



Sales & Marketing  
Solutions

**Million Dollar Database**  
*on the Internet*

*User's Guide*

© 2003 D&B. All rights reserved.

This guide, as well as the software described in it, is furnished under license and may be used or copied only in accordance with the terms of such license. The content of this guide is furnished for informational use only, is subject to change without notice, and should not be construed as a commitment by D&B. D&B assumes no responsibility or liability for any errors or inaccuracies that may appear in this guide.

Except as permitted by such license, no part of this document may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written consent of D&B.

D&B and Million Dollar Database are registered trademarks of D&B.

Windows, Windows 2000, Windows 98, Windows NT, and Internet Explorer are registered trademarks of Microsoft Corporation.

All other product names and brand names are trade names, service marks, trademarks, or registered trademarks of their respective owners.

D&B  
103 JFK Parkway  
Short Hills, New Jersey 07078  
USA

[www.dnb.com](http://www.dnb.com)

# Contents

<b>Chapter 1</b>	<b>Introduction</b> .....	1-1
	About D&B .....	1-1
	The Most Comprehensive Global Database of Its Kind .....	1-1
	The Value of the D&B D-U-N-S® Number .....	1-2
	Corporate Family Linkage .....	1-2
	Contacting D&B Customer Support.....	1-2
	About This Guide .....	1-3
	Conventions Used In This Guide .....	1-3
<b>Chapter 2</b>	<b>Getting Started</b> .....	2-1
	System Requirements .....	2-1
	Million Dollar Database Home Page .....	2-2
	Logging On .....	2-3
	Forget Your Password? .....	2-3
	Search Options Page.....	2-4
	The Search Options Tabs .....	2-4
	Company .....	2-4
	Industry .....	2-5
	Executive .....	2-6
	Other .....	2-6
	My Criteria .....	2-7
	Search Results Page .....	2-8
	The Navigation Bar .....	2-8
	Sort Options .....	2-8
	Page/Record Navigation .....	2-9
	Using Online Help .....	2-9
<b>Chapter 3</b>	<b>Searching for Companies</b> .....	3-1
	Searching for Companies - Overview .....	3-1
	Entering Search Criteria .....	3-3
	Company Tab .....	3-3
	Industry Tab .....	3-4
	Executive Tab .....	3-6
	Other Tab .....	3-6



- Guidelines for Entering and Selecting Search Criteria .....3-6
  - Text/Numeric Entry Fields .....3-6
  - Browse Fields .....3-7
  - Selecting Items from a Drop-Down List .....3-8
- Viewing Selected Search Criteria .....3-9
  - My Criteria .....3-9
  - Search Selector Recap .....3-9
- Changing Your Search Criteria .....3-10
- Your Search Results .....3-11
  - Navigation Bar .....3-11
  - Sort Options .....3-12
    - Sorting Your Search Results .....3-12
    - Changing the Number of Records on a Page .....3-12
  - Page/Record Navigation .....3-13
    - Page Navigation .....3-13
    - Jump Option .....3-13

**Chapter 4      Exporting and Printing a Company Report ..... 4-1**

- Company Report .....4-1
- Outputting Company Reports .....4-2
  - Printing a Report .....4-3
  - Exporting a Report .....4-4

**Appendix A      Glossary ..... A-1**

**Index ..... Index-1**

The D&B Million Dollar Database spans all industries, providing vital information on over 1.6 million companies with sales of one million dollars or more, or 20+ employees, or branches with 50+ employees. It provides the comprehensive marketing information you need on leading public and private companies and executives in the U.S. and Canada.

Million Dollar Database on the Internet (MDDI) provides any time, anywhere access to information-packed company summaries and hyperlinks directly to company Web sites. Get executive biographies to help you prepare for sales calls and generate direct marketing lists based on your choice of over 30 selectors including geography, industry, company size, URLs, and text searching. Let Million Dollar Database cut your research time in half and double your productivity by helping you to identify and analyze new markets and companies to maximize your business endeavors.

## About D&B

D&B is the leading provider of business-to-business credit, marketing, purchasing, and receivables management and decision-support services worldwide. More than 100,000 companies rely on D&B to provide the insight they need to help build profitable, quality business relationships with their customers, suppliers, and business partners.

## The Most Comprehensive Global Database of Its Kind

D&B's global database of more than 60 million global companies covers the spectrum from new start-up companies to small businesses (less than eight employees) to minority and women-owned companies to the "blue chip" companies worldwide.

We gather business information in 209 countries around the world, covering 186 currencies. To help ensure the accuracy and completeness of our information, we use sophisticated data collection tools and update our database nearly one million times a day.

Based on D&B's database activity:

- A new business opens every minute
- A business files bankruptcy every eight minutes
- A business closes every three minutes



- A suit, lien, or judgment is filed against a company every 14 seconds
- A chief executive officer changes every minute
- A company name changes every two minutes

## The Value of the D&B D-U-N-S® Number

Our exclusive nine-digit D&B D-U-N-S Number, assigned to each business location in our global database, is widely used as a tool for identifying, verifying, organizing, and consolidating information about businesses. D&B D-U-N-S Numbers are the key to building corporate family relationships in the D&B file. Since each location of a business may have its own unique D-U-N-S Number, a large organization is likely to have many different D-U-N-S Numbers within its corporate “family.” D&B links the D-U-N-S Number of parents, subsidiaries, headquarters, and branches on more than 60 million corporate family members around the world.

## Corporate Family Linkage

The D-U-N-S numbering system enables D&B to determine the organizational hierarchy within corporate families. D&B dynamically links the D-U-N-S Numbers of headquarters, branches, parents, and subsidiaries of corporate family members around the world.

## Contacting D&B Customer Support

If you have a question and you are unable to find the information that you are looking for in this guide or in our online Help, you can contact D&B Customer Support, and we'll be happy to assist you.



customerservice@dnb.com



1.800.234.3867  
or  
1.800.526.0651



cic@dnb.com



1.800.463.6362

From the MDDI Home page, just click a flag to access this information online.

**Click a flag for customer and  
technical support information**







## About This Guide

The *D&B<sup>®</sup> Million Dollar Database on the Internet User's Guide* contains detailed information about using the application. It is designed to be used as a reference tool in your everyday work. This guide assumes that you have a working knowledge of your computer and its operating conventions. It also assumes that you have a working knowledge of the basic functions of Internet Explorer or Netscape Navigator.

