

AI Mythbusters: Preparing Your Portfolio for AI That Actually Delivers

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Agenda



- 1 Introduction / About Me
- 2 Lay of the Land
- 3 Critical Components
- 4 How It All Fits Together

ABOUT ME



Rhonda Buras

SME, Finance & Credit Risk

DUN & BRADSTREET

A former credit practitioner, Rhonda brings a wealth of knowledge and practical application based on more than 25 years' experience as a Director of Credit & Collections in the oil & gas industry.

She has been a speaker and panel participant about process automation, fraud, and credit risk management best practices for CRF and NACM as well as the National Petroleum Credit Energy Association, the International Credit Energy Association, and the National Chemical Credit Association.

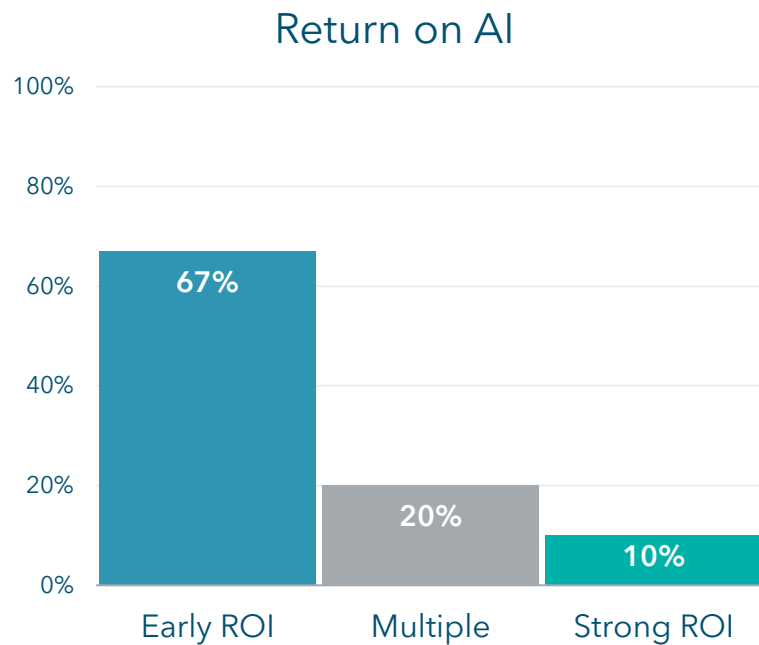
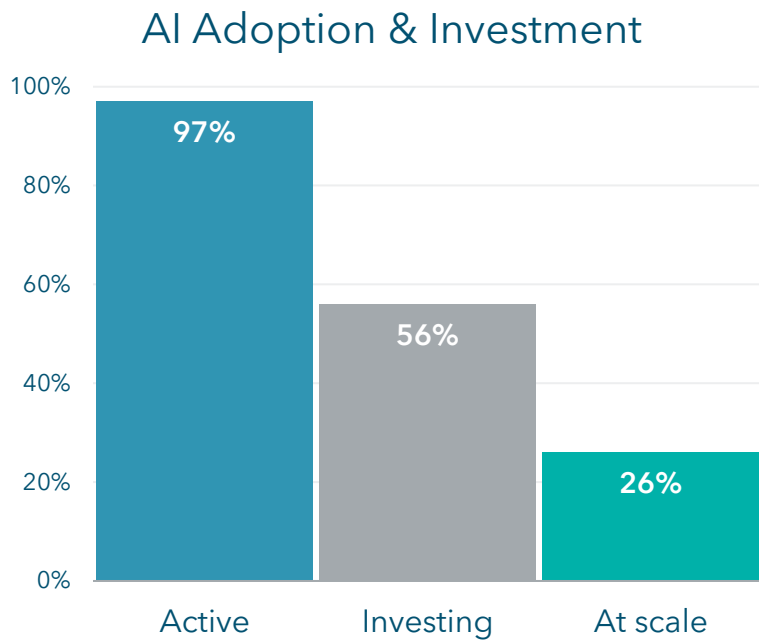
Lay of the Land

Where AI adoption, returns, and data readiness stand today





Who's Using AI?



