
Additional Data Guide

United Kingdom With Business

QAS Ltd.

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To request metered clicks, email **clicks@qas.com**.

QAS Support Website:
support.qas.com

QAS Global Website:
www.qas.com

UK

QAS Ltd
George West House
2-3 Clapham Common North Side
LONDON
SW4 0QL
UNITED KINGDOM

Tel: +44 (0) 20 7498 7777
Fax: +44 (0) 20 7498 0303

Technical Support
Tel: +44 (0) 20 7498 7788
E-mail: uk.support@qas.com

France

QAS
38 Avenue des Champs Elysees
75008 PARIS
FRANCE

Tel: +33 (0) 1 70 39 43 20
Fax: +33 (0) 1 70 39 43 21

Technical Support
Tel: +33 (0) 1 70 39 43 43
E-mail: fr.support@qas.com

USA and Canada (Eastern Standard Time)

QAS
1 Memorial Dr Ste 800
Cambridge MA 02142-1362
USA

Tel: +1 888 322 6201
Fax: +1 888 882 7082

Technical Support
Tel: +1 888 712 3332
Email: us.support@qas.com

USA and Canada (Pacific Standard Time)

QAS
221 Main St Ste 1310
San Francisco CA 94105-1931
USA

Tel: +1 888 882 7203
Fax: +1 888 882 7204

Technical Support
Tel: +1 888 712 3332
E-mail: us.support@qas.com

Australia

QAS Pty Ltd
L 23 111 Pacific Highway
NORTH SYDNEY NSW 2060
AUSTRALIA

Tel: +61 (0) 2 9922 4422
Fax: +61 (0) 2 9922 3522

Technical Support
Tel: +61 (0) 2 9922 4422
E-mail: au.support@qas.com

Netherlands

QAS Nederland
Gustav Mahlerplein 60
1082 MA AMSTERDAM
THE NETHERLANDS

Tel: +31 (0) 20 504 0040
Fax: +31 (0) 20 504 0044

Technical Support
Tel: +44 (0) 20 7498 7788
E-mail: nl.support@qas.com

Singapore

QAS
80 Raffles Place
35-00 UOB Plaza 1
Singapore 048624

Tel: +65 6248 4771
Fax: +65 6248 4531

Technical Support
Tel: +65 6248 4771
E-mail: sg.support@qas.com

For all other countries

QAS Ltd
George West House
2-3 Clapham Common North Side
LONDON
SW4 0QL
UNITED KINGDOM

Tel: +44 (0) 20 7498 7777
Fax: +44 (0) 20 7498 0303

Technical Support
Tel: +44 (0) 20 7498 7788
E-mail: support@qas.com

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Introduction

Business Data Information

This guide provides an overview of the United Kingdom with Business (GBB) Additional Dataset.

For general information about the United Kingdom (GBR Address) data, see the United Kingdom Data Guide. For information about a specific Additional Dataset, see the relevant Additional Data Guide.



You must have the GBR Address Dataset installed to use any of the Additional Datasets.

GBB Business Additional Dataset

Dataset Code:	GBB
FileNames:	gbrbus.ads, gbrbus.tpx, gbrbus.zlx
Approximate Data Size:	355MB
Data Source:	Experian's National Business Database. All data, extracts and updates © Experian Ltd.
Update Frequency:	Monthly
Expiry:	Data files will expire 8 months after creation. For example, March data will expire in November of the same year. Ensure every data update is applied promptly, otherwise the data may expire and the product will become unusable.

While the standard PAF datastore for the United Kingdom (GBR) does contain some organisation information, the United Kingdom with Businesses (GBB) data supplements the standard PAF with organisations listed in Experian's National Business database, where the data is collected from a variety of sources including information from Companies House and an exclusive combination of Yellow Pages and Thomson directory information. When QAS products are configured to use GBB data, they will search for organisations in both the GBB and GBR data. This provides a more comprehensive coverage of business addresses throughout the UK.

