



Clean. Standardize. Enhance.

LexisNexis® Data Services
powered by *Corporate Affiliations™*

Your data has untapped potential. Imagine the possibilities with more robust and reliable data.

Is your organization missing out on opportunities to increase revenue or reduce costs because of poor data quality? LexisNexis Data Services offers data cleaning and enhancement solutions to improve your data, helping you manage existing business more effectively and develop new revenue potential at the same time.

Why is data quality important?

Many businesses rely on data-intensive enterprise systems, from customer relationship management (CRM) to supply chain management (SCM) systems, to help them make critical decisions. Those decisions are only as good as the data that drives them, so unreliable data can be a stumbling block on your organization's path to success.

Who benefits from more complete data?

Sales & Marketing

Better data enables you to strengthen relationships with existing customers.

- Gain deeper insights into your customer base
- Uncover cross-sell or up-sell opportunities by leveraging parent/child relationship data
- Free up more time for sales by eliminating duplicate records and obsolete contact information

And, it helps you identify and connect with quality prospects.

- Create highly targeted marketing campaigns based on more robust data
- Use added contact details to engage more individuals by phone, email, direct mail

Procurement & Supply Chain Management

More complete data allows you to manage suppliers more efficiently.

- Increase your understanding of the companies you do business with and how they are related
- Leverage your buying power with suppliers to reduce expenses
- Maintain accurate supplier information

Trust LexisNexis Data Services to help you keep pace with change using relevant data.

What sets *Corporate Affiliations* content apart?

Corporate Affiliations cuts through the clutter of entrepreneurs and franchises. Focusing on the public and private companies that drive the global economy allows us to offer relevant, actionable content at a very competitive price.

We are committed to gathering accurate, complete and timely company information, with content that includes:

- Over 1 million leading global public and private companies
- Access to nearly 1,700,000 unique executive and director names and titles
- Reportage data including parent companies, subsidiaries, divisions, stakeholders and minority interests

While other services rely on self-reported data that may contain inaccuracies, our research professionals constantly add, delete, modify and verify *Corporate Affiliations* content – averaging more than 26,600 updates daily. We routinely ensure the quality of our own data by using a multi-faceted data gathering and maintenance strategy performed by teams of highly-skilled researchers and analysts.

Qualitative updates you can depend on

Updating your data can be an intimidating task, but data quality management is easier with a partner like LexisNexis Data Services. We can augment your data for up to 40 fields, including:

- Company names and locations
- Company type – public, private, international
- Reportage – parent, subsidiary, division, branch
- Key personnel contacts and titles
- Contact data including email, phone and direct mail addresses for key personnel
- Ultimate parent
- Parent location
- Number of employees
- Revenue
- Ticker symbol and stock exchange
- Unique identifiers
- URL

Enhance your data with *Corporate Affiliations* to realize its full potential.

How do we clean, standardize and enhance your data?

LexisNexis Data Services can:

- Match your customer or prospect content to our best-in-class business database
- Supply high-confidence results using our matching process powered by world-class matching software
- Normalize and cleanse your data
- Append company content to your data, including reportage data if you choose
- Add contacts and companies that fit your current client criteria to aid in prospecting

We can perform this process once, on a quarterly basis, or as often as you choose, ensuring that your business-critical data stays up-to-date and relevant. LexisNexis Data Services can also generate targeted lists based on criteria you choose to support your sales or marketing initiatives.

As a complement to our data cleaning and enhancement solutions, LexisNexis Data Services offers enterprise integration with your business processes, including:

- Customer relationship and lead management systems
- Order entry systems
- Flat files and Legacy systems

For more than 45 years, *Corporate Affiliations* has been dedicated to providing business intelligence you can rely on. Now, LexisNexis Data Services powered by *Corporate Affiliations* offers cost-effective solutions to businesses of all sizes.

Interested?

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