

D&B - Dun's Market Identifiers® ONTAP® D&B - Dun's Market Identifiers® (File 276)

FILE DESCRIPTION

D&B - Dun's Market Identifiers® (DMI), a directory file produced by D&B, Inc., contains basic company data, executive names and titles, corporate linkages, DUNS® Numbers, organization status, and more on over 28 million U.S. business locations, including public, private, and government organizations.

NAICs codes (NC=), and Primary SIC codes (S2= or SC=) are available to aid in identifying companies by product.

For many companies pre-formatted reports are available through use of the REPORT command in classic Dialog and via e-links in web-based Dialog. Refer to the Tips section for more details.

The DMI file is extracted from D&B's global database of millions of businesses. Data is collected and maintained by a large staff of business analysts through daily in-person and telephone interviews; county, state, and federal government sources; third party sources; business trade tape exchange programs; and large-volume mailings.

SUBJECT COVERAGE

DMI, File 516, covers U.S. business establishment locations of all sizes (from single employee level to thousands) and types, including public and private companies, government agencies and contractors, schools, and universities. Commercial, industrial, and services industries are indexed with over 18,000 "2+2" Standard Industrial Classification (SIC) codes, exclusive to D&B. NAICs codes are also included in File 516 and are indexed with the NC= prefix. File 276, available for **ONline Training And Practice**, includes approximately 15,800 selected DMI records.

TIPS

USE FILE 516

for basic company directory information as well as names and positions of executives.

USE /CO OR CO=

to find companies of interest.

USE SF=

to find particular types of companies/businesses (EXPAND SF= to get a list of entries).

USE REPORT

to arrange output in easy-to-read tabular format.

ORDER SPECIAL REPORTS

In web-based products follow the Dialog e-Link to D&B Reports.