## Conventions Used In This Guide

The following conventions are used throughout this guide:

When you see this:	It is used for:
	A single step or numbered procedure.
	Important information.

This chapter provides the following information:

- The minimum browser requirements needed to run Million Dollar Database on the Internet
- The Million Dollar Database Home page
- Logging on
- The Search Options page including information about each of the tabs and My Criteria
- The Search Results page
- Using online Help

## System Requirements

To run Million Dollar Database on the Internet successfully, you must use one of the following browsers:

- Microsoft® Internet Explorer 6.0 (or higher)
- Netscape® Navigator 6.1 (or higher)

To download the latest version of:

- Internet Explorer go to  
<http://www.microsoft.com/downloads/search.asp>
- Netscape Navigator go to:  
<http://channels.netscape.com/ns/browsers/download.asp>

Direct access to these sites is also provided on the MDDI Frequently Asked Questions page.



*Optimal performance of MDDI cannot be guaranteed when using proprietary browsers supplied by online providers, i.e., America Online and CompuServe.*



## Million Dollar Database Home Page

From the MDDI Home page you can access detailed information about what's new in MDDI, updates to the Million Dollar databases, D&B's statement regarding the quality of our information, and answers to frequently asked questions. Just click a item on the navigation bar at the top of the page to access any of this information.



**D&B**  
Decide with Confidence

### D&B's Million Dollar Databases

What's New      FAQ's      Last Update      Information Quality

Already registered? Please Log in.  
 Domestic     International  
User Name   
Password   
  
 Remember me?  
[Forgot your password?](#)

See how D&B Million Dollar Database can help you.  
[Sample report...](#)    [Free trial...](#)

Click a flag for customer and technical support information  
 

- ▶ [International Business Locator](#)
- ▶ [Key Business Ratios](#)
- ▶ [D&B.com](#)

D&B's North American Million Dollar Database provides the information professional, marketer and sales executive with information on approximately 1,600,000 U.S. and Canadian leading public and private businesses. Company information includes industry information with up to 24 individual 8-digit SICs, size criteria (employees and annual sales), type of ownership, principal executives and biographies.

D&B's International Million Dollar Database (IMDD) is the answer for those research professionals who require information on over 1,600,000 international companies. Find SIC, total employees, legal status, annual US sales dollar equivalent, and more, plus identify up to four (4) executives on the world's largest entities. Search, lookup, report and download this information with just a few mouse clicks.

Access to the North American database is available on a subscription basis with the company data being updated every 60 days. The database was last updated on January 19, 2003 with 4th quarter 2002 information. Single user, multi-user, LAN, and WAN access configurations are available. If you would like to receive more information about this service, please contact us at 1.800.526.0651 (U.S. Customers) or 1.800.463.6362 (Canadian Customers).

The D&B Million Dollar Database gives you the capability to obtain pertinent business information on companies throughout the United States and Canada (click on D&B Information At-A-Glance for more information). Use our powerful search capabilities to help you:

- *Find specific companies, or search by specific industries.*
- *Size new markets by using multiple selection criteria.*
- *List potential prospects or prospective employers in a targeted market.*
- *Identify key decision-makers so you can contact them directly.*

From the Home page, you can also:

- Log in to MDDI
- Sign up for a free trial
- Access technical and customer support information for both the U.S. and Canada
- Get information about D&B's International Business Locator
- Access D&B's Key Business Ratios
- Access D&B's Web site



## Logging On

- ▶ To log on to Million Dollar Database on the Internet
  - 1 Open your browser and go to <http://www.dnbmdd.com/mddi/>.
  - 2 In the Login box on the Home page, select Domestic or International.
  - 3 Type your user name and password in the appropriate fields, and click Log In.



*If you want your user ID and password saved on this computer, check Remember Me.*

After you have logged in successfully, the Search Options page appears.

## Forget Your Password?

If you have forgotten your password, call:



1.800.234.3867  
or  
1.800.526.0651



1.800.463.6362

Online access to these phone numbers is also provided on the MDDI Home page. Just click “Forgot your password?” in the Login box.



## Search Options Page

After you have successfully logged on to Million Dollar Database, the Search Options page appears. On this page, there are four tabs from which you can select to define the criteria for your search. You can define criteria on any or all of these tabs, in any order you choose and go back and forth between the tabs, as needed.

My Criteria, on the left side of the page, shows the criteria you have defined on each of the Search Options tabs. This information is updated with each selection you make.

## The Search Options Tabs

### Company

Use the Company tab to enter search criteria relating to a business, such as name, location, geographic area, D-U-N-S<sup>®</sup> Number, number of employees, and annual sales.

The screenshot shows the 'Company' tab selected in a search interface. The form is organized into several sections:

- Company Name:** A text input field.
- State:** A dropdown menu with 'Alabama', 'Alaska', and 'Arizona' visible.
- City:** A text input field.
- County:** A text input field.
- Area Code:** A text input field.
- Zip/Postal Code:** A text input field followed by 'within' and another text input field, then 'miles radius'.
- Ticker Symbol:** A text input field.
- URL:** A text input field.
- D&B D-U-N-S Number:** A text input field.
- Employees Here:** Two text input fields with a dropdown menu above them labeled 'Greater than or Equal to' and 'Less than or Equal to'.
- Employees Total:** Two text input fields with a dropdown menu labeled 'AND'.
- Sales:** Two text input fields.

At the bottom, there are sorting options: 'Sort by' followed by two dropdown menus labeled '1' and '2', each with up/down arrows. Below that is 'Records per Page' with a dropdown menu set to '20'.



## Industry

Use the Industry tab to search for a specific industry or industries using a variety of different options. You can search by:

- Standard Industry Classification (SIC) code – Browse the 4-digit SIC code table and select from the list, enter SIC codes individually, or enter SIC code ranges
- SIC keyword description – Browse the keyword descriptions and select from the list, or enter individual keywords
- North American Industry Classification System (NAICS) code – Browse the NAICS code table and select from the list, enter NAICS codes individually, or enter NAICS code ranges
- NAICS keyword description – Browse the keyword descriptions and select from the list, or enter individual keywords
- Line of business – Enter specific line of business titles to search on

The screenshot shows a search interface with four tabs: Company, Industry (selected), Executive, and Other. The Industry tab contains the following search options:

- SIC 4 Digit Code Table:** A 'Browse' button.
- SIC Description Keyword:** A text input field and a 'Browse' button.
- SIC Code Entry:** A text input field.
- SIC Range:** 'From:' and 'To:' text input fields.
- NAICS Code Table:** A 'Browse' button.
- NAICS Description Keyword:** A text input field and a 'Browse' button.
- NAICS Code Entry:** A text input field.
- NAICS Range:** 'From:' and 'To:' text input fields.
- Search Primary SICs and Primary NAICSs Only
- D&B Line of Business Keyword:** A text input field.