About This Data

Area Covered

The Business Additional Dataset contains information for addresses in the following areas:

Name of Dataset	England	Scotland	Wales	N. Ireland	Isle of Man	Channel Islands
GBB Business	√	√	√	√	√	√

Address Elements

You can select the type of organisation name (element code O11) that is displayed from the “Form of organisation to return” drop-down box when setting the Format Options. See the product help files for more information about this.

For a full list of address elements, see the United Kingdom Data Guide.

About DataPlus Information

You can configure your QAS products to use any of the available DataPlus sets that are available for GBR Address data and the GBB Business Additional Dataset. Please refer to the relevant section of the product documentation for information on configuring QAS products to return DataPlus information.

Each DataPlus set (.dap) is divided into one or more items. QAS products can be configured to return these items via the Configuration Editor (using the element name) or the configuration file (using the code name). This section details the DataPlus sets currently available for GBB Business Additional Dataset.



In addition to these DataPlus sets, GBB Business Data can also use the DataPlus sets that are available for GBR data. See the GBR Data Guide for details of these DataPlus sets.

DataPlus Sets for GBB Business Data

The following DataPlus sets available with GBB Business Data:

- Experian Business Location URN
- Commercial Mosaic Codes
- Business Registration Number
- GBR Telephone and Fax Numbers
- GBR Employee Site Count
- GBR Location Indicator
- GBR SIC Codes
- GBR PAF Match Quality.

Experian Business Location URN

Identifier: GBRBUN

The GBRBUN DataPlus set returns a unique location reference number for the matched business address.

Element	Code	Description
Business Location URN	URN	Business location unique reference number.

Commercial Mosaic Codes

Identifier: GBRBMO

The GBRBMO DataPlus set returns Commercial MOSAIC demographic data relevant to a given business name.

Commercial MOSAIC data enables companies to select future business prospects that share similar characteristics to existing customers. Each of the 1.8 million businesses in Experian's National Business Database has been categorised into one of 50 MOSAIC types and 13 MOSAIC groups.

Element	Code	Description
Commercial Mosaic Type Code	TypeCode	Mosaic type code.
Commercial Mosaic Type Description	TypeDesc	Mosaic type description.
Commercial Mosaic Group Code	GroupCode	Mosaic group code.
Commercial Mosaic Group Description	GroupDesc	Mosaic group description.

Business Registration Number

Identifier: GBRBRG

The GBRBRG DataPlus set returns the number in which the business is registered at Companies House.

Element	Code	Description
Business Registration Number	Reg	Companies House registration number.

GBR Telephone and Fax Numbers

Identifier: GBRBTF

The GBRBTF DataPlus set returns the telephone and fax number for a given business.

Element	Code	Description
Telephone Number	TelNum	Telephone number.
Fax Number	FaxNum	Fax number.

GBR Employee Site Count

Identifier: GBRBEM

The GBRBEM DataPlus set returns the number of employees working for a given business.

Element	Code	Description
Employee Count	EmpCount	Number of employees at site.

GBR Location Indicator

Identifier: GBRBLC

The GBRBLC DataPlus set returns information of what the particular location is to the business; for example, "Headquarters". This includes a description of the location, a code for the type of location and an indicator as to whether the site is a small office or a home office.

Element	Code	Description
Location Code	LocCode	Location code.
Location Description	LocDesc	Location code and description.
SOHO Code	SOHOCCode	Indicates whether the address is a small or home office. The value of this item is always Y or N.
SOHO Description	SOHODesc	Returns a text string indicating whether the address is a small or home office.

GBR SIC Codes

Identifier: GBRBSC

The GBRBSC DataPlus set returns SIC codes and descriptions, as well as Yellow Pages codes and descriptions and Thomson Local codes and descriptions.

Standard Industry Classification (SIC) codes enable businesses to be classified in a uniform way, where each establishment is classified according to its primary activity. An establishment is defined as a single physical location at which economic activity occurs. These codes enable businesses to accurately target future prospects.

