

SAP BusinessObjects Data Services

Data Enrichment using Third Party Content (Dun and Bradstreet)

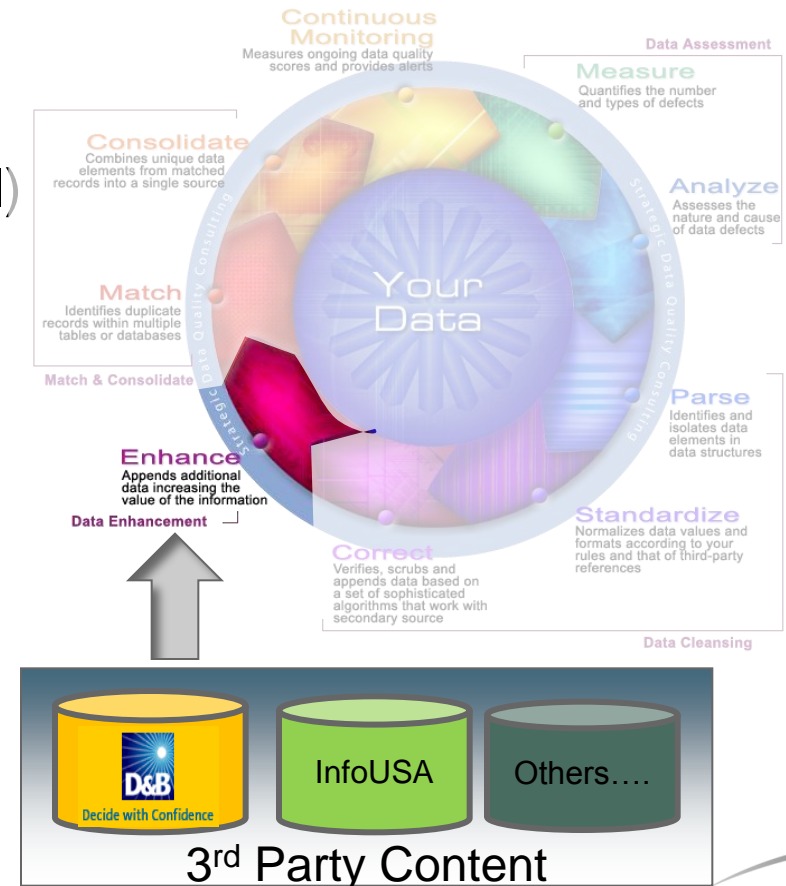


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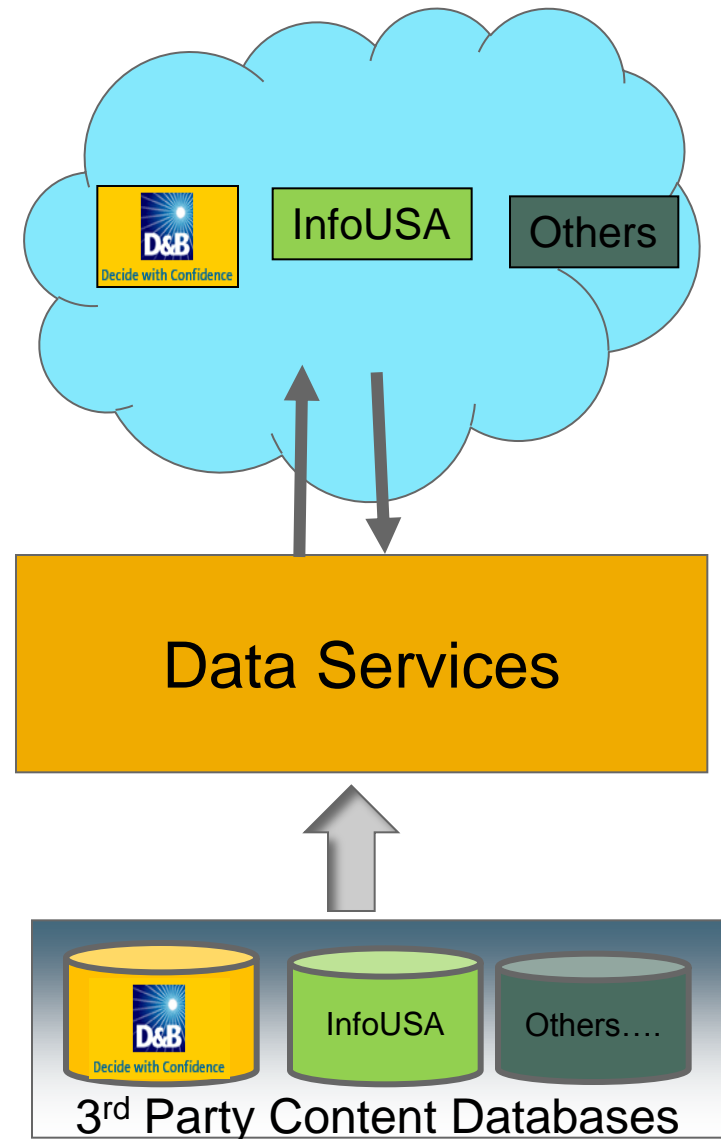
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- Important part of Data Quality process
- Enhance the value using 3rd party content from within Data Services
- Many different providers focusing on different attributes
 - Dun and Bradstreet – Firm (Global)
 - Axciom (Consumer)
 - InfoUSA – Firm & Consumer
 - Experian – Consumer
 - BVD – Firm (Europe)
 - Many others.....
- Data and processing services
 - On-premise database
 - On-demand processing (batch or transactional)