At the bottom, there are two 'Sort by' dropdown menus (labeled 1 and 2), each with 'Select Column' and up/down arrows. Below them is a 'Records per Page' dropdown menu set to 20.

## Executive

Use the Executive tab to search for companies by the names of executives, their titles, or any keyword(s) found in an executive biography, i.e., Princeton University.

The screenshot shows the 'Executive' tab selected in a search interface. At the top, there are four tabs: 'Company', 'Industry', 'Executive' (which is highlighted), and 'Other'. Below the tabs, a red search hint reads: "Search hint: comma-delimiter may be used for multiple values." There are three input fields: 'Executive Names:', 'Executive Titles:', and 'Executive Biographies:'. At the bottom of the form, there are two 'Sort by' dropdown menus, each with 'Select Column' and up/down arrows, and a 'Records per Page' dropdown menu set to '20'.

## Other

Use the Other tab to specify whether a company is public or private or a subsidiary, the location type, the import/export status, the bank or accounting firm the company uses, and the date the current management assumed ownership.


The screenshot shows the 'Other' tab selected in the search interface. The tabs at the top are 'Company', 'Industry', 'Executive', and 'Other' (highlighted). The form contains several fields: 'Public/Private:' with a dropdown menu showing 'Public', 'Private', and 'Public Family Member'; 'Location Type:' with a dropdown menu showing 'Headquarters', 'Single Location', and 'Branch Location'; 'Importer/Exporter:' with a dropdown menu 'Choose an Importer/Exporter'; 'Subsidiary Indicator:' with a dropdown menu 'Choose a Subsidiary Indicator'; 'Ownership/Control Date:' with 'From:' and 'To:' input fields; 'Bank:' with an input field; and 'Accountant:' with an input field. At the bottom, there are two 'Sort by' dropdown menus and a 'Records per Page' dropdown menu set to '20'.





## My Criteria



As you define the criteria for your search on the Search Options tabs, your selections will be displayed in My Criteria.

**My Criteria**

Click  to see what criteria you have selected.  
Click the folder name to edit your criteria.

**Click on an open folder to close it** —  [Company](#)  
Country: USA  
State: AZ, CA, NV, NM  
Sales: >=1000000  
Sales: <=5000000

**Click on a closed folder to display your criteria for that category** —  [Industry](#)

**Click on a folder name to go to that tab if you want to change any of your selections** —  [Executive](#)  
 [Other](#)



## Search Results Page

The Search Results page lists the companies that match your search criteria.

Search Results												
My Criteria		Output		Modify Search		New Search		Help ?		Logout		
Sort by ①		Select Column		②		Select Column		Sort		Records per Page 20		
29 Records found							<< Previous		Results 1-20		Next >>	
Jump to		Result #				Go						
Output	Company Name	SIC	Location	Location Status	Sales	Total Emp						
1. <input type="checkbox"/>	<a href="#">ABC Electronics</a>	7373	Sun City, CA	Headquarters	\$2,801,000	5						
2. <input type="checkbox"/>	<a href="#">Western Communications</a>	5999	Tempe, AZ	Single Location	\$1,000,000	15						
3. <input type="checkbox"/>	<a href="#">D&amp;B Comm Inc</a>	5731	Chula Vista, CA	Headquarters	\$2,406,000	23						
4. <input type="checkbox"/>	<a href="#">J&amp;R TechoComm</a>	5999	Huntington Beach, CA	Single Location	\$2,800,000	26						
5. <input type="checkbox"/>	<a href="#">West Cmmnctions Inc</a>	5999	Redwood City, CA	Single Location	\$1,169,000	8						
6. <input type="checkbox"/>	<a href="#">Jeffries Communications</a>	5065	Newport Beach, CA	Headquarters	\$2,400,000	13						
7. <input type="checkbox"/>	<a href="#">Harvard Systems Inc</a>	5734	Newbury Park, CA	Headquarters	\$1,000,000	5						
8. <input type="checkbox"/>	<a href="#">DME Systems International</a>	5065	San Marcos, CA	Headquarters	\$1,400,000	8						
9. <input type="checkbox"/>	<a href="#">West Coast Comm Inc</a>	5999	Santa Monica, CA	Headquarters	\$3,000,000	40						
10. <input type="checkbox"/>	<a href="#">Hanes Electronics Inc</a>	5999	Escondido, CA	Single Location	\$2,500,000	11						

### The Navigation Bar

Use the Navigation bar at the top of the page to access other options.

Click:	To:
MY CRITERIA	Display the search selectors on which your results are based
OUTPUT	Print or export the records of your choice
MODIFY SEARCH	Return to the Search Options page to change your search criteria
NEW SEARCH	Return to the Search Options page to begin a new search
HELP	Access online Help
LOGOFF	Exit Million Dollar Database

### Sort Options

Use the Sort By option to change the order in which the results of your search are listed.



Use the Records per Page option to change the number of records listed on each page.





## Page/Record Navigation

Use the page navigation commands to browse through the results. Click Previous or Next to go from page to page.


[<< Previous](#) **Results 41-60** [Next >>](#)

Use the Jump option to go to a specific record.



## Using Online Help

Million Dollar Database on the Internet features online Help to provide overview and procedural information. A table of contents, similar to the one in this guide, is available, as well as an index that you can search through for keywords and topics. A glossary of terms is also provided for your convenience.

- ▶ To access online Help
  - On the navigation bar, click 

This chapter provides the following information:

- An overview on how to search for companies
- Entering search criteria on the Search Options page tabs
- Guidelines for entering and selecting search criteria
- Viewing and changing your search criteria
- Viewing the results of your company search

## Searching for Companies - Overview

### **1** Enter your search criteria.

#### ● **Select a database**

Your selection of databases will depend upon the database(s) that you have purchased: the U.S., or Canada, or both the U.S. and Canada. If you have purchased the U.S. and Canada, choices for searching the U.S. or Canadian databases individually or both databases at the same time are available.

#### ● **Define your search criteria**

When the Search Options page opens initially, the Company tab appears. You can define criteria on any or all of the tabs, in any order you choose and go back and forth between the tabs, as needed. See *Entering Search Criteria* and *Guidelines for Entering and Selecting Search Criteria* later in this chapter for more detailed information.

