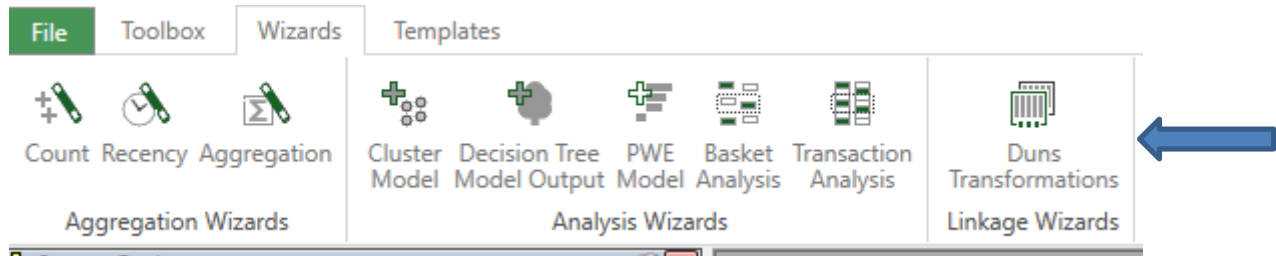
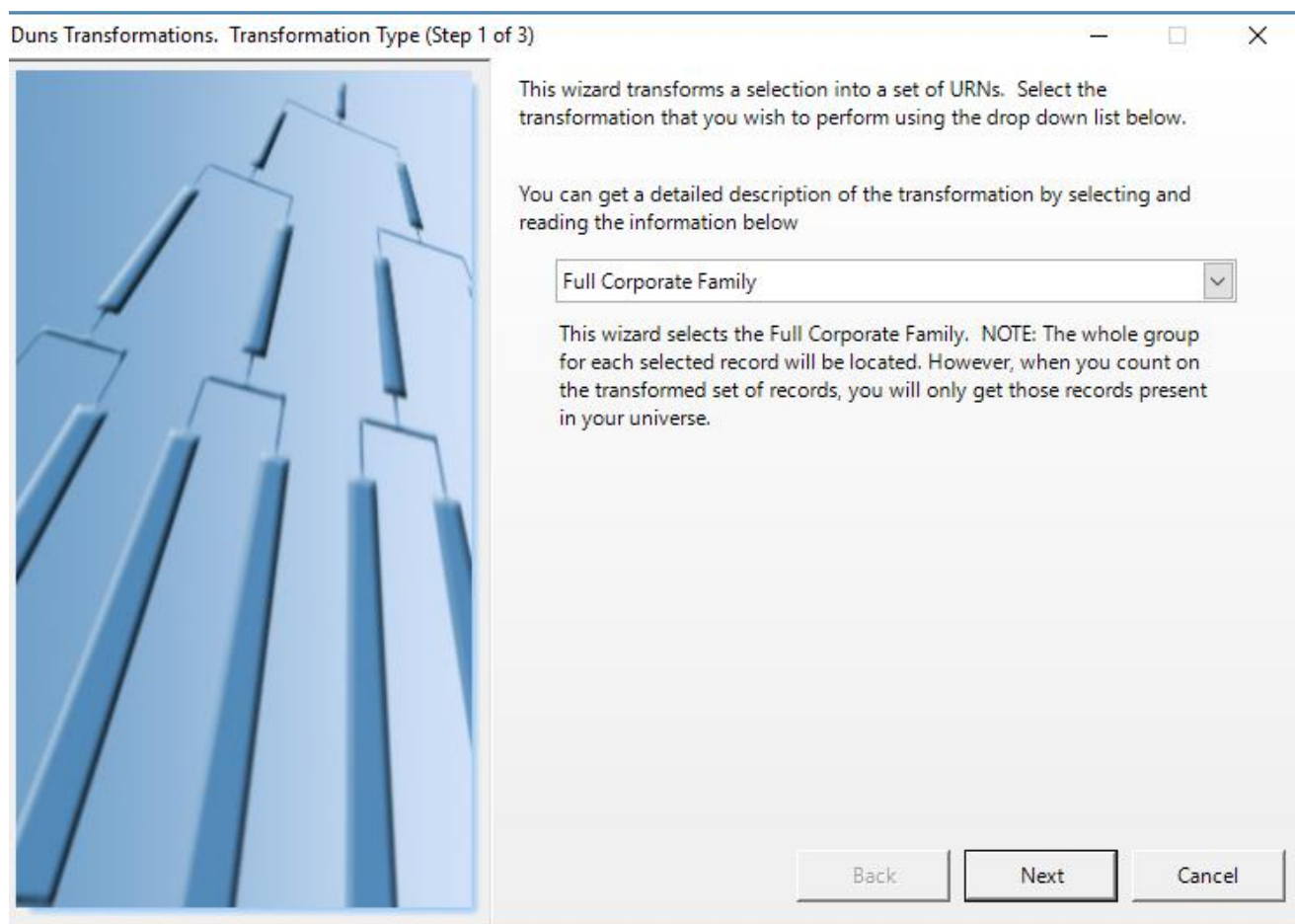


