



Dun & Bradstreet and Oracle Partner to Bring B2B Data to Oracle's Cloud Solutions

*Oracle customers gain access to the world's largest commercial database
Strategic relationship delivers information & insights in the customer's business processes*

SHORT HILLS, N.J. – September 22, 2014 – [Oracle](#) (NYSE:ORCL), and [Dun & Bradstreet](#) (NYSE: DNB), the world's leading source of commercial information and insight on businesses, today announced they have partnered to extend Oracle's Data-as-a-Service (DaaS) offerings by integrating Dun & Bradstreet's commercial business, social and professional contact data into Oracle's cloud applications. The strategic relationship is an extension of both companies' shared goal to enable their customers to make smarter, more informed decisions across the enterprise.

"Today's customers are seeking solutions that natively integrate external curated content and other third-party data directly into their applications to enhance the effectiveness of the applications – and of the user," said Mike Sabin, Executive Vice President And General Manager, Global Alliances and Partnerships, Dun & Bradstreet. "This relationship will fuel enterprises with Dun & Bradstreet's insightful content through Oracle's cloud applications to provide better decision making and business value, where the end user needs it."

The integrated solution is designed to be extensible, optimizing how businesses access critical information across the enterprise and combining internal and external data with insight from multiple types of customer information, including social handles, email, phones numbers, and mobile apps to build a single connected view of the customer.

By linking customer information with Dun & Bradstreet's proprietary data and insight, businesses will now be able to connect and implement smarter actions, giving them an edge in an increasingly digital sales and marketing environment," said Omar Tawakol, General Manager and Group Vice President, Oracle Cloud. "Dun & Bradstreet's world class commercial database will be a valuable asset to businesses looking to identify where there are opportunities to expand customer relationships and drive greater value across the enterprise."

Dun & Bradstreet's premier commercial company and contact data will be accessible to Oracle Sales and Marketing Cloud customers.

About Oracle

Oracle engineers hardware and software to work together in the cloud and in your data center. For more information about Oracle (NYSE:ORCL), visit www.oracle.com.

About Dun & Bradstreet® (D&B)

The Dun & Bradstreet Corporation is the world's leading source of commercial data, analytics and insight on businesses. Our global commercial database contains more than 235 million business records. We transform commercial data into valuable insight which is the foundation of our global solutions that customers rely on to make critical business decisions.

D&B provides solution sets that meet a diverse set of customer needs globally. Customers use D&B Risk Management Solutions™ to mitigate credit and supplier risk, increase cash flow and drive increased profitability, and D&B Sales & Marketing Solutions™ to provide data management capabilities that provide effective and cost efficient marketing solutions to increase revenue from new and existing customers.

For more information, please visit www.dnb.com or follow [@DnBUS](https://twitter.com/DnBUS) on Twitter.

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