Source: D&B Study - <https://www.dnb.com/en-us/newsroom/press-releases/dnb-survey-finds-ai-impact-inflection-point.html>

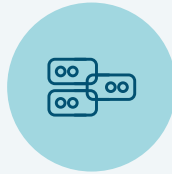
What Can Agents Do For You?



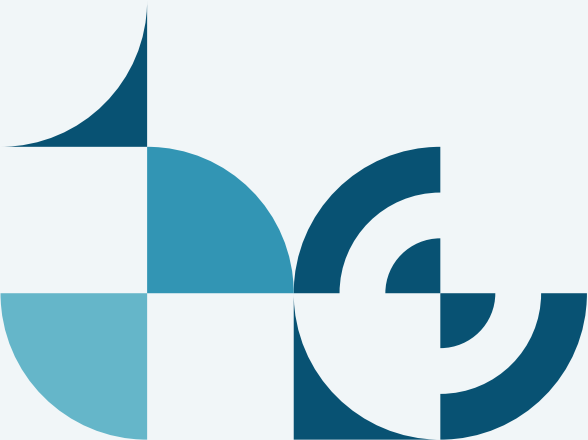
API with Adverbs (MCP)



Accelerate Automation



Agent to Agent (A2A)



As Adoption Surges, Data Readiness Emerges as the Critical Bottleneck to Scale and ROI

10%

express high confidence in their ability to identify and mitigate AI-related risks

44%

identify privacy & compliance risks

38%

point to a lack of integration across systems

50%

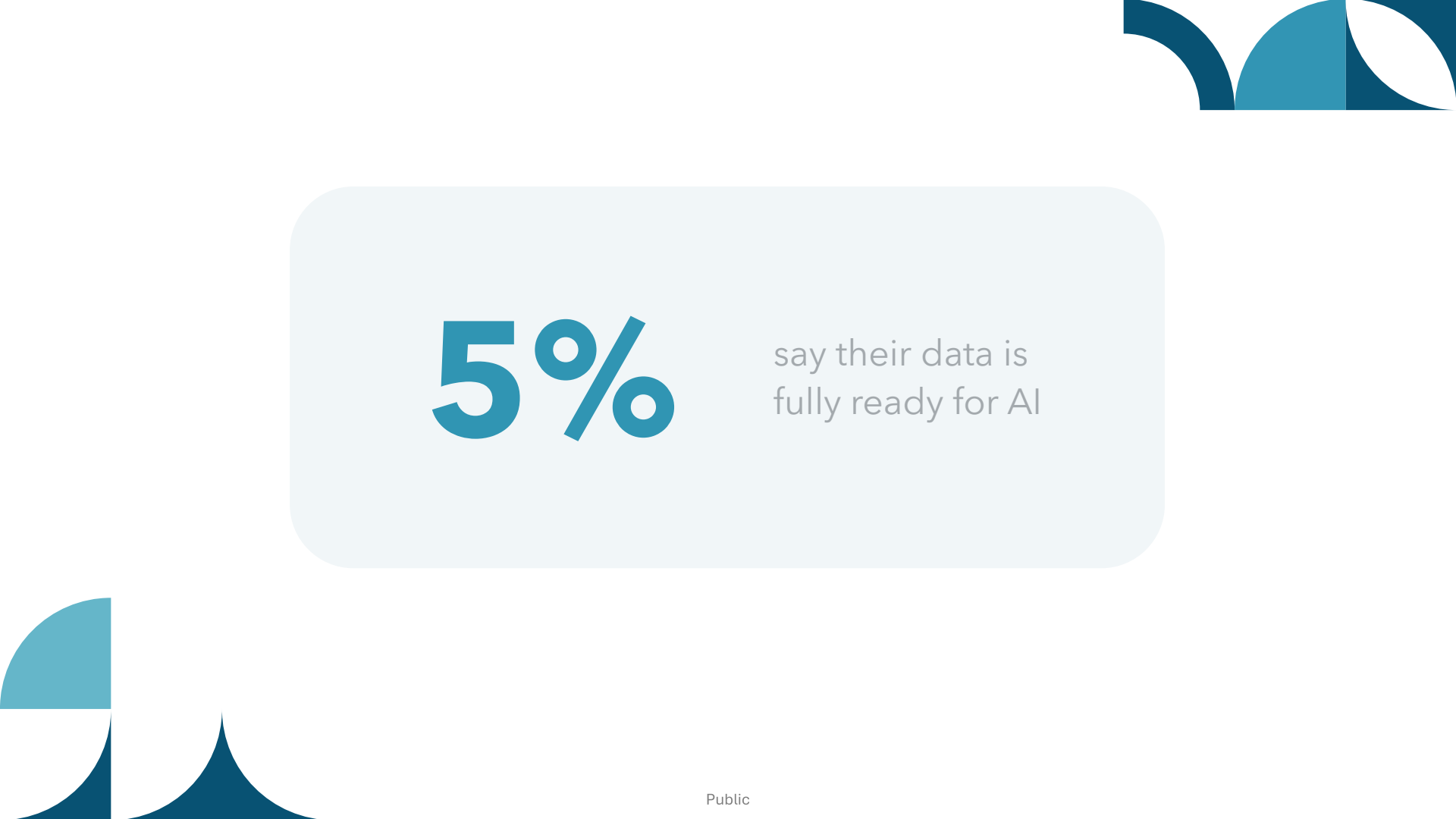
cite limited data access as a top obstacle