## Market Insight DUNS TRANSFORMATION WIZARD

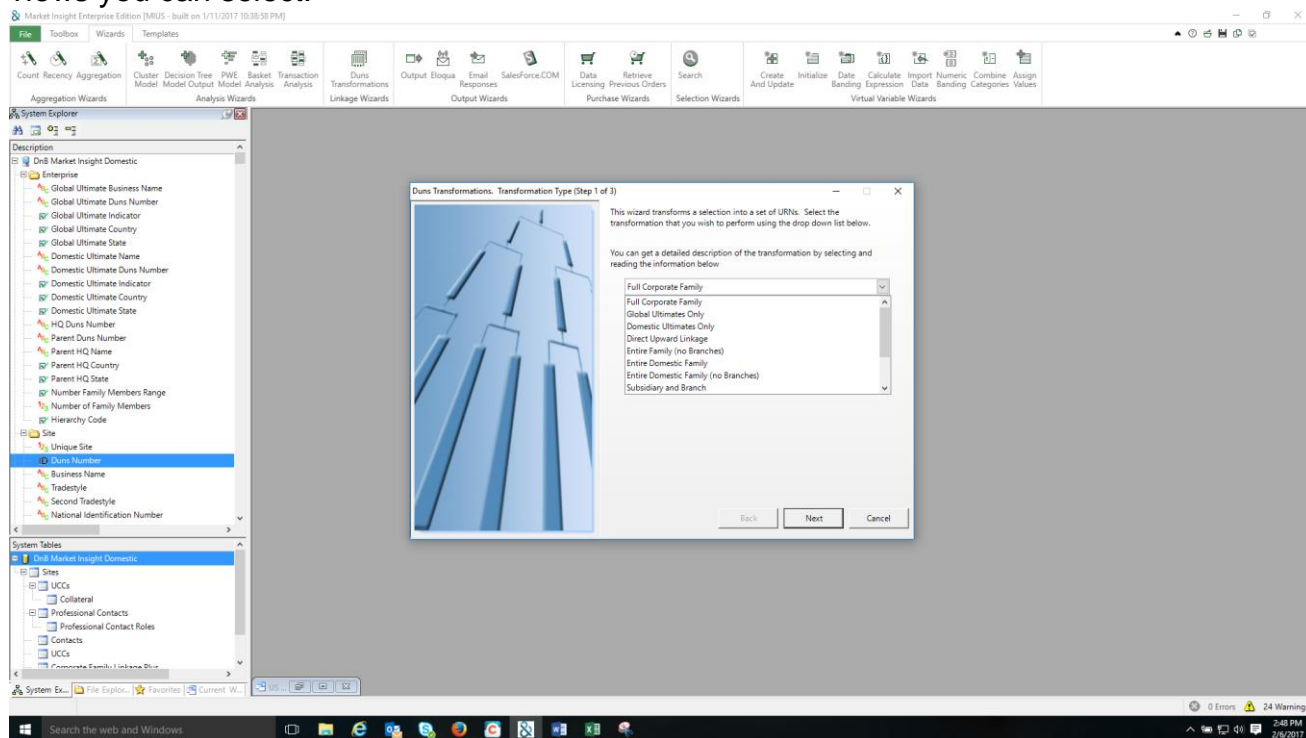
The Market Insight DUNS Transformation Wizard will allow you to pull multiple family trees at the same time. The Duns Transformation Wizard Icon can be found on your tool bar in the “Wizards” tab.