In classic Dialog use these commands

```
REPORT S1/BBR/1-5
REPORT S1/BIR/1-2
REPORT S1/CR/5
REPORT S5/CSR/12
REPORT S2/PAR/1
REPORT S1/SER/4
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DIALOG FILE DATA

Inclusive Dates: Current (File 516)
Selected records (File 276)
Update Frequency: Closed (File 276)
Monthly (File 516)

File Size:

28,726,192 records as of November 2011 (File 516)
Approximately 15,800 selected records (File 276)

CONTACT

D&B - Dun's Market Identifiers file is produced by D&B, Inc. Questions concerning file content should be directed to:

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SAMPLE RECORD

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SAMPLE RECORD - NOT ACTUAL DATA
0046770

/CO, CO= Bosworth Products, Inc.
Bosworth Consumer Products Div
A1= 5900 Axion Ave
CY=, ST=, ZP= Dallas, TX 75252-5947

MAILING ADDRESS:
Rural Route 3
Marshall, TX 75670

TE= TELEPHONE: 214-565-8872
CX=, MC=, MN= COUNTY: Dallas MSA: 1920 (Dallas, TX)
RG= REGION: Southwest

/DE BUSINESS: Mfg Pharmaceuticals Cosmetics & Toiletries

NC= NAICS Codes: 325412 (Pharmaceutical Preparation Manufacturing)
PRIMARY SIC:

S2=, P2=, /DE 2834 Pharmaceutical preparations
SC=, PC= 28349908 Proprietary drug products

SECONDARY SIC(S):
S2=, /DE 2844 Toilet preparations
SC= 28449905 Toilet preparations
28440500 Cosmetics
2819 Industrial inorganic chemicals, nec
28190300 Aluminum compounds and salts
2869 Industrial organic chemicals, nec
28690000 Industrial organic chemicals, nec, nsk
28699920 Glycerin

OY= LATEST YEAR ORGANIZED: 1953
IN=, YR= STATE OF INCORPORATION: TX DATE OF INCORPORATION: 12/15/1967
SD= ANNUAL SALES REVISION DATE: 01/04/2003

	LATEST YEAR	TREND YEAR (1992)	BASE YEAR (1990)
SA=, TR=, BS=	SALES \$ 105,405,000	\$ 108,151,000	\$ 68,660,000
EM=, TM=, BE=	EMPLOYEES TOTAL: 399	372	368
EH=	EMPLOYEES HERE: 313		

SG=, NW= SALES GROWTH: 58 % NET WORTH: \$ 35,926,000
EG= EMPLOYMENT GROWTH: 1 %
SQ=, SF= SQUARE FOOTAGE: 100,300 OWNED
TT= SALES TERRITORY: U.S. NUMBER OF ACCOUNTS: 15,000
AF=, TT= ACCOUNTING FIRM: Arthur Andersen & Co Dallas

THIS IS:

- SF=** A MANUFACTURING LOCATION
- A HEADQUARTERS LOCATION
- AN ULTIMATE LOCATION
- A CORPORATION
- A PUBLIC COMPANY

SAMPLE RECORD (cont'd)

DN=	DUNS NUMBER:	00-222-6031
DC=	CORPORATE FAMILY DUNS:	00-222-6031
PO=	CHAIRMAN:	Smith, Darrell /Chb-Pres-Ceo
	PRESIDENT:	Alexander, Royce /V Pres-Pres Chemical Div Smith, Darrell /Chb-Pres-Ceo
	VICE PRESIDENT:	Alexander, Royce /V Pres-Pres Chemical Div Hockaday, Linda /V Pres-Corp Plan & Admn
	FINANCE:	Hockett, Robert /Ex V Pres-Cfo
	EXECUTIVE VICE PRESIDENT:	Hockett, Robert /Ex V Pres-Cfo
	CHIEF EXECUTIVE OFFICER:	Smith, Darrell /Chb-Pres-Ceo
	ADMINISTRATION:	Hockaday, Linda /V Pres-Corp Plan & Admn
	CHIEF FINANCIAL OFFICER:	Bosworth, Robert E /Ex V Pres-Cfo
	MANAGEMENT:	Hockaday, Linda /V Pres-Corp Plan & Admn
NM=		Kuykendall, Ernest /Dir-Investor Relations
	OTHER PERSONNEL:	Kuykendall, Ernest /Dir-Investor Relations
PY=, PD=	LATEST UPDATE TO RECORD:	12/25/02
TY=	TYPE OF CHANGE:	Telephone Change

SEARCH OPTIONS

BASIC INDEX

SEARCH SUFFIX	DISPLAY CODE	REPORT (FIELD LENGTH)	FIELD NAME	INDEXING	SELECT EXAMPLES
—	—	—	All Basic Index Fields	Word	S COSMETIC? AND TOILETRIES
/CO	CO	CO (32)	Company Name and Trade Name ¹	Word	S BOSWORTH(W)PRODUCTS/CO
/DE	DE	—	Description of Business and SIC Description ²	Word	S TOILETRIES/DE

¹ Searchable in the Basic Index and in the Additional Indexes.

² Includes primary and secondary SIC descriptions at the 4- and 8-digit levels.

ADDITIONAL INDEXES

SEARCH PREFIX	DISPLAY CODE	REPORT (FIELD LENGTH)	FIELD NAME	INDEXING	SELECT EXAMPLES
A1=	A1	A1 (27)	Street Address	Word	S A1=(AXIOM(W)AVE)
—	A2	A2 (30)	Mailing Address		
AF=	AF	AF (32)	Accounting Firm	Phrase	S AF=ARTHUR ANDERSEN?
—	AN	AN (11)	DIALOG Accession Number		
