

Converting Data.com Data to InsideView

If you are migrating from Data.com to InsideView, you may be wondering how we handle some specific data needs. This addresses the most common ones we're asked about.

Your Data Need	How We Handle
Family tree hierarchy	InsideView has helped many Salesforce customers automate the maintenance of account hierarchies within Salesforce using InsideView Unique Company Identifiers and Salesforce Flows and Process Builder. Our sales engineering team can walk you through this configuration.
Duplicates	InsideView tags duplicates when we clean your data, so you can choose how to resolve them.
Subsidiary location	<p>We automatically match to the most likely company in our database. If enough information is provided and we have the subsidiary in our database, that's what we'll deliver. If not, we will deliver the next most likely company, which is often the parent or ultimate parent.</p> <p>Our Professional Services team can also help with matching subsidiaries. If you want us to return an exact location, we will try to match on location, usually done at a city level. Or we can match based on the ultimate parent. The choice is yours.</p>
Branch locations	<p>Currently, we help customers who need branch locations through our Professional Services. There are two scenarios we can help with:</p> <ol style="list-style-type: none">1. Account prioritization/territory planning (i.e. aggregate the # of branches for a defined list of companies)2. Family tree build out for a defined set of companies (i.e. you select top 100 accounts) <p>Additional data and product integrations are being considered for 2019.</p>
Very small businesses	InsideView focuses on companies we believe to have purchasing power, which we define as having five or more employees. If you need smaller companies, InsideView is likely not a good fit for you.
Credit scores and additional financial data	<p>InsideView does not provide credit scores or other financial risk data "out-of-the-box." There are two possible solutions.</p> <ol style="list-style-type: none">1. Your finance and operations teams may want to purchase credit and financial risk data directly from D&B (which is where Data.com gets this data today), while your sales and marketing organizations would benefit from switching to InsideView. InsideView data is developed specifically to accelerate sales and marketing success. It is more accurate in benchmark tests month after month, less cluttered, and more relevant for sellers and marketers. Learn more about how InsideView and D&B data compare.2. Alternatively, we could bring our partner, Equifax, into the discussion to determine if their data would be a fit. They are a D&B competitor that also provides credit risk data.
DUNS numbers	<p>DUNS numbers are simply unique identifiers assigned to companies by D&B, the source of company data in Data.com. At InsideView, we append our Unique Company Identifiers to every record we clean or provide. These work just as well for master data management.</p> <p>If you use DUNS numbers for credit checks, you can still get them in one of two ways: 1) Ask your prospect or customer for their number or 2) get a few licenses of D&B for your finance and operations team. For your sales and marketing teams, however, it's important to choose the best data solution for their needs. And we believe that's not D&B.</p> <p>D&B's database includes tens of thousands of companies you would never want to do business with, because it's built for credit risk analysis. They want to know about every entity that ever existed. Even shell companies with no employees. InsideView's database has always been built specifically for sales and marketing. It's more accurate, uncluttered, and is the only sales intelligence solution that combines data, insights, and connections, so sellers and marketers can know who to target, why and when to reach out, and how to connect.</p>