You would start by clicking on the DUNS Transformation Wizard icon which will open up the following screen:

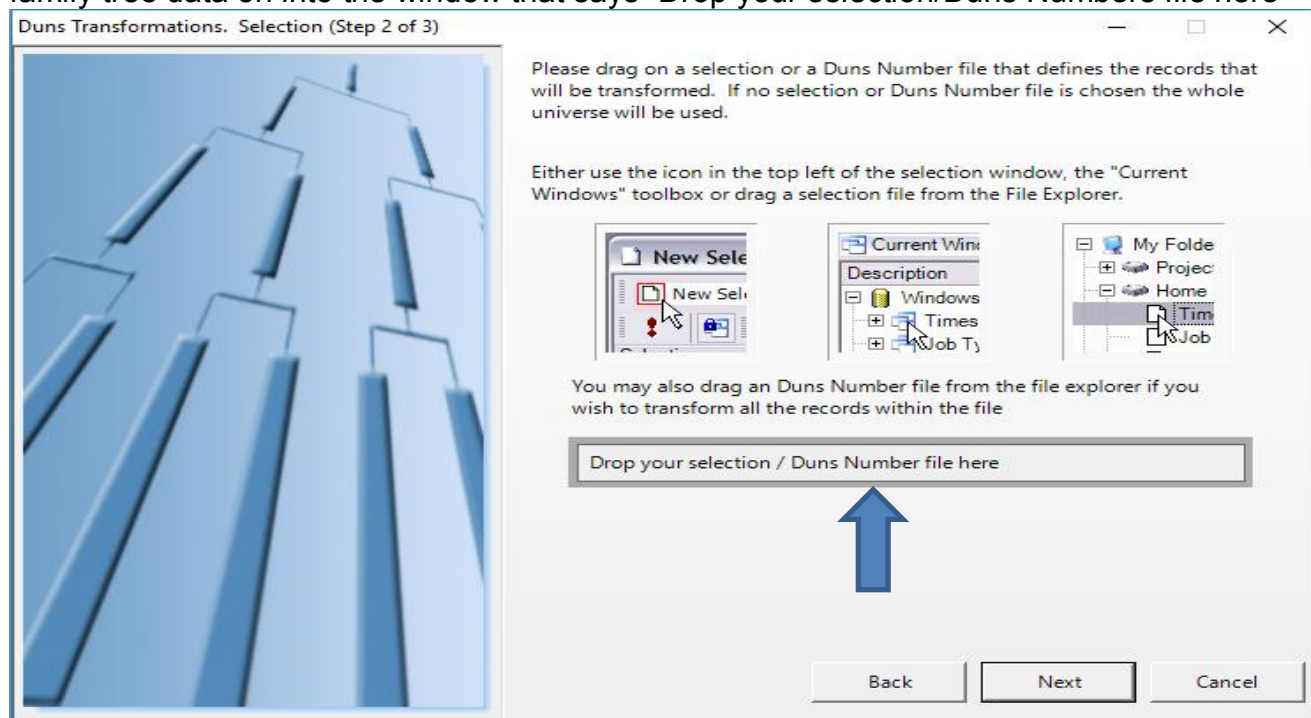


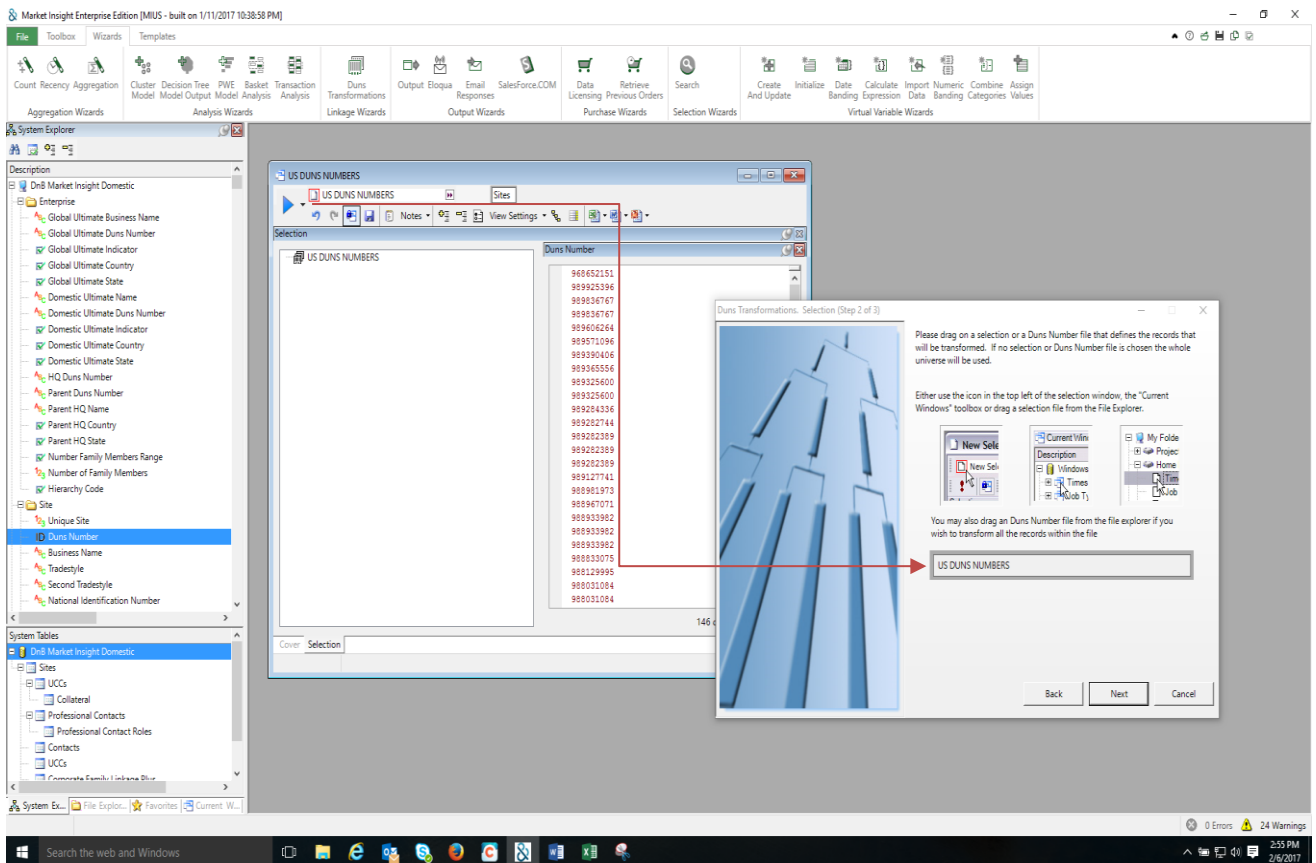
The drop-down list on this screen will allow you to define what type of linkage you would like to see on your selection of records. The wizard defaults to “Full Corporate Family” which is what most customers would choose. You also have several different options of family tree views you can select.