BE=	BE	BE (12)	Base Employment ³	Numeric	S BE>50
BS=	BS	BS (17)	Base Sales ¹¹	Numeric	S BS>=1M
CO=	CO	CO (32)	Company Name and Trade Name ¹	Phrase	S CO=BOSWORTH PRODUCTS?
CX=	CX	CX (17)	County Name	Phrase	S CX=DALLAS
CY=	CY	CY (17)	City	Phrase	S CY=DALLAS
DC=	DC	DC (13)	DUNS Corporate Number ⁴	Phrase	S DC=00-222-6031
DH=	DH	DH (13)	DUNS Headquarters Number ⁵	Phrase	S DH=00-222-6031
DN=	DN	DN (13)	DUNS Number	Phrase	S DN=00-223-6789
DP=	DP	DP (13)	DUNS Parent Number ⁶	Phrase	S DP=10-234-5678
EG=	—	EG (10)	Employment Growth	Numeric	S EG=1.0:2.5
EH=	EH	EH (12)	Employees Here	Numeric	S EH>=100
EM=	EM	EM (11)	Employees Total	Numeric	S EM>=300
IN=	IN	IN (8)	State of Incorporation	Phrase	S IN=TX
MC=	MC	MC (7)	Metropolitan Statistical Area (MSA) Code	Phrase	S MC=1920
MN=	MN	MN (22)	Metropolitan Statistical Area (MSA) Name	Phrase	S MN=DALLAS?
NC=	NC	—	NAICs Code ¹⁰	Phrase	S NC=11 S NC=111 S NC=1111 S NC=11111 S NC=111110 S NE=1:15 S NM=SMITH, DARRELL?
NE=	NE	NE (12)	Number of Executives	Numeric	
NM=	NM	—	Executive Name ¹²	Phrase	
—	NU	NU (9)	Number of Accounts		
NW=	NW	NW (13)	Net Worth	Numeric	S NW=30M
OY=	OY	OY (11)	Latest Year Organized	Phrase	S OY=1953
P2=	—	—	2-digit Primary SIC Code	Phrase	S P2=28
—	PA	PA (32)	Parent Name		
PC=	PC	PC (9)	4-,6-,8-digit Primary SIC Code	Phrase	S PC=28349908
PD=	PD	PD (8)	Latest Update to Record	Phrase	S PD=20100103
PO=	PO	—	Executive Position	Phrase	S PO=CHAIRMAN
PY=	PY	—	Year of Latest Update to Record	Phrase	S PY=1994
RG=	RG	RG (16)	Region	Phrase	S RG=SOUTHWEST
S2=	—	—	2-digit SIC Code	Phrase	S S2=28
SA=	SA	SA (17)	Sales ^{7,11}	Numeric	S SA=HEADQUARTERS
SC=	SC	—	4-,6-,8-digit SIC Code	Phrase	S SC=2844 S SC=284499 S SC=28449905 S SD=19940324
SD=	SD	SD (12)	Sales Revision Date	Phrase	
SF=	FT	FT (16)	Foreign Trade Status ⁸	Phrase	S SF=IMPORTER
SF=	LS	LS (16)	Legal Status	Phrase	S SF=CORPORATION
SF=	OF	OF (16)	Office Space	Phrase	S SF=OWNED
SF=	OS	OS (16)	Organizational Status	Phrase	S SF=HEADQUARTERS
SF=	SF	—	Special Features	Phrase	S SF=SUBSIDIARY
SG=	SG	SG (8)	Sales Growth ¹¹	Numeric	S SG=50%
SQ=	SQ	SQ (11)	Square Footage	Numeric	S SQ=150K
ST=	ST	ST (7)	State	Phrase	S ST=TX
TE=	TE	TE (14)	Telephone	Phrase	S TE=214 S TE=214-565 S TE=214-565-9000
TM=	—	TM (12)	Trend Employment	Numeric	S TM=100:499
TR=	TR	TR (17)	Trend Sales ¹¹	Numeric	S TR=200M
TT=	TT	TT (15)	Sales Territory	Phrase	S TT=U.S.
TY=	TY	TY (15)	Type of Change ⁸	Phrase	S TY='NEW TO D&B'

ADDITIONAL INDEXES (cont'd)

SEARCH PREFIX	DISPLAY CODE	REPORT (FIELD LENGTH)	FIELD NAME	INDEXING	SELECT EXAMPLES
UD=	—	—	Update ¹⁰	Phrase	S UD=9999
YR=	YR	YR (14)	Year of Incorporation	Phrase	S YR=1967
ZP=	ZP	ZP (12)	Zip Code (Five-digit)	Phrase	S ZP=75252
Executive Position					
—	CE	CE (21)	Chief Executive Officer		
—	TV	TV (21)	Top Executive Name		
—	V3	V3 (21)	Chief Financial Officer		
—	V4	V4 (21)	Chief Operating Officer		
—	W1	W1 (21)	Vice President		
—	W2	W2 (21)	Manager		
—	W3	W3 (21)	Trustee		
—	W4	W4 (21)	Principal		
—	W5	W5 (21)	Superintendent		
—	W6	W6 (21)	Administration		
—	W7	W7 (21)	Other Officer		
—	W8	W8 (21)	Clerk		
—	X1	X1 (21)	Owner		
—	X2	X2 (21)	Partner		
—	X3	X3 (21)	Chairman		
—	X4	X4 (21)	President		
—	X5	X5 (21)	Secretary		
—	X6	X6 (21)	Treasurer		
—	X8	X8 (21)	Personnel (Human Resources)		
—	Y1	Y1 (21)	Public Relations		
—	Y2	Y2 (21)	Counsel		
—	Y3	Y3 (21)	Sales		
—	Y4	Y4 (21)	Marketing (Advertising)		
—	Y5	Y5 (21)	Operations		
—	Y6	Y6 (21)	Manufacturing		
—	Y7	Y7 (21)	Finance		
—	Y8	Y8 (21)	Controller		
—	Y9	Y9 (21)	Production		
—	Z1	Z1 (21)	Data Processing		
—	Z2	Z2 (21)	Engineering		
—	Z3	Z3 (21)	Research and Development		
—	Z4	Z4 (21)	Purchasing		
—	Z5	Z5 (21)	Executive Vice President		
—	Z6	Z6 (21)	Senior Vice President		
—	Z8	Z8 (21)	Publishing		