As you add criteria, your selections will be displayed in My Criteria in the left pane. You can also click the My Criteria button located at the top and bottom of each tab to view a recap of your selections at any time. See *My Criteria* later in this chapter for more information.



- **Sort the search results**

You can apply sorting rules and also specify the number of records displayed on each page before you submit your search request or after the results of your search are displayed. The sort options are located at the bottom of each tab and also at the top of the Search Results page. See *Sort Options* later in this chapter for more information.

- 2 Submit your search request.**

After you have defined all of your selection criteria, click Submit.

- 3 View the results of your search.**

After you submit your request, the results will be displayed. Use the page navigation options to go to the next or previous page, or the Jump option to go to a specific record.

To view a report for any company listed, click the company name. When the report is displayed, you can view reports for the other companies on the Search Results list by using the Previous/Next page navigation options at the top of the report. See *Your Search Results* later in this chapter for more information.

- 4 Print or export your report.**

Click Output on the Navigation bar. In the Output window, select the print or export option you want. If you want to print a page containing a recap of your search criteria, check the Search Selector Recap option.

If you want a specific range of records, click Range of Records, type the number of the first record of the range in the From field and the last record number in the To field. If you want specific records, click Selected Records, go to the Search Results page and in the Output column, check each record that you want.

In the Output window, click Begin Output after you have defined your criteria, and then follow the appropriate steps below for printing or exporting.

- **Print your report**

In the Print dialog box, change any of the settings required, and then click Print.

- **Export your report**

In the File Download dialog box, select an option (Open or Save) and then click OK.

If you selected Save, in the Save As dialog box, enter the file name and select the directory where you would like to save your report, and click OK.

If you selected Open, the file will be displayed in Microsoft® Excel.

## Entering Search Criteria

On the Search Options page, there are four tabs from which you can select to define the criteria for your search.



When the Search Options page opens initially, the Company tab appears. You can define criteria on any or all of these tabs, in any order you choose and go back and forth between the tabs, as needed.

You can apply sorting rules and also specify the number of records displayed on each page before you submit your search request. The sort options are located at the bottom of each tab. See *Sort Options* later in this chapter for more information.

See *Guidelines for Entering and Selecting Search Criteria* for information about the conventions used when typing criteria in a field, selecting from drop-down lists, or using the Browse option.



*If you press Enter from any field on the Search Options page tabs, you will generate your search immediately and the Search Results page will be displayed. If you do press Enter, simply click the Back button on your browser's toolbar to return to the tab you were on.*

## Company Tab

Use the Company tab to enter any criteria relating to a business.

- In the Zip/Postal Code field, you can enter a value (in miles) to search for all companies within a specific radius of that zip/postal code.

A form field for 'Zip/Postal Code' with the value '90201', followed by the text 'within', a field with the value '75', and the text 'miles radius'.

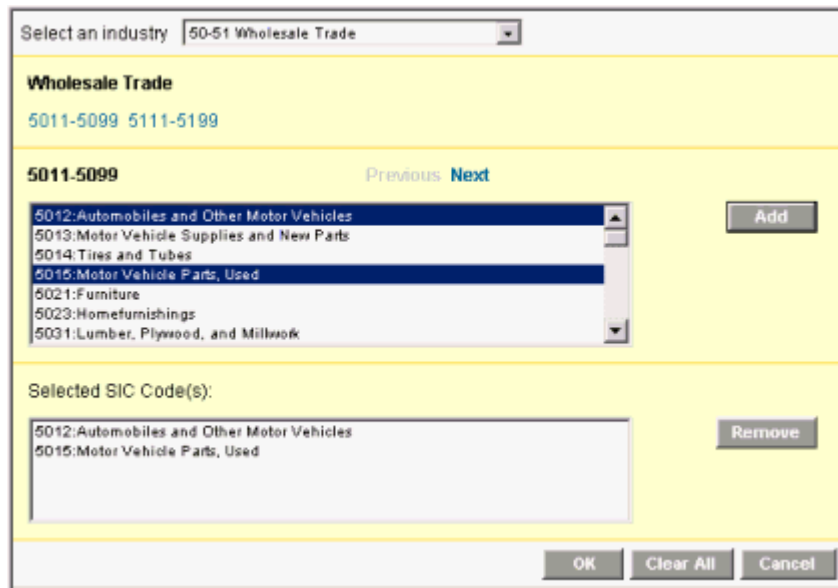
- You can use the AND/OR search operator to refine your search if you enter criteria in the Employees Here or Employees Total fields and the Sales field. For example, if you entered Employees Total between 100 and 500, and Sales between \$1,000,000 and \$5,000,000, and selected AND, all companies with 100 to 500 employees with sales between \$1,000,000 and \$5,000,000 would be listed in your search results. If you selected OR, all companies with 100 to 500 employees or sales of \$1,000,000 and \$5,000,000 would be listed.

A form with three rows: 'Employees Here', 'Employees Total', and 'Sales'. Each row has two input fields. Above the fields are labels 'Greater than or Equal to' and 'Less than or Equal to'. The 'Employees Total' row has a dropdown menu with 'AND' selected.

## Industry Tab

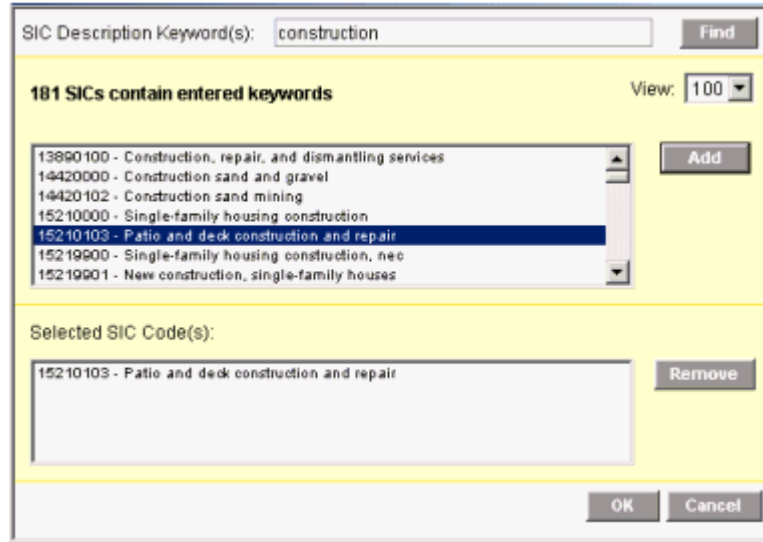
Use the Industry tab to search for a specific industry or industries by Standard Industry Classification (SIC) or North American Industry Classification System (NAICS) codes or keywords, or by a line of business.