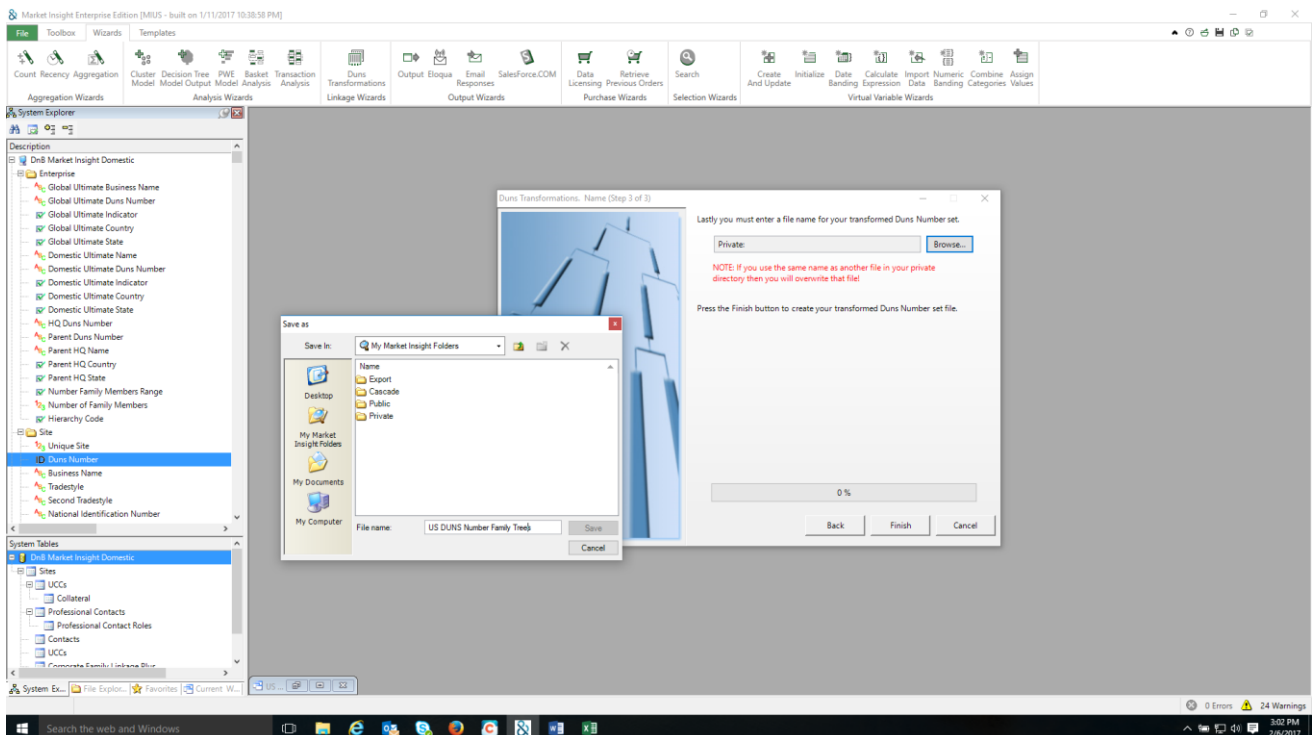
Once you select which linkage view you would like to see click “Next”.

This step will require you to drag and drop the selection of DUNS/Records that you want the family tree data on into the window that says “Drop your selection/Duns Numbers file here”

