



Sample Business Data Audit Report

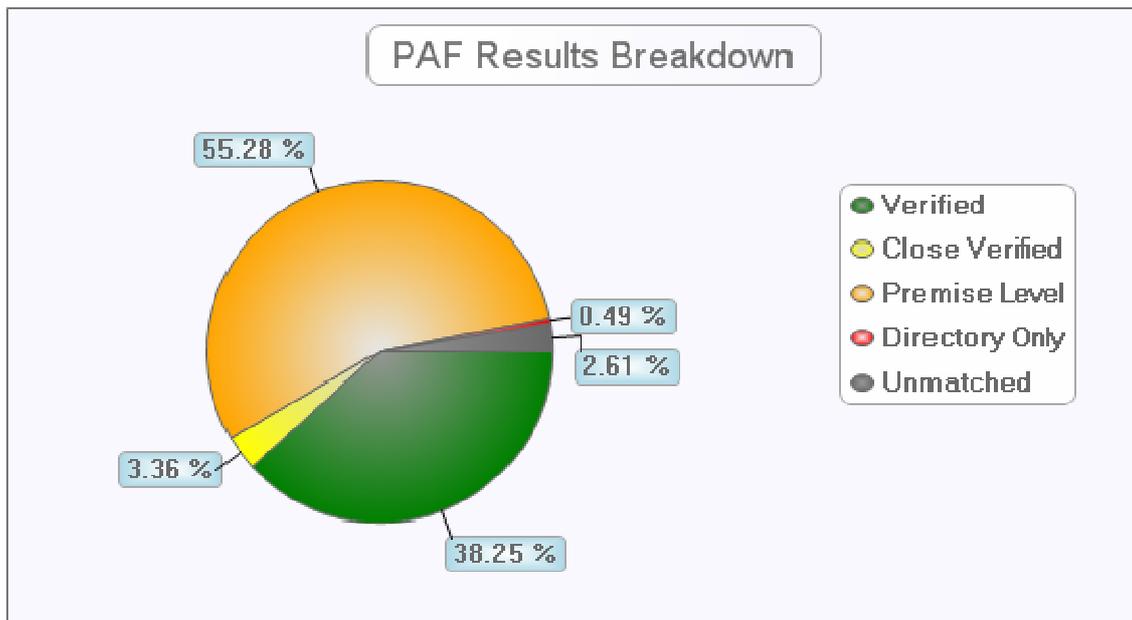
Data counts

- The following is a summary of the submitted data.

Number of records (0 have no company name):	13,536
Number of Contacts:	13532
Number of Telephone Numbers:	8,620
Number of Fax Numbers:	0

Addresses

- You have 13,116 (96.90%) addresses that are correct to PAF standard and 5,700 (42.11%) have a verified company name.



Number of company names & addresses which were incorrect before cleansing: 8,358 (61.75%)

Verified: The supplied Organisation and Address are correct with no or little amendment made: 5,178 (38.25%)

Close Verified: Intact has been able to close verify the supplied information by making some minor changes: 455 (3.36%)

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: 7,483 (55.28%)

Directory Only Verified: The organisation can be confirmed against our directory sources, however there is no validation against the Royal Mail PAF file: 67 (0.49%)

Unmatched: No level of verification can be gained across PAF or our directory sources: 353 (2.61%)



Number of company names which Intact could not verify: **7,836 (57.89%)**

Telephone Numbers

- We have been able to match **6,726** of your records to the telephone number file.

Intact 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% (673) records will have a second or third telephone number appended by Intact

5% (336) of matched records will be Ex Directory

If your submitted file included telephone numbers then we are only allowed here to show the absolute matches, not the number of new numbers that may be available.

Suppressions

- We have identified that **838 (6.19%)** of your records should not be mailed, **1,462 (10.80%)** of your telephone numbers should not be tele-marketed and **0 (0%)** of your fax numbers should not be fax marketed.

Number of Gone Aways (Annual Flag):	755 (5.58%) (152 at Contact level)
Number which appear on MPS:	87 (0.64%)
Number which appear on TPS:	1,462 (10.80%) (Expiry Date:17/09/2008)
Number which appear on FPS:	0 (0%) (Expiry Date:17/09/2008)

Business Movers

- We are able to supply new addresses for up to **292 (2.16%)** records where the organisation has moved premise.

