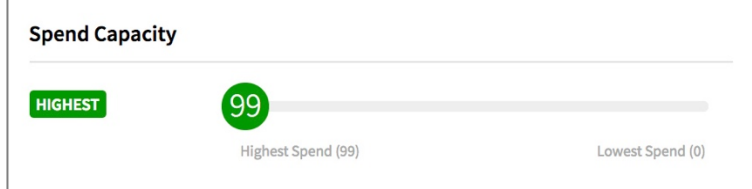
Spend Capacity can help you:

- Target companies that are more likely to have budget to spend
- Identify new opportunities based on the company's spending level
- Prioritize companies based on their spending level
- Identify cross-sell/upsell opportunities

The Spend Capacity score can be found on the Company Summary Report on Company Profiles. You can also build a list of companies by Spend Capacity Score by selecting the Spend Capacity filter in the Advanced Insights section of the Search & Build a List Form.

Spend Capacity on the Company Summary Report

The company's Spend Capacity is ranked on a scale of 0-99.



Spend Capacity on the Search & Build a List Form

Apply Spend Capacity criteria to your search to target results.

D&B Hoovers Search for a Company Peter Bredon

Desktop Search & Build a List Saved Searches Lists Page Help Support

Search Companies 0 Results Find a Field Clear All

Location Company Size Industry Company Type Corporate Family Advanced Financials **Advanced Insights** UCC Filings Conceptual Search Business Signals

Advanced Insights Field Definitions

Growth Trajectory

Financial Services Prospecting Suite

UCC Filings

Filing Date From To Add Expiration Date From To Add

Filing Type Secured Party Name Add

Collateral Asset Type

View Results

Spend Capacity

- ✓ Highest (90-99)
- High (80-89)
- Medium (70-79)
- Lower (60-69)
- Lowest (50 or less)

© Dun & Bradstreet, Inc. 2019. All Rights Reserved. Privacy Policy Terms Information Partners

Growth Trajectory

Identify companies that are growing, stable, or shrinking.

Dun & Bradstreet leverages proprietary analytics to assess risk and opportunity across key business metrics to anticipate a company's future trajectory. These metrics are summarized in D&B Hoovers to provide an overall assessment of whether an organization is expected to grow, stay stable, or shrink in the next 12-18 months.

Growth Trajectory can help you:

- Better understand how to position products based on the business situation
- Identify companies with larger budgets who show signs of higher growth rates or identify organizations that show signs of decay
- Prioritize opportunities based on spending and growth rates
- Gain a competitive advantage by anticipating the future needs of a business

Growth Trajectory

GROWING Increasing demand	STABLE Needs unlikely to change	SHRINKING Decreasing demand
-------------------------------------	---	---------------------------------------

Growth Trajectory on the Company Summary

Growth Trajectory provides an assessment of whether a company is expected to grow, stay stable, or shrink over the next 12-18 months.

Growth Trajectory can be found on the Company Summary Report on Company Profiles and it is available as a search filter. Simply select the *Growth Trajectory* filter in the Advanced Insights section of the Search and Build a List Form to apply to your search.

Growth Trajectory on the Search & Build a List Form

Apply Growth Trajectory criteria to your search to find companies that are growing, shrinking, or stable.

The screenshot shows the D&B Hoovers Search & Build a List Form. The interface includes a top navigation bar with the D&B Hoovers logo, a search bar, and user information (Peter Bredon). Below the navigation bar, there are tabs for Desktop, Search & Build a List (selected), Saved Searches, and Lists. The main content area is titled "Search Companies" and shows "0 Results". On the left, there is a sidebar with various filters: Location, Company Size, Industry, Company Type, Corporate Family, Advanced Financials, Advanced Insights (selected), UCC Filings, Conceptual Search, and Business Signals. The Advanced Insights section is expanded, showing a dropdown menu for Growth Trajectory with options: Growing (1), Shrinking (3), and Stable (2). Other filters visible include Spend Capacity, UCC Filings, Filing Date, Expiration Date, Filing Type, Secured Party Name, Collateral, and Asset Type. A "View Results" button is located at the bottom right of the form.

Support & Training Resources

WE ARE HERE TO ASSIST YOU

D&B Hoovers provides several options for support, including the in-product support portal, a dedicated support team, and our customer learning center.

Support & Training Menu

Click the ? icon in the top right corner of the screen to access support and training resources in D&B Hoovers. From this menu you can watch tutorials, access the Support Portal, sign up for live or on demand training, contact the support team, and turn on Help Tips.

Page Help

The Page Help section of the Support & Training Menu includes links to training videos for core product functionality and in-product Help Tips. Click a video title to view the video without leaving D&B Hoovers. Click *Show Help Tips* and when available, a series of pop ups will guide you through the screen.

Sign Up for Training

Select *Sign Up for Training* to open the Customer Learning Center. Here you can view tutorials on demand or sign up for live training classes.

Support Portal

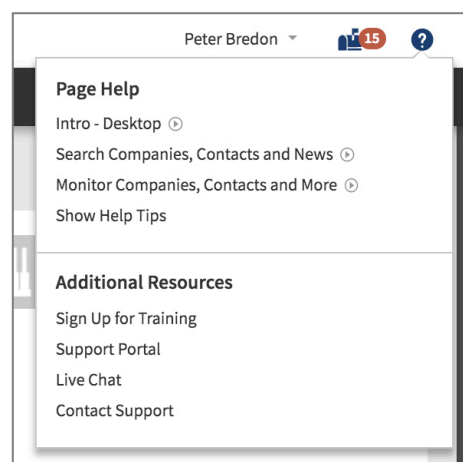
Access user guides, tips and tricks, and information on the latest product enhancements by clicking the ? icon in the top right of the screen and then select *Support Portal* from the Support & Training Menu.

Live Chat

Select *Live Chat* on the Support & Training Menu to message the Support Team. Live Chat is available during the same regional business hours outlined for the Support Team below.

Contact Support

Select *Contact Support* to view contact information and hours for our dedicated Support Team. Please refer to the following page for contact details for regional support.



Support & Training Menu

Provides quick access to the Support Portal, our dedicated Support Team, and training resources.

Dun & Bradstreet Regional Customer Support Teams

Customer Support US

Support hours: Monday – Friday
9:30 am – 6:00 pm EST/EDT

Submit Support Request
<https://support.dnb.com/>

Talk to us: 800-486-8666

Customer Support Canada

Support hours: Monday – Friday
9:30 am – 6:00 pm EST/EDT

Submit Support Request
<https://support.dnb.com/>

Talk to us: 800-463-6362

Customer Support UK/Ireland

Support Hours: Monday – Friday
8:30 am – 5:30 pm GMT

Email (UK & Europe):
ukcs@dnb.com

Talk to us: UK +44 (0)845 145 1700

Customer Support Asia

Support hours: Monday – Friday
5:30 am – 1:30 pm IST

Submit Support Request
<https://support.dnb.com/>

Talk to us: +91 124 493 4709

Customer Support Europe

Support hours and contact details
vary depending on location. Please
visit <https://www.dnb.co.uk/choose-your-country.html> to contact your
local customer services team.