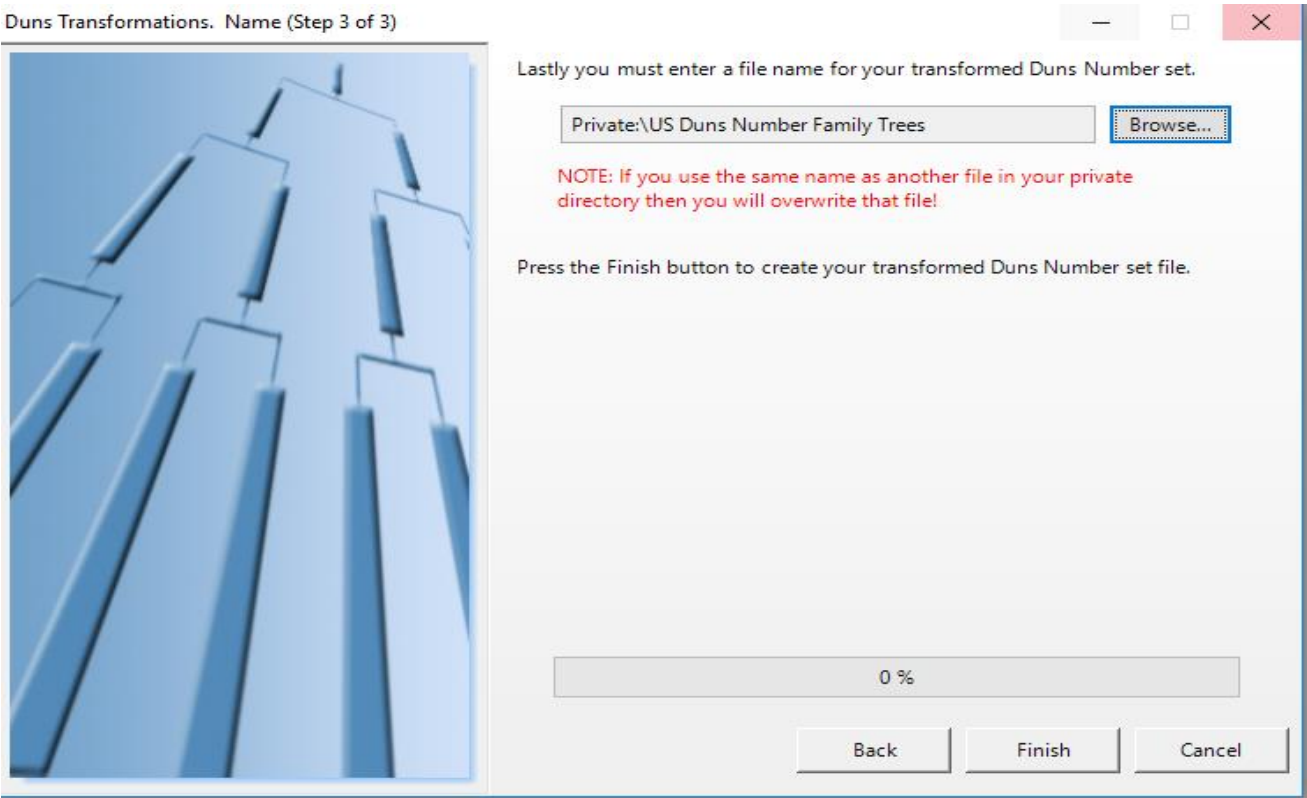




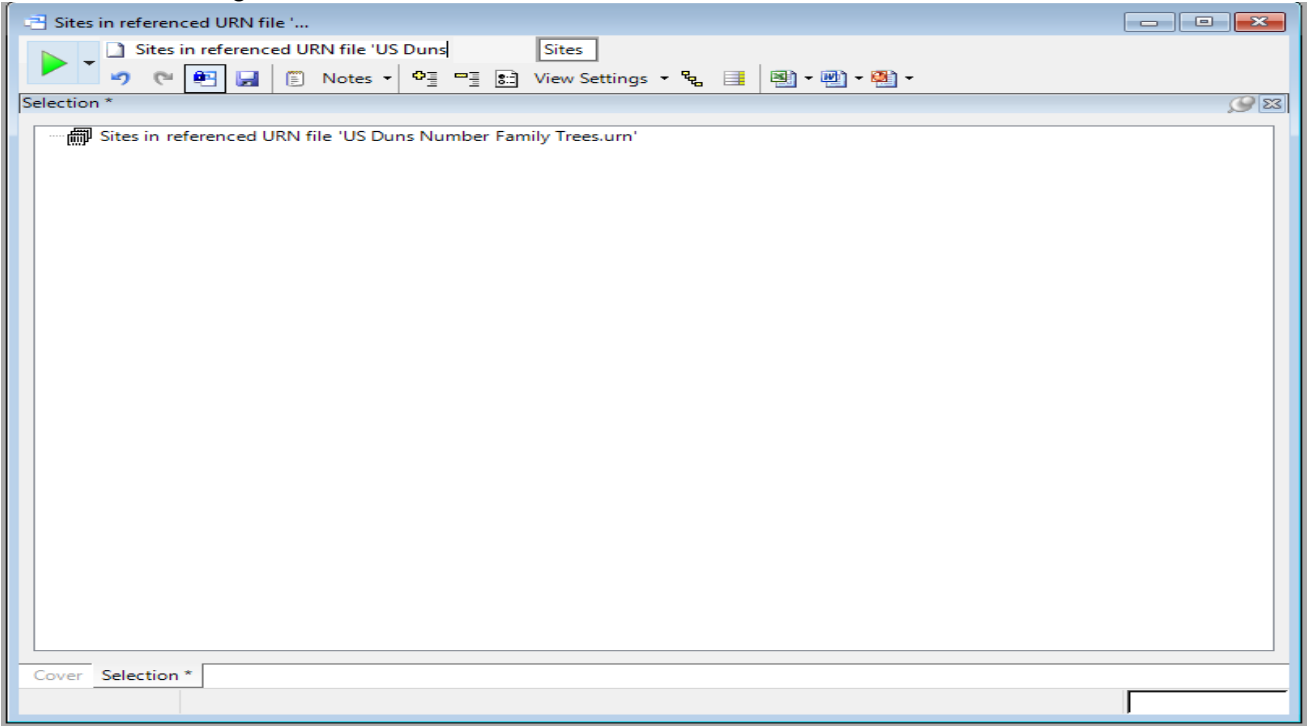
When your selection is dropped in the text box click “Next”. The next step would be to identify which Market Insight folder you would like to save your selection to. You can save the file in your Public or Private folder.