Data Quality Process Wheel Data Enrichment



- Using the 3rd party data already available with customer (On-premise Integration)
- Accessing online subscription based services provided by 3rd party content providers from within DS (HTTP adapter)



Basic Principles with On-Premise 3rd party data Integration



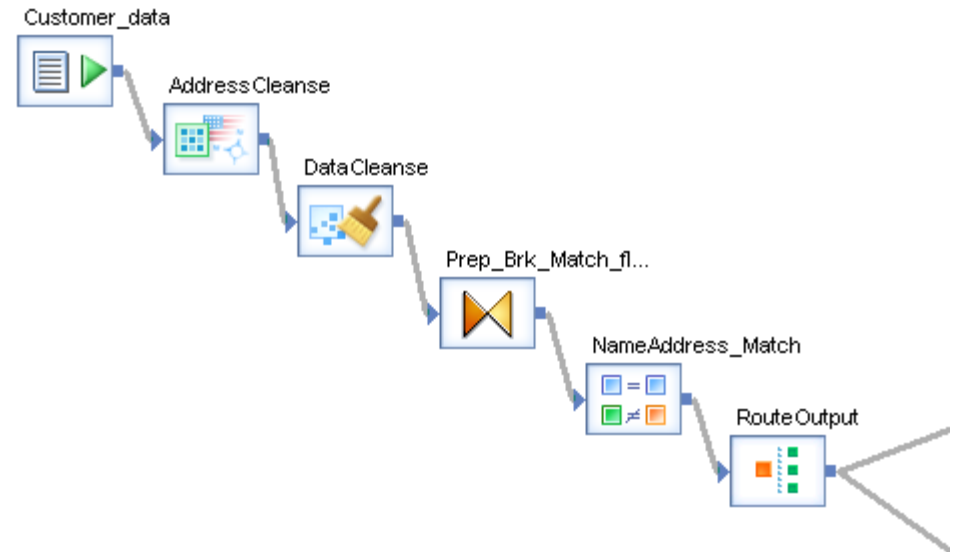
Data Preparation

- 3rd party data needs to be prepared first to
 - Cleanse and Standardize as needed
 - Ready for most accurate and fast matching (Break keys, Match keys) – Initial Load
- Same applies to customer data also



Data Matching & Consolidation

- Compare customer data to 3rd party database (Candidate Source)
- Breaking and Matching attributes depend on data
- If “duplicate” found in secondary source, pull up additional attributes – Best Record



3rd Party Data Maintenance

- Refresh the initially loaded DB with updates from 3rd party (policies will be different for providers)

Actual Process may vary based on the 3rd party data content

DnB provides Data about various firms/organizations

■ Demographic data

- Name, Num of Employees, Year started, Exec info, Territory covered, Contact Info
- DUNS Numbers for Headquarters/Parent, “Domestic Ultimate Business”, “Global Ultimate Business”
- Locations, Addresses, Lat/Long, Phone, Fax, FIPS code etc
- Census data, Median family income in the area, Congressional District

■ Financial Data

- Net worth, Sales, Sales % Growth (3 & 5 yrs), Profit/Loss , Trend (Up/down/steady), Number of accounts serviced
- DnB Credit rating, Paydex score, Indicators for Bankruptcy, Debarment, Fin condition, Fin stress, Gov Debt/Grant, Fortune 1000 listing, Out of business, Minority owned,
- Primary bank name, address, currency, DUNS, Accounting firm name, address

■ Industry Data

- Industry codes (SIC, SBA, APE, NACE), Line of Business, Major Ind Category



DnB data highlights

- **Data available and record layout based on packages licensed from DnB by the customer!**
- Different Packages
 - Telemarketing, Prospect record, Credit scores etc
 - Tier-1, Tier-2, Tier-3 etc
 - Full record with linkage
 - Custom-made databases
- Different price points
- Data layout
 - Flat files – fixed width
 - Varying record lengths and attributes

Important factors to consider

- **Customer manages the D&B relationship, download, update of data**
- **We simply use the data available on-premise from Data Services and update the customer records with attributes from D&B**
- **OUT OF SCOPE - Usage of updated records for analysis**
- Typical customer requirements
 - Update customer records with DUNS number
 - Update customer records with additional DnB attributes
 - This will determine Consolidation strategy (Best Record operations)
- Data layout
 - Flat file as-is from DnB, Data already loaded into RDBMS?
 - Determine types of sources (Flat file formats, Table source etc.)
- Countries involved
 - Global Data - North America, EMEA, APJ?
 - Determine DQ cleansing and standardization requirements (URAC, GAC, DC)
- Matching strategy will be fairly similar

Demo

D&B Data On-premise integration – Steps for Data Prep



1. Source Definition

- Create a File format for the D&B flat file OR
- Create a Table Source if the data is already loaded

May need some Queries to map the fields

sample_dnb_prep.t...