- ▶ To browse the SIC or NAICS code table lists
  - 1 Click Browse to open the Code Table dialog box.



- 2 Select an industry from the drop-down list at the top of the dialog box.  
The codes matching your selection will be displayed in the Add list.
- 3 Select the ones you want from that list so that they will be entered in the Selected Codes list below, and then click OK.  
Your selections will appear in the SIC or NAICS Code Entry field and also under the Industry folder in My Criteria.

- ▶ To browse the SIC or NAICS keyword lists
  - 1 Click Browse to open the Keyword dialog box.



SIC Description Keyword(s):

181 SICs contain entered keywords View: 100

13890100 - Construction, repair, and dismantling services	<input type="button" value="Add"/>
14420000 - Construction sand and gravel	
14420102 - Construction sand mining	
15210000 - Single-family housing construction	
15210103 - Patio and deck construction and repair	
15219900 - Single-family housing construction, nec	
15219901 - New construction, single-family houses	

Selected SIC Code(s):

15210103 - Patio and deck construction and repair	<input type="button" value="Remove"/>
---	---------------------------------------

- 2 Enter one or more keywords (separated by a comma) at the top of the dialog box, and click Find.

The codes matching your keyword(s) will be displayed in the Add list.

- 3 Select the ones you want from that list so that they will be entered in the Selected Codes list below, and then click OK.

Your selections will appear in the SIC or NAICS Code Entry field and also under the Industry folder in My Criteria.

- ▶ To enter SIC or NAICS keywords
  - In the Description Keyword field, type one or more keywords (separated by a comma).
- ▶ To enter SIC or NAICS codes
  - In the Code Entry field, type one or more codes (separated by a comma).
- ▶ To enter a consecutive range of SIC or NAICS codes
  - In the Range From and To fields, type the first code and last code in the range.
- ▶ To enter D&B Line of Business keywords
  - Type one or more keywords (separated by a comma).



*When you enter a SIC or NAICS keyword, code, code range, or D&B line of business keyword, your entry will not appear under the Industry folder in My Criteria until after you have pressed Tab, entered another field on the Industry tab, or selected another tab on the Search Options page.*



## Executive Tab

Use the Executive tab to search for companies by the names of executives, their titles, or any keyword found in an executive's biography. For example, if you entered "Princeton University" in the Executive Biographies field, all companies with an executive having Princeton University in their biography would be listed in your search results.

## Other Tab

Use the Other tab to define miscellaneous information about a business.

- Specify whether a company is:
  - Public, private or a subsidiary
  - A headquarters, single, or branch location
  - An importer, exporter, neither, or both
  - Is or is not a subsidiary
- Enter a specific date or range of dates in which the current management assumed ownership, or majority stock ownership, of a business.
- Enter the names of banks or accounting firms used by a business.

## Guidelines for Entering and Selecting Search Criteria

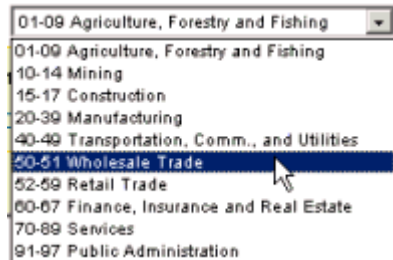
### Text/Numeric Entry Fields

For fields that require a text or numeric entry, use the following guidelines:

- Separate multiple entries with a comma.  
e.g., AB Company, DB Company, RT Company
- Do not use commas in numeric entries.  
e.g., 1000000 not 1,000,000
- Use an asterisk ( \* ) for a wildcard search.  
e.g. A\* Company to find Atlantic Company, Atlas Company, Arctic Company
- You do not have to enter "http" or "www" when typing a URL entry.

## Browse Fields

- ▶ To use the Browse option
  - 1 Click Browse to open the dialog box.
  - 2 Do one of the following if you are required to make a selection or enter a keyword:
    - If a drop-down list appears at the top of the dialog box, select the item you want from the list.



- If you are required to enter text, type in one or more keywords (separated by a comma), and click find.

SIC Description Keyword(s):

Your selections will be displayed in the Add list box.

- 3 If you are using the SIC Code Browse, more than one range of codes may be available in the list. To access the other ranges, click on the range displayed directly below the industry label, or use the Next and Previous links to navigate forward and backward from range to range.



- 4 To select the item(s) you want from the Add list, do one of the following, and then click Add:
  - To select non-consecutive items, click on the first item, press and hold Ctrl, and then click on each of the other items.
  - To select consecutive items, click on the first item, press and hold Shift, and then click on the last item.

The selected items will appear in the list box below.



Selected SIC Code(s):

5012:Automobiles and Other Motor Vehicles  
5015:Motor Vehicle Parts, Used

Remove

- 5 If you want to delete any of your current selections, click on the item(s) you no longer want, and then click Remove. Use the same conventions for selecting consecutive or non-consecutive items as explained previously.
- 6 Click OK after you have made all your selections.

## Selecting Items from a Drop-Down List



*If you do not select any item(s) from a drop-down list, the database will be searched for all items on the list. For example, if you do not select any states from the State list, the database will search all states.*



State:

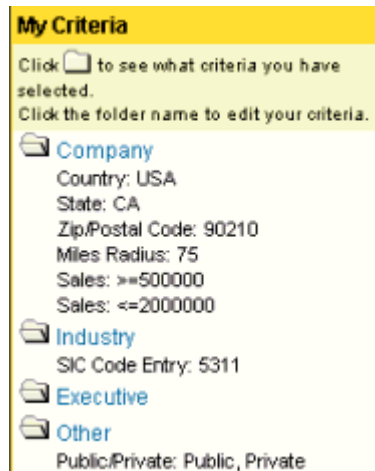
Alabama  
Alaska  
Arizona



- To select non-consecutive items from a list, click on the first item, press and hold Ctrl, and then click on each of the other items to select them.
- To select consecutive items from a list, click on the first item, press and hold Shift, and then click on the last item.

## Viewing Selected Search Criteria

As you define the criteria for your search, your current selections will be displayed in My Criteria. You can also view your search criteria in the Search Selector Recap window.