40%

report data quality & integrity concerns

37%

cite a shortage of skilled AI professionals



5%

say their data is
fully ready for AI

Critical Components

What you need to get set up for success



AI Agents Can Hallucinate or Misinterpret Information If:



It Summarizes Unverified
Web Information



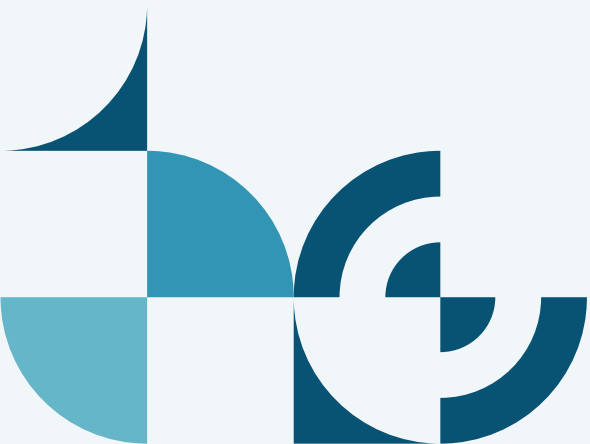
Two Accounts Have
Similar Names



Data Sources Are Incomplete
or Outdated



It Infers a Connection That
Does Not Exist



The Right Data
Sources Will Help
You See Farther



3 Critical Components



Entity Matching
(Identity Resolution)



Corporate Linkage
(Family Tree)



Scores & Ratings
(Enrichment)

There are significant challenges in preparing, integrating, and activating data for AI use.



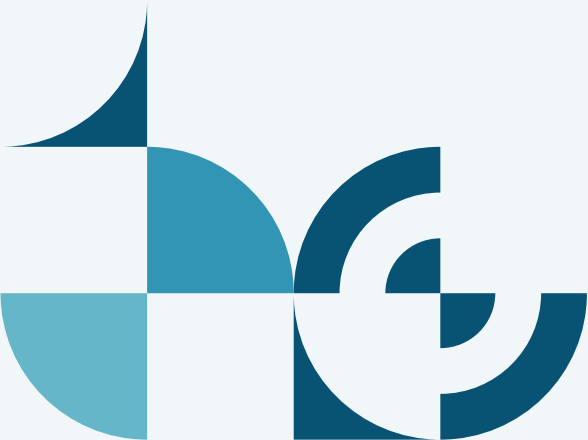
Speed to Value



Data Quality & Reliability



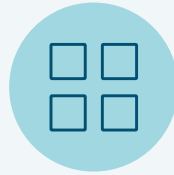
Data Availability



There are significant challenges in preparing, integrating, and activating data for AI use.



