

ELECTRONIC GUIDE

D&B Million Dollar Database

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How To Search **D&B Million Dollar Database**

Introduction

The *D&B Million Dollar Database* provides directory information on approximately 1,600,000 U.S. and Canadian leading public and private businesses with sales greater than \$1 million or more than 20 employees. Company information includes industry information with up to 24 individual 8-digit SICs, size criteria (employees and annual sales), type of ownership, ownership date, import/export status, and names and biographies of principal executives. The database, a product of Dun & Bradstreet, is updated every 60 days. It is especially useful for marketing projects, job searches, and fund-raising activities.

Search capabilities allow the user to:

- 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; and,
- identify key decision-makers and obtain the information needed to contact them.

Getting Started

Using Web browser and through the UConn domain → <http://www.dnbmdd.com> → Access the Database
or

<http://www.lib.uconn.edu> → UConn Libraries homepage → All Databases → D&B Million Dollar Database

Select **Domestic** [The UConn Libraries do not subscribe to **International**.]

Click

Search Options


When the **Search Option** Menu appears, select the **Company**, **Industry**, **Executive** or **Other** tab to define your search criteria. (Define and enter criteria in any or all of the tabs.)

- **Company** tab to search by company name, location, geographic area, D_U_N_S#, number of employees and annual sales.
- **Industry** tab to search for a specific industry or industries using SIC or NAIC codes or keyword descriptions, or search by line of business.
- **Executive** tab to search by executives' names, titles, or biographical keywords.
- **Other** tab to specify public, private or subsidiary company, the location type, import/export status, company's bank or accounting firm, and date of ownership.

As you define your search criteria on the **Search Options** tabs, your selections will display in the **My Criteria** box.

After entering criteria, click to begin search.

General Search Tips

- For online Help, click **Help**  on the navigation bar.
- An asterisk [*] can be used for “wildcard searching”. **Note:** Only use for single words of more than 4 characters.
- To separate multiple search terms, use a comma [,]
Example: To search for multiple company names in one search.
ABC Company, Smith Company, . . .
- The more search criteria entered, the more focused the search.
- If results are unsatisfactory, try expanding the search by entering fewer criteria.
- Do not use commas or periods when entering numbers (eg., employee or sales figures/ranges).
- It is not necessary to enter **http://** or **www** when typing a URL entry.

Viewing Search Results

After submitting a search, the **Search Results** page appears. At the top of the screen, the matching company count is given followed by a list of companies meeting your search criteria. Use the drop down boxes near the top of the screen to change the way in which the company records are sorted.

To view complete details on a company, click the company’s name.

The **Company Record View** screen, providing the available information on the company, appears.

Individual company records may be tagged for later output from both the **Search Results** or **Company Record** screens.

Output


To Print Company Records

Click **Output** button located at both the top and bottom of either **Search Results** or **Company Record** screen.
From the **Output** screen, select one of the 4 print options.
Select records to include.
Click **Begin Output**.
Click **Print**.

To Export Company Records to Disk

Click **Output** button located at both the top and bottom of either **Search Results** or **Company Record** screen.
From the **Output** screen, select one of the 4 export options.
Select which records to include.
Click **Begin Output** button.
Select **Save** option.
Enter a file name.
Click **Save**.

To Quit

Click **Logoff**  from the navigation bar.