### My Criteria



- Click  to close a folder.
- Click  to open a folder.
- Click a tab name to display that tab.

[Company](#)

### Search Selector Recap

You can also view your current search criteria in the Search Selector Recap window which is accessed from the Search Results page or the Company Report page. See *Your Search Results* later in this chapter.

- ▶ To access the Search Selector Recap
  - From the Search Results page or the Company Report page, click My Criteria on the navigation bar.





## Changing Your Search Criteria

- ▶ To change your search criteria before you submit your request
  - From the Search Options page, click Reset to clear all tabs of any criteria you have entered.
  - From the Search Options page, click on any tab and make the changes you want.
  - From the Search Options page, click the My Criteria button to open the Search Selector Recap window. Click the appropriate folder name to go to that tab, and make the changes you want.
  - From the My Criteria frame, click the appropriate folder name to go to that tab, and make the changes you want.
  
- ▶ To change your search criteria after you've submitted your request
  - From the Search Results page or the Company Report page, click New Search on the navigation bar to return to the Search Options page. All the criteria you entered for your last search will be deleted. Enter your new search criteria.
  - From the Search Results page or the Company Report page, click Modify Search on the navigation bar to return to the Search Options page. Click on any tab and make the changes to the criteria you submitted previously. After you have made all the changes, click Submit to generate a new search.
  - From the Search Results page or the Company Report page, click My Criteria on the navigation bar to open the Search Selector Recap window. Click on the folder name where you want to make changes. You'll be returned to that tab. Make the changes to the criteria you submitted previously (and to the criteria on any of the other tabs). After you have made all the changes, click Submit to generate a new search.



## Your Search Results

The Search Results page lists the companies that match your search criteria. From here, you can:

- Click an option on the navigation bar to modify this search, view the search criteria upon which this search is based, print or export information, generate a new search, get online help, or log off.
- Use the sort options to change the order in which companies are listed.
- Browse through the records.
- Check specific records that you want to output.
- Click the name of any company listed to view the Company Report.

**Navigation bar**

**Sort/Display options**

**Browse records**

**Check to output specific records**

**Click company name to view Company Report**

Output	Company Name	SIC	Location	Location Status	Sales	Total Emp
1. <input checked="" type="checkbox"/>	Napa Discount Chain	5311	Long Beach, CA	Headquarters	\$1,000,000	17
2. <input type="checkbox"/>	ABC Discount Club	5311	Los Angeles, CA	Headquarters	\$1,000,000	12
3. <input type="checkbox"/>	Blue Dolphin Corp	5311	Los Angeles, CA	Single Location	\$1,000,000	10
4. <input checked="" type="checkbox"/>	J&B Dollar Stores	5311	Woodland Hills, CA	Single Location	\$1,000,000	17
5. <input checked="" type="checkbox"/>	Carter Discount Stores	5311	Santa Ana, CA	Single Location	\$1,700,000	25
6. <input type="checkbox"/>	Johnson-Parker Inc	5311	Corona, CA	Single Location	\$1,000,000	6
7. <input type="checkbox"/>	Becker Products Inc	5311	Sherman Oaks, CA	Single Location	\$2,000,000	30

## Navigation Bar

Click:	To:
NEW SEARCH	Return to the Search Options page to begin a new search
MODIFY SEARCH	Return to the Search Options page to change your search criteria
MY CRITERIA	Open the Search Selectors Recap window where you can view/modify the search criteria on which your results are based
OUTPUT	Open the Output window where you can choose from different printing and exporting options and choose to output all or selected records
HELP	Access online Help
LOGOFF	Exit Million Dollar Database

## Sort Options

You can apply sorting rules and also specify the number of records displayed on each page. You can apply sorting and display rules before or after you submit your search request. The sort options are at the bottom of each tab on the Search Options page if you want to apply sorting before you submit your search. They are also located at the top of the Search Results page.





### Sorting Your Search Results

Use the sort option to change the order in which the results are listed.

You can sort on:

- Company Name
- State
- Primary SIC
- Sales
- Total Employees
- Location Status

#### ▶ To sort your search results

- Select the category you want to sort on first from the Sort 1 drop-down list, and then click  to sort the information in ascending order, or  to sort in descending order. If you want to sort on a secondary category (e.g., sort by state first and then sales within each state), repeat this process for Sort 2, and then click Sort.



### Changing the Number of Records on a Page

Use the Records per Page option to change the number of records listed on each page. By default, 20 records will be listed on each page.

#### ▶ To change the number of records per page

- Select the number you want from the Records per Page drop-down list.

## Page/Record Navigation

### Page Navigation

Use the page navigation commands to browse through the results.

[<< Previous](#) **Results 41-60** [Next >>](#)

- Click Previous or Next to go forward and backward from page to page.

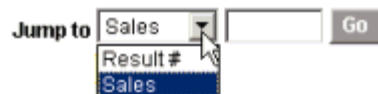
### Jump Option

Use the Jump option to go to a specific record.

- Type the number of the record (shown in the Output column on the Search Results page), and click Go. (Result # is the default selection.)

If you've applied sorting to the results, you can also jump to a specific record based on the category used for the primary (Sort 1) sort. For example, if you've sorted the results initially by Sales, you can jump to companies with sales beginning at \$1,000,000.

- Select the category from the drop-down list. Type a value in the text box, and click Go.



# Exporting and Printing a Company Report

# 4

This chapter provides the following information:

- The Company Report
- How to print and export a report

## Company Report

From the Search Results page, you can click on the name of any company listed to view a report containing all the information available for that company. Here is a sample Company Report for J&B Dollar Stores.

<< Previous Record 4 of 7 Next >>		
J&B Dollar Stores		
Marked for Output	<input type="checkbox"/>	
D&B D-U-N-S Number	99-999-9999	
Company Name(s)	J&B Dollar Stores Inc	
Trade Styles	J&B Dollar Stores, J&B Discount, J&B Great Buys	
Street Address	22224 Ocean Blvd	
City	Woodland Hills	
State / Province	CA	
ZIP Code	90806	
County	LOS ANGELES	
Phone Number	(555)555-5555	
Sales	\$1,000,000	US (ACTUAL)
Employees Here	3	
Employees Total	17	
Location Type	Headquarters	
Line Of Business	RET DISCOUNT STORE	
Primary SICs	53119901	Department stores, discount
Primary NAICS	452112	Discount Department Stores
Ownership / Control Date	1996	
Metropolitan Area	LA-Woodland Hills,CA	
State of Incorporation	CA	
Import/Export	Not Available	
Public/Private	Private	
Ticker Symbol		
Bank	First National Bank	
Accountant	Harper & Mann	
CEO	<input type="checkbox"/> Harold Barlett	President
Other Officers	James O'Connell and Donna Mulroy	

The record number is shown at the top of the report. You can use the Previous/Next commands to browse through the other companies listed on the Search Results page.