National Business Database

- We have matched **8,157 (60.26%)** of your records to the National Business Database and have appended the following:

Registration Number:	4,697 (34.70%)
Trading Status:	8,157 (60.26%)
Legal Status:	4,651 (34.36%)
Year Of Incorporation:	7,376 (54.49%)
Number of Employees in Business:	7,797 (57.60%)
Number of Employees At Site:	7,777 (57.45%)
Site Type:	8,157 (60.26%) (636 Head Offices)
SoHo Flag:	8,157 (60.26%) (455 SoHos)



Turnover:	7,814 (57.73%) (0 Actual)
Net Worth:	8,082 (59.71%)
Pre Tax Profit or Loss:	4,101 (30.30%)
Business Type:	8,157 (60.26%)
Activity At Site:	4,880 (36.05%)
SIC Code and Text:	8,066 (59.59%)
Business and Business Location URN:	8,157 (60.26%)
Registered Office Location Flag:	8,157 (60.26%) (2,940 Registered Offices)
Premise Type:	6,569 (48.53%)
Parent Name and Registered Number:	1,257 (9.29%)
Ultimate Parent Name and Registered Number:	1,233 (9.11%)

Contacts

- We have verified and can supply additional details for 4313 (31.86%) of your contacts.

Intact can append contact details for the following job functions:

Senior Decision Maker:	3236 (23.91%)
Purchasing:	5 (0.04%)
Management:	1214 (8.97%)
Marketing:	36 (0.27%)
Property/Facilities:	7 (0.05%)
IT:	6 (0.04%)
Finance:	135 (1.00%)
Sales:	165 (1.22%)
Operations:	55 (0.41%)
Fleet:	2 (0.01%)
Human Resources:	4 (0.03%)
Medical/Scientific:	0 (0.00%)
Telecomms:	0 (0.00%)
Academics:	15 (0.11%)
Clergy:	0 (0.00%)
Other Role:	3831 (28.30%)

Duplicate Detection

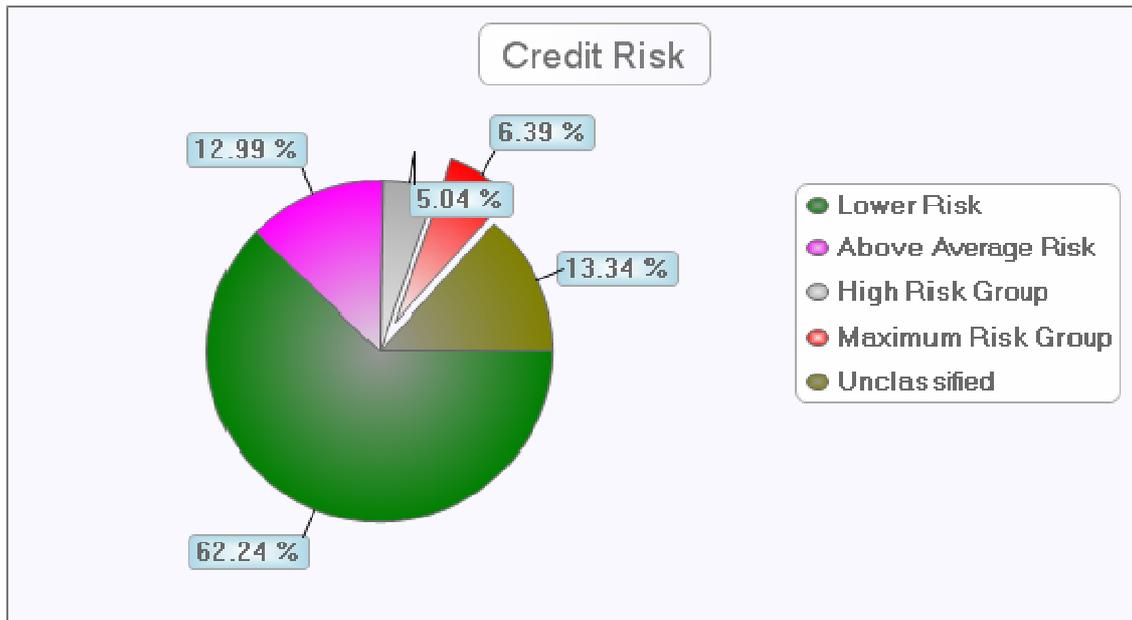
- Out of 13,536 records you supplied, Intact detected 76 (0.56%) duplicates