Versions of the SIC system exist in both the UK and USA. In the UK, there are two main SIC codes in use (UK80 and UK92).

The SIC code information for businesses is collected as a mandatory part of the data collection process carried out by Yellow Pages and Thomson Directories.

Element	Code	Description
US 1972 SIC Code	US72Code	US 1972 SIC code.
US 1972 SIC Description	US72Desc	US 1972 SIC description.
UK 1980 SIC Code	UK80Code	UK 1980 SIC code.
UK 1980 SIC Description	UK80Desc	UK 1980 SIC description.
US 1987 SIC Code	US87Code	US 1987 SIC code.
US 1987 SIC Description	US87Desc	US 1987 SIC description.
UK 1992 SIC Code	UK92Code	UK 1992 SIC code.
UK 1992 SIC Description	UK92Desc	UK 1992 SIC description.
Yellow Pages Code	YellCode	Yellow Pages classification code.
Yellow Pages Description	YellDesc	Yellow Pages classification description text.
Thomson Code	ThompCode	Thomson classification code.
Thomson Description	ThompDesc	Thomson classification description text.

GBR PAF Match Quality

Identifier: GBRQAL

The GBRQAL DataPlus set returns a quality assessment of the match made for a given address between the GBB Business dataset and PAF data.

Element	Code	Description	
PAF Quality of Address	Address	0	Full postal address match.
		1	Exact organisation and full postal address match.
		2	Close organisation and full postal address match.
		3	Full premise-level match - additional organisation or sub-premise information exists on PAF.
		4	Partial premise level match - non-PAF sub-premise information added
		5	Street level match - non-PAF premise information added.
PAF Quality of Postcode	Postcode	6	Place level match - non-PAF premise and street information added.
		0	Postal code match.
		1	Postal code added.

Using This Data

This section provides tips for address searching and other product-specific information when using Pro and Pro Web, or when performing Interactive cleaning in Batch.



The searches are accurate at the time of documentation. However, search results may differ depending on the data release you are using.

With QuickAddress Pro

Search Examples: Typedown

Enter postcode or place
GU3 3BQ

The following table provides a list of these example search types:

- Searching for an organisation using the building name
- Searching for an organisation using the postcode
- Searching for a department

Search type	Example
<p>Searching for an organisation using the postcode</p>	<ol style="list-style-type: none"> 1. Enter the postcode, ox13js, and press Enter. 2) Enter the partial organisation name, lamb, and press Enter. 3) The full address and organisation name are returned in the final address screen: The Lamb & Flag 12 St. Giles OXFORD OX1 3JS
<p>Searching for a department address</p>	<ol style="list-style-type: none"> 1. Enter the town name, bristol, and press Enter. 2) Enter the street name, priory road. From the picklist, select priory road, clifton, BRISTOL, and press Enter. 3) Enter the first letters of the name of the department, depart, and press Enter. 4) The correct address is returned: University of Bristol Department of Politics 10 Priory Road, Clifton BRISTOL BS8 1TU

Search Examples: Single Line

Enter search
35 douglas st, de238lh

The following table provides a list of these example search types:

- Searching for an organisation
- Searching for a department
- Searching for an organisation using the building name
- Searching for a department using the county

Search type	Explanation
Searching for an organisation	<ol style="list-style-type: none">1) Type the name of the organisation, followed by a comma and the town name: matalan, sutton2) In this case, only one match appears in the picklist. Press Enter, or click Select to return the full address in the address edit screen: Matalan Plc 278 High Street SUTTON Surrey SM1 1PG

