

Sample Business Data Cleaning Report

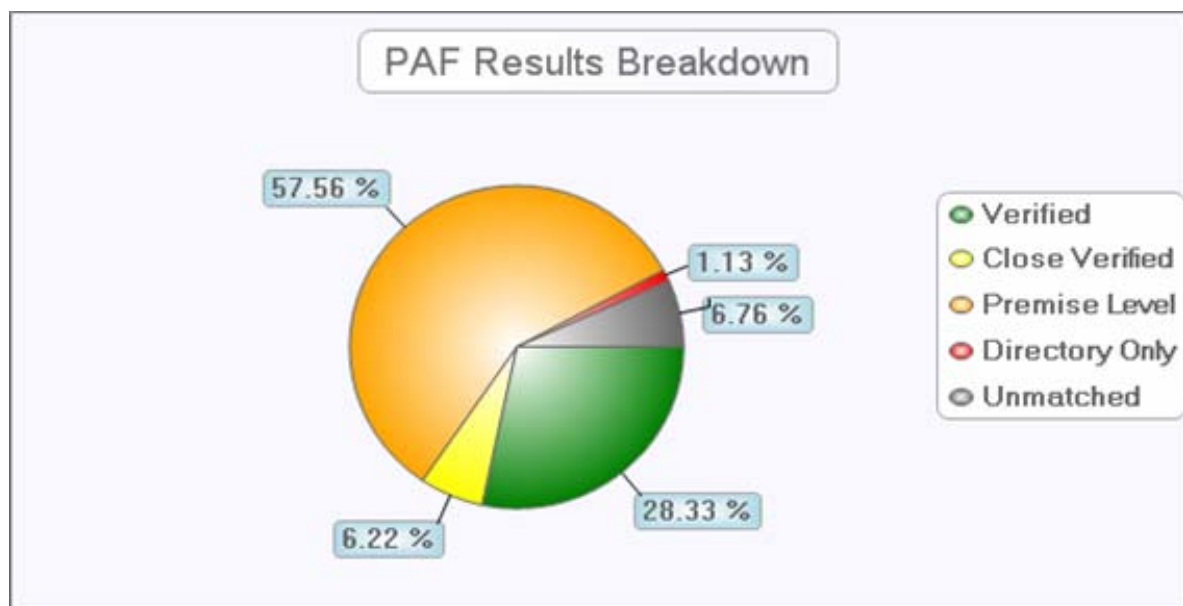
Data counts

- The following is a summary of the submitted data.

Number of records (158 have no company name):	5,592
Number of Contacts:	5,224
Number of Telephone Numbers:	3,026
Number of Fax Numbers:	2,180

Addresses

- After cleaning, **5,151 (92.11%)** addresses are correct to PAF standard and **1,995 (35.68%)** have a verified company name.



Number of company names & addresses which were incorrect before cleansing: **4,008 (71.67%)**

Verified: The supplied Organisation and Address are correct with no or little amendment made: **1,584 (28.33%)**

Close Verified: We have been able to close verify the supplied information by making some minor changes: **348 (6.22%)**

Premise Level Verification: The address supplied **is** to PAF standard; however the organisation cannot be absolutely verified. This can be down to differences in the supplied organisation name: **3,219 (57.56%)**

Directory Only Verified: The organisation can be confirmed against our directory sources, however there is no validation against the Royal Mail PAF **63 (1.13%)**



file:

Unmatched: No level of verification can be gained across PAF or our directory sources: **378 (6.76%)**

Number of company names which could not be verified: **3,597 (64.32%)**

Telephone Numbers

- We have been able to match **2,636** of your records to the telephone number file.

We will be able to amend **0** of your supplied telephone number records to fit the latest area codes (Big Number Day changes).

In addition to this, on an average file, we would expect that:

10% (264) records will have a second or third telephone number appended.

5% (132) of matched records will be Ex Directory

We are not allowed to provide exact counts beyond how many records we can append telephone numbers to by matching to OSIS, so these figures are based on a statistical average from the whole OSIS file. As well as this, if your submitted file included telephone numbers, we cannot report on how many additional numbers we can append for you, just the absolute matches.

Suppressions

- We have identified that **295 (5.28%)** of your records should not be mailed, **355 (6.35%)** of your telephone numbers should not be tele-marketed and **569 (10.18%)** of your fax numbers should not be fax marketed.

Number of Gone Aways (Annual Flag): **230 (4.11%) (89 at Contact level)**

Number which appear on MPS: **68 (1.22%)**

Number which appear on TPS: **355 (6.35%) (Expiry Date: 28/03/2007)**

Number which appear on FPS: **569 (10.18%) (Expiry Date: 28/03/2007)**

Business Movers

We are able to supply new addresses for up to **213 (3.81%)** records where the organisation has moved premise.

National Business Database

- We have matched **3,178 (56.83%)** of your records to the National Business Database and have appended the following:

Registration Number:	2,595 (46.41%)
Trading Status:	3,178 (56.83%)
Legal Status:	2,568 (45.92%)
Year Of Incorporation:	2,988 (53.43%)
Number of Employees in Business:	2,896 (51.79%)
Number of Employees At Site:	2,969 (53.09%)
Site Type:	3,178 (56.83%) (459 Head Offices)
SoHo Flag:	3,178 (56.83%) (121 SoHos)
Turnover:	2,617 (46.80%) (1,518 Actual)
Net Worth:	2,968 (53.08%)
Pre Tax Profit or Loss:	2,518 (45.03%)
Business Type:	3,178 (56.83%)



Activity At Site:	1,820 (32.55%)
SIC Code and Text:	3,077 (55.03%)
Business and Business Location URN:	3,178 (56.83%)
Registered Office Location Flag:	3,178 (56.83%) (1,800 Registered Offices)
Premise Type:	2,468 (44.13%)
Parent Name and Registered Number:	1,542 (27.58%)
Ultimate Parent Name and Registered Number:	1,542 (27.58%)

Contacts

- We have verified and can supply additional details for **477 (8.53%)** of your contacts.

We can append contact details for the following job functions:

Senior Decision Maker:	1252 (22.39%)
Purchasing:	2 (0.04%)
Management:	302 (5.40%)
Marketing:	92 (1.65%)
Property/Facilities:	1 (0.02%)
IT:	34 (0.61%)
Finance:	274 (4.90%)
Sales:	114 (2.04%)
Operations:	104 (1.86%)
Fleet:	0 (0.00%)
Human Resources:	32 (0.57%)
Medical/Scientific:	0 (0.00%)
Telecomms:	0 (0.00%)
Academics:	8 (0.14%)
Clergy:	1 (0.02%)
Other Role:	2127 (38.04%)

Duplicate Detection

- Out of 5,592 records you supplied, we detected **885 (15.83%)** duplicates

Number of distinct company contacts:	5,400 (96.57%)
Number of distinct companies:	4,707 (84.17%)
Number of distinct locations:	4,502 (80.51%)