Number of distinct company contacts:	13,485 (99.62%)
Number of distinct companies:	13,460 (99.44%)
Number of distinct locations:	13,081 (96.64%)



Credit Risk

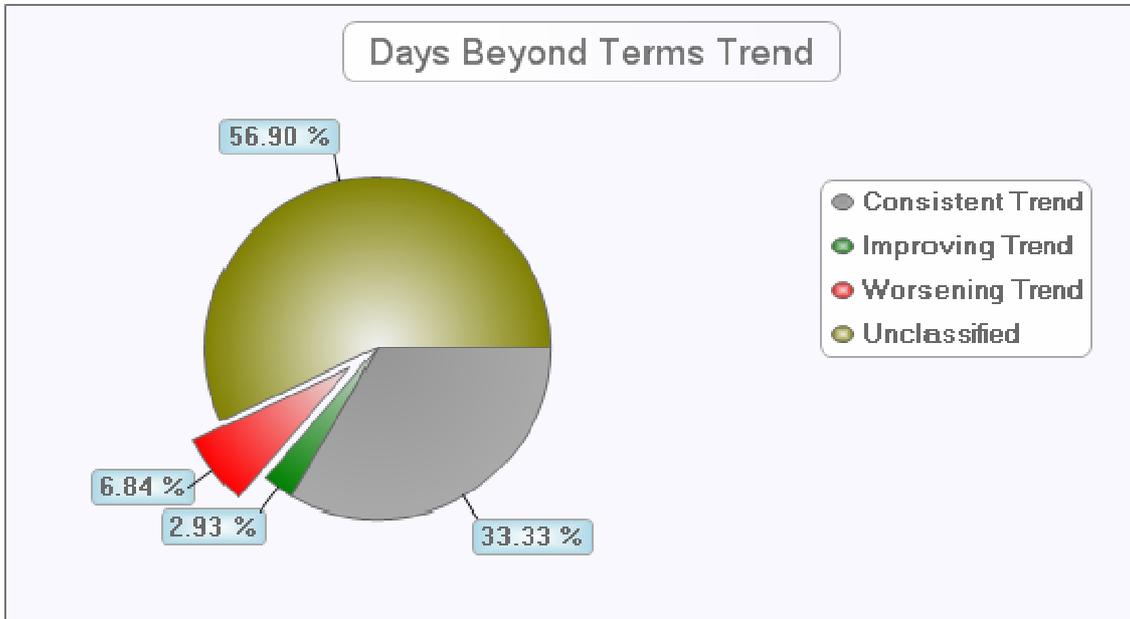
- Did you know that [521 \(6.39%\)](#) of records that match are in the maximum risk group.



Maximum risk:	521 (6.39%)
High risk:	411 (5.04%)
Above average risk:	1060 (12.99%)
Lower risk:	5077 (62.24%)
Unclassified:	1088 (13.34%)