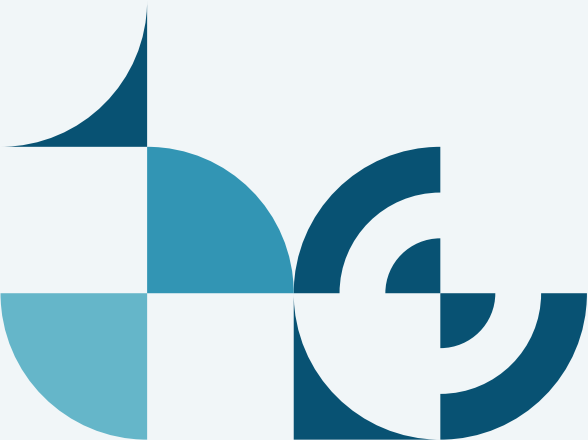
Lack of AI Expertise



Tool Fragmentation & AI Silos



Governance & Compliance

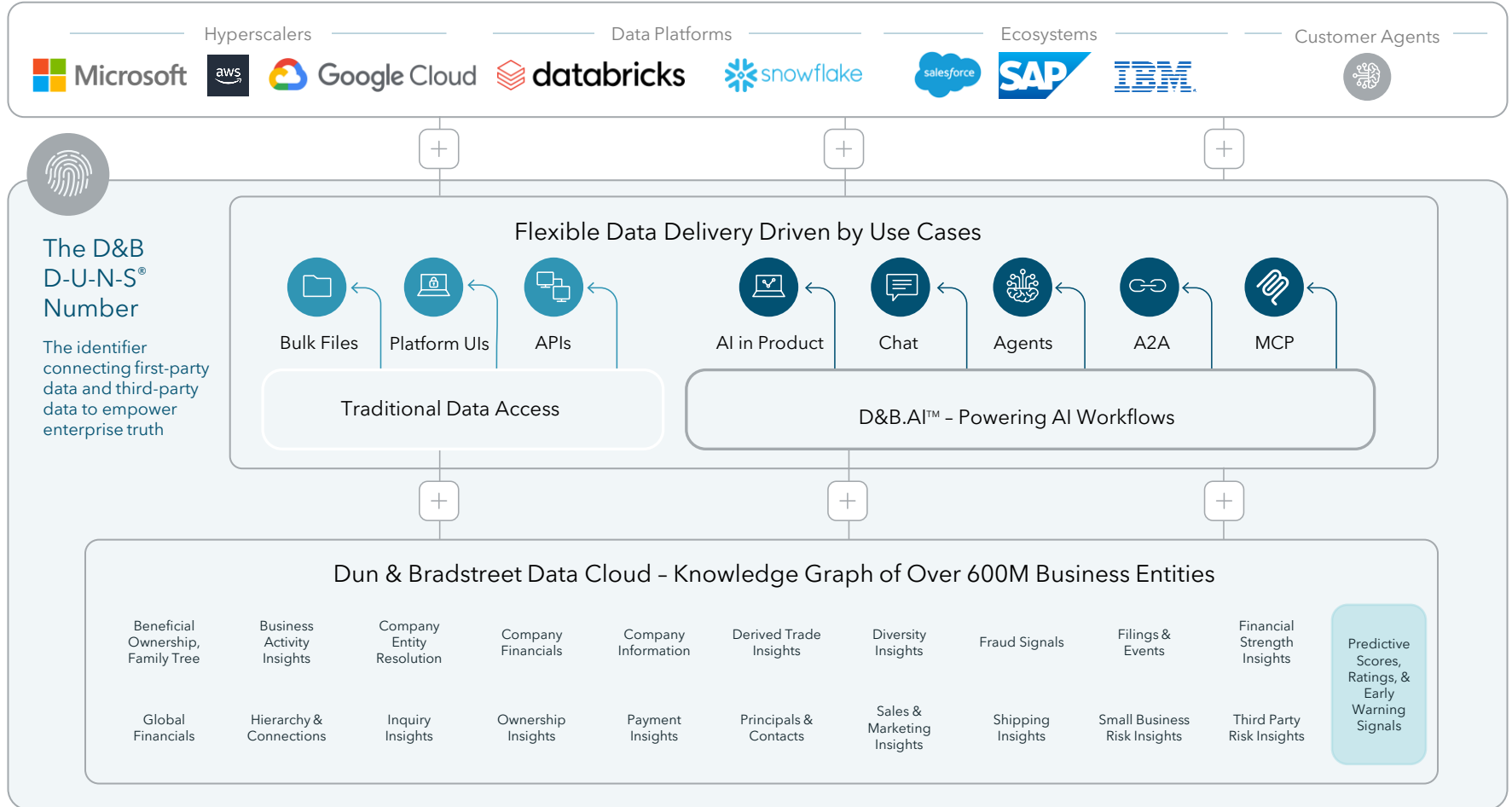


How It All Works

Bringing data, agents, and expertise together