Search type	Explanation
<p>Searching for a department</p>	<p>1) Enter the name of the department followed by a comma, and the organisation name: accounts department, sheffield newspapers ltd</p> <p>2) The full address is returned: Sheffield Newspapers Ltd Accounts Department PO Box 441 SHEFFIELD S1 1PW</p>
<p>Searching for an organisation using the building name</p>	<p>1) Enter the building name and town: the chancery, manchester</p> <p>2) From the picklist, select the required organisation name, in this case, Turley Associates, and press Enter.</p> <p>3) The correct address is returned: Turley Associates, The Chancery 58 Spring Gardens MANCHESTER M2 1EW</p>
<p>Searching for a department using a county</p>	<p>1) Enter the name of the department, followed by a comma and the county name: department of physics, dyfed</p> <p>2) The correct address is returned: University of Wales Aberystwyth Department of Physics, Physical Sciences Building Penglais ABERYSTWYTH Dyfed SY23 3BZ</p>

With QuickAddress Pro Web

Scenarios

The following table indicates the relevant search examples for each Pro Web scenario and search engine that supports GBB Business data.

Scenario	Search Engine	For search examples, see:
Address Capture on the Intranet	Single Line hierarchical	Single Line search examples on page 13.
Single Line	Single Line hierarchical	Single Line search examples on page 13.
Standard	Typedown	Typedown examples on page 11.
	Single Line hierarchical	Single Line search examples on page 13.
ActiveX Control	Typedown	Typedown examples on page 11.
	Single Line hierarchical	Single Line search examples on page 13.

With QuickAddress Batch



*If you are using Batch to clean your database against more than one dataset, DataPlus information **cannot** be configured.*

This section details the information relevant to using Batch with United Kingdom With Business Additional Dataset.

When using United Kingdom with Businesses (GBB) data, Batch can try and match any organisation information you supply against organisations in both the PAF and the Experian business data.

If you have specified that input fields contain organisation information, you can choose to return the PAF or Experian organisation data, or a combination of both. Use the Formatting Options dialog in the Configuration Wizard (Standalone), or the `ConditionalFormat` configuration setting (API) to specify the form of organisation to return. See your product documentation for more information.

By default, Batch will not overwrite any fields that you have specified as containing organisation information, though you may choose to update these fields if you wish. Note that if your input matches to a residential address, but a supplied organisation does not match any organisation in either the PAF or Experian business data, then your original organisation information will not be retained. If you wish to retain unmatched organisations, the Enhanced cleaning mode may be used. See the documentation supplied with Batch for more information on Enhanced cleaning.

Extended Dataset Information Bits

For any given record, Batch uses dataset-specific information bits (see “Dataset-Specific Information Bits” in the GBR Data Guide) to provide information on how well it has matched any names that were supplied. In addition to these, when using the GBB data, a selection of extended dataset information bits can be returned. Refer to the main Batch documentation for more information on matching rules and information bits.

- For Standalone users, the extended dataset information bits are returned as the second 8 digits of the 16-digit extended match result as displayed in Interactive.

- For API users, these are returned by the function **QABatchWV_GetMatchInfo** as parameter *riCountryInfo2*, and from the function **QABatchWV_Clean** in the parameter *rsReturnCode* from the 21st to 28th characters. See the QuickAddress Batch manual for further information about these functions.

The following table provides a full list of extended dataset information bits that can be returned.

Information Bit	Description
10000000	Full surname match
20000000	Full forename match
40000000	Forename initial matched to reference forename
80000000	Name/initial matched to reference middle initial
01000000	Name title matched
02000000	Name gender correlation
00100000	Alias used to match forename
00200000	Typo(s) present in supplied name
00400000	Forename and middle name swapped to achieve a match
00800000	Multiple reference name matches found
00010000	Experian organisation present for matched address
00020000	Experian organisation trading style alias retainable in output address

Search Examples: Batch Interactive

For information about the best methods for searching on United Kingdom addresses using Batch Interactive please refer to Typedown search examples on page 11 and Single Line search examples on page 13.

With Identifier NameTracer Pro

For search examples using GBR Business data with NameTracer Pro, see the NameTracer Pro documentation.