If you want to print the report that is display on your screen, use your browser's print option. If you want to print or export this company report using the Output option, check Marked for Output.

Click to browse through reports for other companies listed on the Search Results page

<< Previous Record 4 of 7 Next >>  
J&B Dollar Stores  
Marked for Output  Check to mark this company for export or print  
D&B D-U-N-S Number 99-999-9999  
Company Name(s) J&B Dollar Stores Inc

## Outputting Company Reports

- ▶ To output company reports
  - From the Search Options page or the Company Report page, click Output on the navigation bar to open the Output window.

**Output**  
From this screen, you can print company records from your search or export records from your search to a diskette.

**Select print options:**

- Contact Format - Company Name/Address/Phone Number/Exec Names/Exec Titles
- Basic Format - Contact Format Plus Industry, Metropolitan Area, County
- Company Format - Basic Format Plus Company Size Information
- Full Report Format - All Available Information
- Include My Criteria with format selection above

**Select export options:**

- Name / Address with only the CEO
- Name / Address Data with all available Executives
- Name / Address Data with Executives tagged on the Company View
- Company Record (Minus Executive Bio-s and Secondary SIC-s)

**Select which records you want to include (Max 5):**

- Range of Records From  To
- Selected Records

Begin Output Close

In the Output window, you can choose a consecutive range of records or specific records. The record number can be found on the Search Results page and also at the top of a Company Report.



*If you want to output specific records, you must mark them for output. You can do this by checking the Output box to the immediate left of a company name on the Search Results page, or checking Mark for Output at the top of a Company Report.*

## Printing a Report

### ► To print a report

- 1 In the Output window, select the report format you want. You can select from the following formats:
  - Contact – includes the company name and address, executive names and titles, and names of other officers
  - Basic – includes the company name, address, county, metropolitan area, phone number, D-U-N-S Number, tradestyle, line of business, primary and secondary SICs/NAICs, executive names and titles, and names of other officers
  - Company – includes annual sales in U.S. dollars, ownership/control date, number of employees, and subsidiary status, in addition to all the information contained in the Basic format
  - Full – includes all the information available on a company
- 2 If you want to include your search criteria in the report, check “Include My Criteria.”
- 3 The maximum number of records that you can output at one time will be noted in the Output window. To specify which records you want in the report, do one of the following:

- If you want a specific range of records, click Range of Records, type the number of the first record of the range in the From field and the last record number in the To field.
  - If you want specific records, be sure that you have marked the records for output on either the Search Results page or the Company Report page. Click Selected Records.
- 4 Click Begin Output.  
The report will be displayed in a separate browser window.
  - 5 In the Print dialog box, change any of the settings required, and then click Print.



*You can also print the report using the Print option on the File menu in your browser window.*

## Exporting a Report

► To export a report

- 1 In the Output window, select the export option you want. You can select from the following options to generate a file containing:
  - Name/Address with CEO Only – the mailing address and CEO name information.
  - Name/Address Data with All Available Executives – the mailing address and executive name information. For each available executive name, a separate record will be produced.
  - Name/Address Data with Executives Tagged on the Company View – the mailing address and executive name information. For each executive name checked, a separate record will be produced.



*You must check the specific executives you want to include in the file on the Company Report.*

- Company Record (Minus Executive Bios and Secondary SICs) – all company information with the exception of the executive biographies, secondary SICs, and executive names beyond the first 10.
- 2 The maximum number of records that you can output at one time will be noted in the Output window. To specify which records you want to export, do one of the following:
    - If you want a specific range of records, click Range of Records, type the number of the first record of the range in the From field and the last record number in the To field.



- If you want specific records, be sure that you have marked the records for output on either the Search Results page or the Company Report page. Click Selected Records.

**3** Click Begin Output.

**4** In the File Download dialog box, select an option (Open or Save) and then click OK.

If you selected Save, in the Save As dialog box, enter the file name and select the directory where you would like to save your report, and click OK.

If you selected Open, the file will be displayed in Microsoft<sup>®</sup> Excel.

# Glossary

## A

ACCOUNTANT	The accounting firm for a business.
AFFILIATE COMPANY	A company in which another company holds an interest of less than 50%.
BRANCH	A secondary location of a business that reports to the headquarters. A branch is required to operate under the same name as its headquarters.
BUSINESS ORGANIZATION	Various types of business organizations exist including corporations, partnerships and proprietorships. Corporations may be public or private company. Each type may have subsidiaries, divisions, branch locations, headquarter locations, etc.
COMPANY NAME	For corporations, denotes the legal corporate name. For non-incorporated businesses, denotes the company's buying name (the name under which the majority of purchases are made).
CONTROL DATE	The date that current management assumed ownership, or majority stock ownership, of a business.
CORPORATION	A form of business organization in which the business is granted a state or national charter as a separate legal entity.
D-U-N-S® NUMBER	A nine-digit, non-indicative identification number assigned by D&B to all business establishments in the D&B information database. The D-U-N-S Number is used by industries and organizations around the world as a global standard for business identification and tracking.
DATABASE	A collection of data that is organized so that its contents can be easily accessed, managed, and updated.
DIVISION	A separate operating unit of a corporation which will have the exact name as its headquarters. The tradestyle will be unique. A division may have its officers, but it does not have stock and is not incorporated. A division is different than a branch in that the division is operated like a separate and unique entity (it may have divisional officers; however, it is not legally a separate entity).
DOMESTIC ULTIMATE D-U-N-S NUMBER	D-U-N-S Number belonging to the highest level family member within a specific country.
EMPLOYEES HERE	Total number of persons employed by a business at a specific location.



