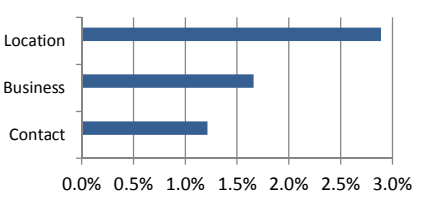
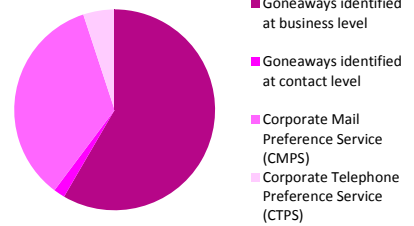


Client Information:			
Client:	Sample	Contact:	Contact Name
Quote Number:	12345	File Format Received:	csv
Industry Sector:	Financial	CRM System:	Salesforce
Date:	14th February 2011	Date File/s received:	11th February 2011
Total Records Supplied:	46,177	Total Defective Records	8,183 (17.7%)
Total Clean Records	37,994	Additional work required:	

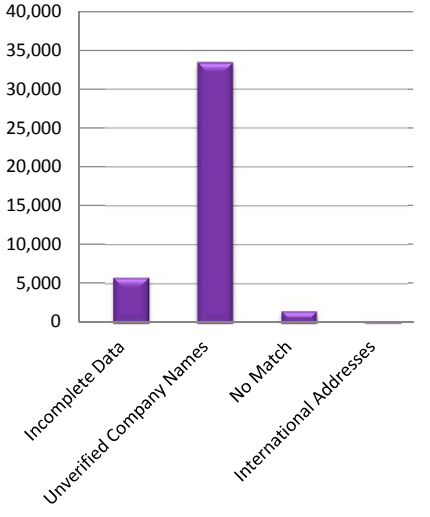
Deduplication		
Contact level duplicates	561	1.21%
Business level duplicates	766	1.66%
Location level duplicates	1,334	2.89%
Remaining records*	45,616	



Suppression Screening		
Goneaways identified at business level	1,762	3.82%
Goneaways identified at contact level	55	0.12%
Corporate Mail Preference Service (CMPS)	1,048	2.27%
Corporate Telephone Preference Service (CTPS)	154	0.33%
Remaining Records	44,415	



Postal Address Enhancement		
Business Movers (BCOA)	813	1.76%
Records Submitted		
Company Names and Addresses Incorrect Before Processing	34,139	73.93%
Company Names and Addresses Correct Before Processing	5,945	12.87%
Company Names and Addresses Changed	599	1.30%
Addresses Changed Only	31,840	68.95%
Business Confirmation Only	103	0.22%
Incomplete Data	5,860	12.69%
Unverified Company Names	33,437	72.41%
No Match	1,597	3.46%
International Addresses	233	0.50%



\* Remaining records is calculated based on the removal of contact level duplicate matches

\*\* Remaining records is calculated based on the removal of Goneaway matches Business Level

Financial Information		
Turnover	11,061	23.95%
Credit Risk (Maximum Risk)	2,096	4.54%
Net Worth	11,475	24.85%
Pre Tax Profit Or Loss	5,993	12.98%

Business Information		
Number of Employees (At site)	11,324	24.52%
SIC Code & Text	11,331	24.54%
Site Type	11,661	25.25%

Further Data Enrichment		
Telephone numbers	3,745	8.11%
Senior Decision Maker	4,897	8.11%

Example of Data Modelling: <i>Please note; the below data is not a representation of actual data</i>		
Major Retail	A	3.00%
Industrial Blue Chip	B	7.00%
National Service	C	4.00%
Fleets and Finance	D	2.00%
Monumental Monoliths	E	3.00%
Specialist Suppliers	F	4.00%
Local Solid Rocks	G	10.00%
Hotels and Catering	H	20.00%
Health and Social Work	I	20.00%
Property Portfolio	J	35.00%
Independent Entrepreneurs	K	70.00%
Energetic Enterprises	L	40.00%
Cottage Industry	M	55.00%
Unclassified	U	4.00%