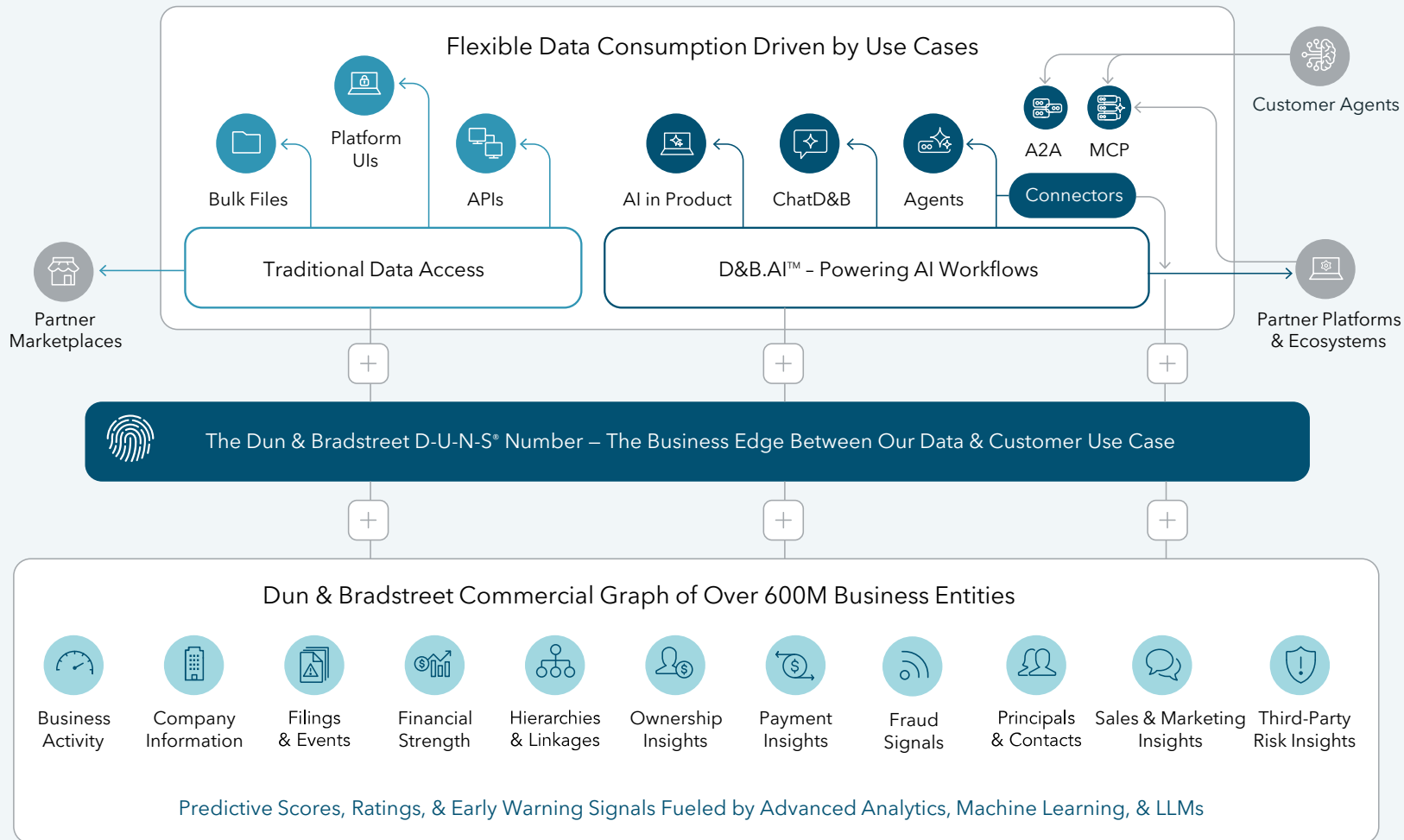
D&B Powers Agentic Workflows with Industry-Leading Data





Wherever you are on your AI Journey, Dun & Bradstreet is Your Partner for Progress





Q & A



Thank You!

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