EMPLOYEES TOTAL	Total number of persons employed by a business, including those at branches, divisions, and/or subsidiaries located elsewhere.
EXECUTIVE	The listed principal of a business, along with their respective title.
EXECUTIVE BIOGRAPHY	The biographical profile of an officer and/or key decision-maker in a business.
GLOBAL ULTIMATE D-U-N-S NUMBER	D-U-N-S Number belonging to the top-most responsible entity within the global family tree. The global ultimate may have branches and/or subsidiaries reporting directly or indirectly to it.
HEADQUARTERS	Business location that has branches or divisions reporting to it, and is legally responsible for those branches or divisions. If the headquarters is more than 50% owned by another corporation, it will also be a subsidiary. If it owns more than 50% of another corporation, it is also a parent.
HQ/PARENT D-U-N-S NUMBER	D-U-N-S Number belonging to a business' immediate headquarters or parent.
LOCATION TYPE	Indicates that the business is a headquarters or single-entity. Headquarters represents the administrative and financial center to which all branches of an enterprise report. A single-entity is a business establishment with no branches reporting to that establishment. A single-entity may still be a subsidiary.
NAICS CODE	(North American Industry Classification System). A six-digit code designed in 1997 to replace SIC codes. It provides not only for newer industries, but also reorganizes the categories on a production/process-oriented basis.
OWNERSHIP	The date that current management assumed ownership, or majority stock ownership, of a business.
PARENT COMPANY	A business establishment that owns more than 50% of another company's stock. The parent company may also be a subsidiary of another corporation. If the parent also has branches/divisions, then it is also a headquarters. Parents can have both direct and indirect subsidiaries, indirect subsidiaries being those that have another company in between the subsidiary and the parent.
PARTNERSHIP	A form of business organization in which two or more persons or entities carry on a business as co-owners for profit.
PRIMARY SIC CODE	Represents a company's activity with the largest percentage of sales revenue.
PRIVATELY-HELD COMPANY	Business in which most or all of the company's stock is owned by a small number of stockholders. The stock is not available for sale to the general public.
PROPRIETORSHIP	A form of business organization in which an individual owns the entire enterprise.



PUBLICLY-HELD COMPANY	A business whose stock is traded on one of the stock exchanges.
SEC FILING	Public companies are required to file full financial information (balance sheet, income statement and cash flow statement), identification of officers and their compensation, and explanation of the key events impacting business performance to the Securities and Exchange Commission (SEC).
SECONDARY SIC CODE	A business' secondary SIC codes indicate the type of business from which it derives the next largest percentage of its total sales volume following the primary SIC code. Typically, any additional SIC code represents at least ten percent of a business' total sales volume. Up to 20 secondary SIC Codes can be listed for each business.
SIC CODE	(Standard Industrial Classification) A numbering system that the U.S. government has developed. A SIC code is a four-digit number that classifies business establishments by defining the industries in which they do business.
SINGLE LOCATION	The only location of a business.
SUBSIDIARY	A corporation that is controlled by another corporation through ownership of greater than 50% of its voting stock. A subsidiary may have a different name than the controlling corporation.
TICKER SYMBOL	Letters used to identify a business, i.e., DNB for D&B.
TRADESTYLE	Denotes an alternative name under which a business operates.

# Index

## A

about D&B 1-1

## B

browse option 3-7

browsing

report pages 4-2

SIC/NAICS codes 3-4

SIC/NAICS keywords 3-5

## C

Canadian customer support 1-2

Canadian database 3-1

changing

number of records per page 3-12

pages 3-13

report pages 4-2

search criteria 3-10

company

searching for 3-1

company report 4-1

Company Report page

changing search criteria 3-10

company search

results 3-11

Company tab 3-3

contacting customer support 1-2

control date 3-6

corporate family linkage 1-2

customer support

contacting 1-2

## D

D&B database 1-1

D&B D-U-N-S Number 1-2

D&B line of business 3-5

database 1-1

selecting 3-1

D-U-N-S Number 1-2

## E

editing

search criteria 3-10

entering

search criteria 3-1, 3-3

text/numeric search criteria 3-6

Excel report 4-4

Executive tab 3-6

exporter 3-6

exporting

report 3-2, 4-4

## F

forgotten password 2-3

## G

global database 1-1

glossary A-1

## H

Help

using 2-9

## I

importer 3-6

Industry tab 3-4

browsing SIC/NAICS codes 3-4

browsing SIC/NAICS keywords 3-5

## J

jump to page option 3-13

## L

line of business

entering 3-5

location type 3-6

logging on 2-3

**M**

modifying  
    search criteria 3-10  
My Criteria 3-9

**N**

NAICS codes  
    browsing 3-4  
NAICS keywords  
    browsing 3-5  
navigating  
    pages 3-13  
navigation bar 3-11  
numeric search criteria  
    entering 3-6

**O**

online Help  
    using 2-9  
Other tab 3-6  
Output window 4-2  
outputting  
    report 4-2  
ownership date 3-6

**P**

page  
    browsing 3-13  
    jump option 3-13  
    navigation 3-13  
password  
    forgotten 2-3  
printing  
    report 3-2, 4-3  
private company 3-6  
public company 3-6

**R**

record number 4-3  
records  
    changing number per page 3-12  
report  
    company 4-1  
    exporting 3-2, 4-4  
    formats 4-3  
    outputting 4-2  
    printing 3-2, 4-3

**results**

of a company search 3-11  
sorting 3-12

**S**

search criteria  
    changing 3-10  
    entering 3-1, 3-3  
    text/numeric 3-6  
    viewing 3-9  
Search Options page 3-3  
    changing search criteria 3-10  
    Company tab 3-3  
    Executive tab 3-6  
    Industry tab 3-4  
    Other tab 3-6  
search results  
    sorting 3-2, 3-12  
    viewing 3-2  
Search Results page 3-11  
    changing search criteria 3-10  
    navigation bar 3-11  
    sort options 3-12  
Search Selector Recap window 3-9  
searching  
    by line of business 3-5  
    for companies 3-1  
    for company in radius of zip code 3-3  
    using browse option 3-7  
selecting  
    database 3-1  
    items from drop-down list 3-8  
SIC codes  
    browsing 3-4  
sorting  
    search results 3-2, 3-12  
submitting  
    search request 3-2  
subsidiary 3-6  
system requirements 2-1

**T**

tab  
    Company 3-3  
    Executive 3-6  
    Industry 3-4  
    Other 3-6  
text search criteria  
    entering 3-6



## U

- U.S. customer support 1-2
- U.S. database 3-1
- using
  - online Help 2-9

## V

- viewing
  - search criteria 3-9
  - search results 3-2

## Z

- zip code radius search 3-3



Decide with Confidence

# D&B Sales & Marketing Solutions

[www.dnb.com](http://www.dnb.com)

103 JFK Parkway  
Short Hills, New Jersey 07078  
1.973.921.5500

© 2003 D&B

MDDI-0303