

**Brief Announcement:**

On Monday, March 6, the former OneSource platform was rebranded as D&B Hoovers. The new D&B Hoovers solution continues to provide all the functionality in the same intuitive, user-friendly interface you are familiar with, INCLUDING access to the Dun & Bradstreet dataset. The initial release appends D&B D-U-N-S® Numbers to existing company records while adding 3,000,000+ new global company records. But this is just the beginning: During the next several months, you will receive additional data, resulting in access to more than 100 million global company records. For more information, please visit the D&B Hoovers Support Portal.

Email Text:

As you may be aware, on January 10, 2017, Dun & Bradstreet acquired Avention. Because you are a valued user of the OneSource platform, I want to share exciting news about the solution.

On Monday, March 6, the OneSource platform was rebranded as D&B Hoovers. The solution delivers the same robust functionality in an intuitive, user-friendly interface that you have come to expect. This also marks the beginning of our journey to provide you with access to the world's largest commercial database.

Enhancements within the new D&B Hoovers solution include:

- **D&B D-U-N-S® Number Integration:** Using this unique nine-digit identifier enables you to access accurate and timely information on global organizations.
- **Expanded Corporate Linkages:** Through access to the D&B® database, you will receive more linked information to help identify opportunities in all your business relationships.
- **Additional 3,000,000+ Global Corporate Records:** Increased access to richer data delivers the insights you need to drive real business results. During the next several months, you will continue to receive additional data, resulting in access to more than 100 million global company records.

For more information, please visit the D&B Hoovers Support Portal, or contact Evan Eichorn, your D&B Account Manager at 978-318-4318 or evan.eichorn@avention.com.

Sincerely,
Dun & Bradstreet

FAQs

Product, Data Services, & Content

Q: What is D&B Hoovers?

A: D&B Hoovers is the new name for the former Avention OneSource platform. The user interface is unchanged, and the product's core functionality remains, including: Triggers, Business Signals, Conceptual Search, and SmartLists. In addition to new branding, key changes are data-related:

- All records have been matched to Dun & Bradstreet data, with the integration of D-U-N-S Numbers
- Searches can be conducted using D-U-N-S Numbers
- With access to the Dun & Bradstreet database, Corporate Linkages have been enhanced
- Corporate hierarchies are based on Dun & Bradstreet protocol and structure
- An additional 3,000,000 global corporate records have been added with the intended goal of adding over 100+ million global companies and 80+ million global contacts over time

Q: Other than providing D&B Hoovers and D&B Business Browser customers with access to the D&B database and additional corporate records, are there any other content changes?

A: Yes – D&B data will replace Avention data in the following fields:

• DUNS Number – new field added	• Linkage/Family Tree
• Company Name	• Country
• Address	• MSA
• Phone	• Year established/incorporation date
• Employees	• Import/Export Agent indicator
• Revenue	• Square footage (estimated)
• Primary and other SIC	• Bank Name
• URL/Domain	• Latitude
	• Longitude

Q: What are Dun & Bradstreet's data sources?

A: The main sources of data for D&B Hoovers and D&B Business Browser are the D&B WorldBase file for company records and GCA for contact records. These are the largest sources of commercial data available on the market. Similar to Avention, D&B has a defined process for maintaining the accuracy and relevancy of these files.

D&B also aggregates data from a variety of additional sources to ensure the quality of the information. News from over 15,000 unique sources is delivered continuously and is provided by Acquire Media, MoverOver Technologies, and Gale-Cengage.

Training and Support

Q: Will customers still be able to access the existing Support Portals?

A: Yes – for the foreseeable future, D&B Hoovers customers will access user guides and training information through the in-product support portals.

Q: Will Dun & Bradstreet continue to offer training to customers?

A: Yes – the current training schedule will remain in place through the end of March (Q1). Beginning in April (Q2) training will transition over to the D&B Customer Training group.

Q: What Product Support options are available to existing customers?

A: Customers can continue to use the following resources for the foreseeable future:

- **“Live Chat”**
- **Email:** support@avention.com
- **US:** 1-800-433-0287
- **UK:** 0800 389 4265
- **Europe:** +44 (0)207 382 8840
- **Asia Pacific:** +91 124 4934709

Avention Website

Q: What is happening to Avention’s website?

A: Avention’s website is no longer active as of March 6th. Anyone attempting to access www.avention.com will be redirected to the Dun & Bradstreet website (www.dnb.com). Relevant product content related to the (former) OneSource platform is available on the [Dun & Bradstreet website](#).