³ Numeric entries are indexed as complete numbers, rounded down to the two left-most digits. Negative numbers are preceded by a minus sign. Use numeric operators (:,<,>=,etc.) to search range of values, e.g., S BS>=10,000,000 to retrieve all records with base sales of ten million or higher.

⁴ Retrieves all DMI companies in the Corporate Family.

⁵ Retrieves the branches of the headquarters company.

⁶ Retrieves the DMI subsidiaries of the parent.

⁷ Field may contain no data (NA).

⁸ EXPANdING is recommended to verify forms of entry.

⁹ Telephone number is grouped at three levels: area code, area code and prefix, and the full telephone number.

¹⁰ Not available in File 276.

¹¹ Sales (SA=) are the amounts received from the sale of products and or services. Base Sales (BS=) is three years prior to the Latest Sales. Trend Sales (TR=) is one year prior to Latest. Sales Growth (SG=) is Trend divided by Base, minus 1 times 100.

¹² Also searchable as NA=

SPECIAL FEATURES

For command descriptions, enter HELP LIMIT, HELP SORT, HELP RANK, HELP MAP, HELP DUP online.

LIMIT	/NAMES -- At least one executive name available /NOSALES -- No sales data available /SALES -- Sales data available /ULTIMATE -- Ultimate locations (S SF=ULTIMATE) /UNDERTEN -- Between 1 and 9 employees here	S S3/NAMES S S5/NOSALES S S4/SALES S S2/ULTIMATE S S3/UNDERTEN
SORT	AF, CO, CX, CY, EG, EH, EM, IN, MN, NW, OY, PC, PD, SA, SG, SQ, ST, TE, YR, ZP	SORT S5/ALL/ZP
RANK	All phrase- and numeric-indexed fields in the Additional Indexes can be ranked. Other RANK codes include: CO	RANK CO S3
MAP	DC, DH, DN, DP	MAP DN TEMP S4
RD, ID	Remove duplicates (RD) or identify duplicates (ID,IDO).	RD S5

PREDEFINED FORMAT OPTIONS

NO.	DIALOGWEB FORMAT	RECORD CONTENT
1	--	DIALOG Accession Number
2	--	Full Record excluding Executive Names (includes Top Executive, NAICs code, and 4-digit SIC codes only)
3	Medium	Company Name, Address, Telephone Number, Description of Business, NAICs code, 4- and 8- digit SIC Codes and Descriptions, DUNS Corporate Family Linkage, Top Executive, Number of Executives, and Date of Latest Update to Record
4	--	Company Name, Address, Telephone, and Top Executive
5	Long	Full Record
6	Short	Company Name, DUNS Number, Number of Executives, Latest Update to Record, and Type of Change
8	--	Company Name, Address, DUNS Number, Latest Update to Record, and Type of Change
9	Full	Full Record
10	--	National Address (excludes country)
14	--	Company Name, Address, Telephone Number, and Top Executive (DELIM format for post-processing)
20	--	International Address (includes country)
30	--	National Address with Executive Name
40	--	International Address with Executive Name

OTHER OUTPUT OPTIONS

For an explanation, enter HELP TYPE, HELP REPORT, HELP PREFORM, HELP UDF, HELP TAG online.

REPORT	Output can be displayed in table format. REPORT codes with field lengths in parentheses are listed in the Search Options tables. Default table width is 72 characters; use SET H 132 to set maximum table width.	REPORT S2/CO,EM,SA/ALL
PREFORMATTED REPORT	Six preformatted reports are also available with the REPORT command: Business Background Report - BBR, Business Information Report - BIR, Supplier Evaluation Report - SER, Payment Analysis Report - SAR, Comprehensive Report - CR, Credit Scoring Report - CSR	REPORT S3/BIR/1-2 REPORT S2/SER/4 REPORT S5/PAR/1
USER DEFINED FORMATS	User-defined formats can be specified using the display codes indicated in the Search Options tables.	TYPE S3/CO,TE/1-5
TAG	TAG can be used for tagged fields.	TYPE S3/5/1-10 TAG
DIRECT RECORD ACCESS	DIALOG Accession Number	TYPE 00100005/5 DISPLAY 0074483/CO,DE PRINT 00301964/9

FOR ONLINE HELP:

See HELP FIELDS 516 for searchable fields; HELP FORMAT 516 for output formats; HELP LIMIT 516 for limits; HELP RATES 516 for cost information; HELP SORT 516 for sorts.