Days Beyond Terms Trend

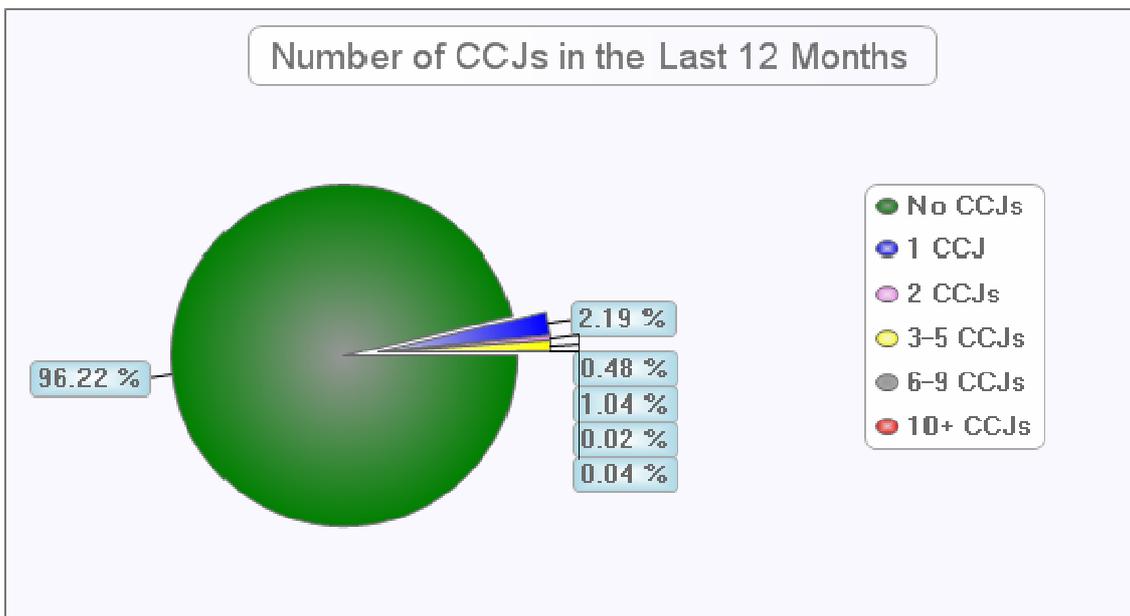
- Did you know that [558 \(6.84%\)](#) of records that match show a worsening trend.



Consistent trend:	2719 (33.33%)
Improving trend:	239 (2.93%)
Worsening trend:	558 (6.84%)
Unclassified:	4641 (56.90%)

County Court Judgements

- Did you know that [308 \(3.78%\)](#) of records that match have one or more CCJs registered in the last 12 months.

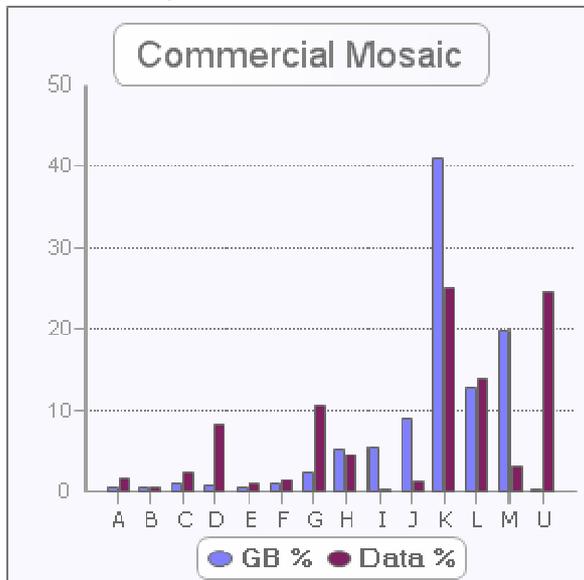




No CCJs:	7849 (96.22%)
1 CCJ:	179 (2.19%)
2 CCJs:	39 (0.48%)
3 - 5 CCJs:	85 (1.04%)
6 - 9 CCJs:	3 (0.04%)
10+ CCJs:	2 (0.02%)
Unclassified:	0 (0.00%)

Commercial Mosaic

- Your data has been profiled using Experian's Commercial MOSAIC at group level. The distribution of your data when compared the GB as a whole is shown below.



Legend

- A = Major Retail
- B = Industrial Blue Chips
- C = National Service
- D = Fleets And Finance
- E = Monumental Monoliths
- F = Specialist Suppliers
- G = Local Solid Rocks
- H = Hotels And Catering
- I = Health And Social Work
- J = Property Portfolio
- K = Independent Entrepreneurs
- L = Energetic Enterprises
- M = Cottage Industry
- U = Unclassified

Click [here](#) for a more detailed explanation.

All of the above counts are based on a full cumulative cleanse, you may receive slightly lower counts if you do not download all services

TPS & FPS: The checking for this file is only valid until the date shown above, if you intend to use this data for marketing purposes after this time, it will need to be rechecked. If you are unsure of the law then you should seek legal advice or contact the DMA.