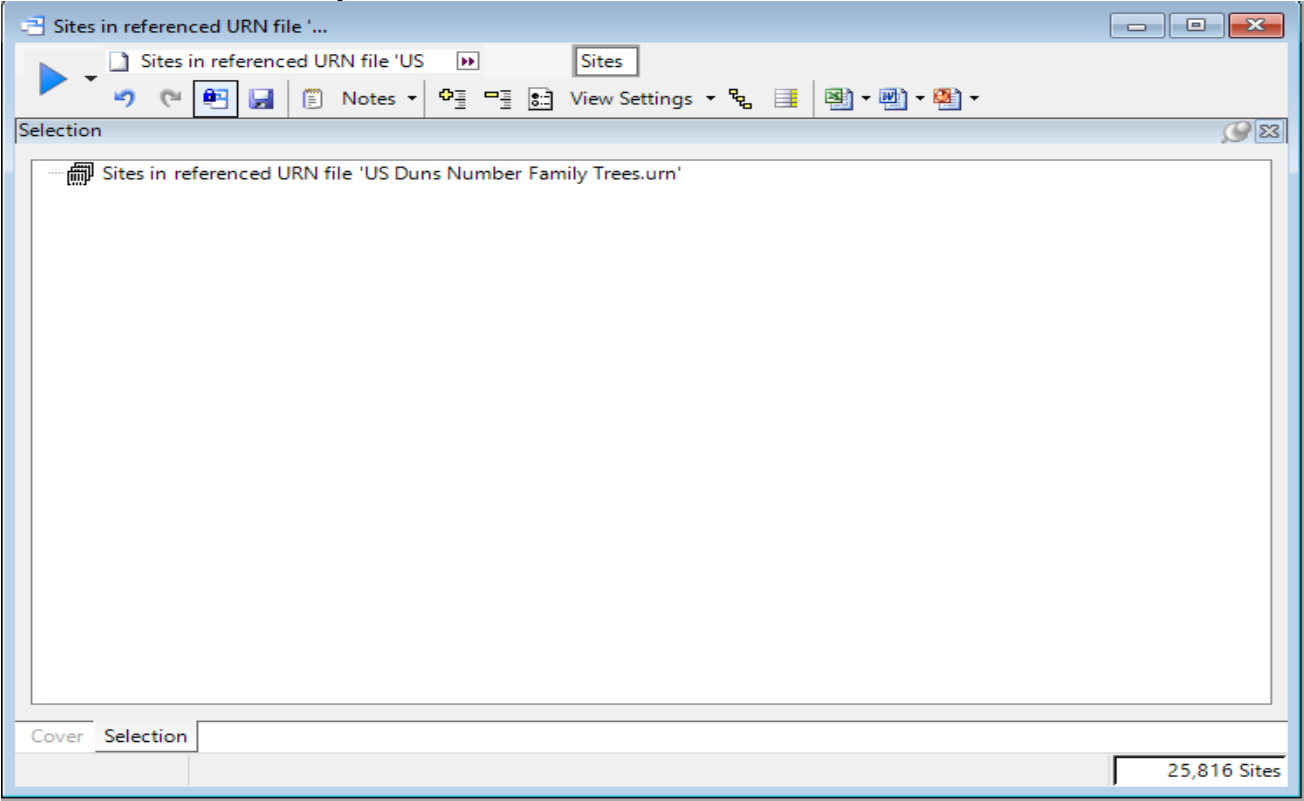
Once you select which folder you would like to save your selection to give your selection a “File Name” The example file name in the screen shot above is “US DUNS Number Family Trees” click “Finish.”



