



Dun & Bradstreet acquires Decision Intellect

Credit market changes drive growth of multi-bureau environment

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Dun & Bradstreet has acquired Australia's leading credit decisioning business, Decision Intellect. The acquisition will further fuel Dun & Bradstreet's growth in the consumer credit reporting market while adding to its already dominant commercial credit services.

Decision Intellect provides credit decisioning tools and services to Australian credit providers, enhancing the ability of those organisations to make immediate and accurate credit decisions.

The company's unique market position is built on its capacity to ensure lenders have access to a multi-bureau environment. This is increasingly important for credit providers as the domestic economy and credit availability tightens, defaults rise and new credit reporting laws are considered which will require lenders to consider a broader range of data in an environment where consumers are demanding quicker response times.

The Dun & Bradstreet acquisition responds to these broader trends by providing it with the ability to ensure credit providers now have improved access to multi-bureau data in an automated environment. The introduction of comprehensive credit reporting will further strengthen this offer as credit providers will be seeking seamless access to, and analysis of, the newly available data.

Decision Intellect has historically focused its services on assisting customers with the decisioning tools of Australia's alternative credit bureau, Veda Advantage. Its founders were former Veda staff who left in 2004 to establish their own specialised consulting business.

However with the emergence of the D&B Consumer Bureau, Decision Intellect became increasingly involved in consulting to credit providers on best practice decisioning processes which they believed required access to the unique adverse data held by D&B. They also realised the need for more sophisticated decisioning products to fully benefit from the multi-bureau environment. This led to the development of their Inteflow product suite.

Dun & Bradstreet CEO Christine Christian believes the acquisition reflects the changing nature of Australia's consumer credit market in which access to unique data and the ability to use it quickly is increasingly important for credit providers as they seek to ensure the free flow of credit in volatile times.

"The credit market has changed dramatically over the last twelve months. The days of easy credit and lots of it have disappeared to be replaced with credit rationing, higher costs and a lower risk tolerance", said Ms Christian.

"However we know the free flow of credit is critical to the economy and therefore credit providers need access to improved credit data with the ability to make decisions based on that data quickly. This acquisition ensures credit providers now have a greater ability to take advantage of a multi-bureau environment and maintain high quality credit decisions."

Decision Intellect CEO Vaughan Dixon believes the acquisition by Dun & Bradstreet is the perfect fit in a market which is becoming increasingly volatile and reliant on sophisticated credit decisioning tools.

"When we started our business the credit reporting and decisioning market was a very different place. There was one core data provider and a very benign credit market. However the environment has changed to one where there is an increasing need for new insight and a growing awareness of the benefits of a multi-bureau environment", said Mr Dixon.

"Dun & Bradstreet's acquisition of Decision Intellect is a unique demonstration that they have fundamentally changed the market and continue to drive its progress."

Decision Intellect will continue to operate under its own brand and provide customers with its full suite of products and services. It will also continue to be run by its founding principals. However the acquisition will mean customers will now have an improved ability to take advantage of the multi-bureau environment.

The acquisition is another step in Dun & Bradstreet's plans to double the size of its business over the next four years driven in large part by its Consumer Bureau and a changing credit market which is placing renewed emphasis on conducting more detailed credit analysis.

For further information please contact:

Vaughan Dixon
General Manager
Decision Intellect Pty Ltd
0400 340 050

About D&B

D&B is the world's leading provider of business-to-business credit, marketing and purchasing information and receivables management services. D&B manages the world's most valuable commercial database with information on more than 130 million companies.

Information is gathered in 193 countries, in 95 languages or dialects, covering 186 monetary currencies. The database is refreshed more than one million times daily as part of D&B's commitment to provide accurate, comprehensive information for its more than 150,000 customers.

The Australasian operations were bought out by the senior management group in August 2001. It was the first MBO of a wholly owned subsidiary in D&B's history worldwide.

Today Lazard Carnegie Wylie owns an approximate 90% stake in DBA and the local management team a 10% stake.

Strategies for future growth include developing DBA's commercial and consumer credit referencing business; expanding its receivables management outsourcing business; maintaining its lead in the development of unique credit and risk scoring products; and developing new products specifically tailored to the Australasian market. DBA currently employs over 500 people in Australia and New Zealand.

Dun & Bradstreet (Australia) Pty Ltd
DUNS 75 340 7170
ACN 006 399 677



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