The Market Insight tool is now pulling all the related family member DUNS Numbers that are tied to your selection. Once the Wizard is complete you will get a screen that looks like this below. Click the green “RUN” button.



You will now see in the lower right hand corner of the screen the total number of family members DUNS/sites that are linked to your original input selection. There are 25,816 total DUNS/sites in this family tree selection.



Now you can drag and drop a Data Grid, Cube, or Tree onto this selection of records to begin your analysis and get to the details of these sites. In my example below I dropped a "Data Grid" onto this selection so I could see the business details of these records.

The screenshot shows a software window titled "Sites in referenced URN file '...'". The window has a menu bar with "Data Grid" and a toolbar with various icons. Below the toolbar is a "Data Grid" pane containing a table of business data. The table has columns for Duns Number, Business Name, Global Ultimate Business Name, US City, State, Emp Total, Sales Volume US, Location Type, and Number of Family Members. The table is sorted by Duns Number in ascending order. The status bar at the bottom shows a tab labeled "Data Grid" and a count of "25,816 Sites".

Duns Number	Business Name	Global Ultimate Business Name	US City	State	Emp Total	Sales Volume US	Location Type	Number of Family Members
001344142	United Technologies Corporation	United Technologies Corporation	FARMINGTON	CONNECTICUT	197,000	56,098,000,000	HEADQUARTERS	3,260
001534676	Otis Elevator Company	United Technologies Corporation	FARMINGTON	CONNECTICUT	63,000	11,383,527,024	HEADQUARTERS	3,260
001317072	Carrier Corporation	United Technologies Corporation	JUPITER	FLORIDA	44,545	12,165,554,647	HEADQUARTERS	3,260
001368026	Ingersoll-Rand Company	INGERSOLL-RAND PUBLIC LIMITED...	DAVIDSON	NORTH CAROLINA	35,560	8,966,110,065	HEADQUARTERS	800
007313440	Electronics Boutique Holdings...	Gamestop Corp.	GRAPEVINE	TEXAS	30,794	849,973,309	HEADQUARTERS	6,528
001344621	Trane U.S. Inc.	INGERSOLL-RAND PUBLIC LIMITED...	PISCATAWAY	NEW JERSEY	29,000	7,996,199,890	HEADQUARTERS	800
009073099	OfficeMax Incorporated	Office Depot, Inc.	BOCA RATON	FLORIDA	29,000	3,626,996,977	HEADQUARTERS	2,663
004467452	Goodrich Corporation	United Technologies Corporation	CHARLOTTE	NORTH CAROLINA	28,000	7,953,306,599	HEADQUARTERS	3,260
010944650	Siemens Industry, Inc.	Siemens AG	BUFFALO GROVE	ILLINOIS	7,422	3,008,680,257	HEADQUARTERS	3,203
010712847	Siemens Product Lifecycle Man...	Siemens AG	PLANO	TEXAS	7,200	850,676,296	HEADQUARTERS	3,203
006990402	Sky Chefs, Inc.	Deutsche Lufthansa AG	IRVING	TEXAS	7,100	408,581,220	HEADQUARTERS	694
001288281	Forest Laboratories, LLC	Allergan Public Limited Company	NEW YORK	NEW YORK	6,200	1,670,071,345	HEADQUARTERS	282
005094347	John Crane Inc.	Smiths Group PLC	CHICAGO	ILLINOIS	6,180	1,601,722,180	HEADQUARTERS	504