Format & data shown is for illustration only – DUNS numbers are FAKE

	Type
DqMatchDNBPrep	
DUNS	varchar(9)
NAME	varchar(120)
ADDR1	varchar(64)
ADDR2	varchar(64)
CITY	varchar(50)
STATE	varchar(50)
ZIP	varchar(16)
COUNTRY	varchar(50)
CNTRYCD	varchar(3)
MAILADDR	varchar(64)
MAILCITY	varchar(50)
MAILST	varchar(50)
MAILZIP	varchar(16)

DUNS	NAME	ADDR1	ADD...	CITY	STATE	ZIP	COUNTRY
000324700	"COCA-COLA ...	"P.O. BOX 1734 ...	<Null>	"ATLANTA	"GEORGIA ...	"30301...	"UNITED STAT...
000138500	"MICROSOFT ...	"1 MICROSOFT WAY ...	<Null>	"REDMOND ...	"WASHINGTON...	"98052...	"UNITED STAT...
000157070	"IBM ...	"1 NEW ORCHARD RD ...	<Null>	"ARMONK ...	"NEW YORK ...	"10504...	"UNITED STAT...
000217710	"GENERAL ELECTR...	"3135 EASTON TPKE ...	<Null>	"FAIRFIELD ...	"CONNECTIC...	"06828...	"UNITED STAT...
000880600	"INTEL ...	"2200 MISSION COLLEG...	<Null>	"SANTA CLA...	"CALIFORNIA ...	"95054...	"UNITED STAT...
000320030	"NOKIA ...	"KEILALAHDENTIE 2-4 ...	<Null>	"ESPOO ...	<Null>	"02150...	"FINLAND ...
000945100	"DISNEY ...	"500 SOUTH BUENA VIS...	<Null>	"BURBANK ...	"CALIFORNIA ...	"91521...	"UNITED STAT...
000134200	"MCDONALDS ...	"2111 MCDONALDS DR ...	<Null>	"OAK BROOK...	"ILLINOIS ...	"60523...	"UNITED STAT...
000762900	"TOYOTA ...	"3-60 NISHIMACHI ...	<Null>	"TOYOTA-SH...	"AICHI-KEN ...	"471-8...	"JAPAN ...
000281600	"MARLBORO ...	"PO BOX 18583 ...	<Null>	"PITTSBURG...	"PENNSYLVAN...	"15236...	"UNITED STAT...
000296700	"MERCEDRES-BFNZ	"MERCEDRESSTR 137 ...	<Null>	"STUUTT GART	<Null>	"70327	"GFRMANY

2. Address Cleansing & Standardization

- Add GAC (or URAC) per countries involved



Name	Mapping
COUNTRY	COUNTRY
FIRM	NAME
LOCALITY1	CITY
MULTILINE1	ADDR1
MULTILINE2	ADDR2
POSTCODE	ZIP
REGION1	STATE

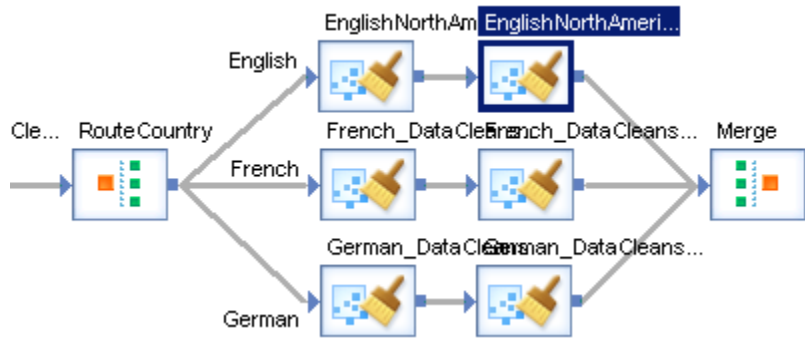
GENERATED_FIEL...	G.
<input checked="" type="checkbox"/> ISO_COUNTRY_...	BEST
<input checked="" type="checkbox"/> FLOOR_NUMBER	BEST
<input checked="" type="checkbox"/> POSTCODE1	BEST
<input checked="" type="checkbox"/> PRIMARY_NUMBER	BEST
<input checked="" type="checkbox"/> PRIMARY_NAME1	BEST
<input checked="" type="checkbox"/> UNIT_NUMBER	BEST
<input checked="" type="checkbox"/> PRIMARY_NAME1	BEST

D&B Data On-premise integration – Steps for Data Prep



3. DataCleanse

- Route the data if multiple countries involved – Add DC transforms for different countries as needed
- Need two DC to parse two different Tradestyle fields



Input		Options	Output	
Filter: <input type="radio"/> Best pr				
Name		Mapping		
▶ FIRM_LINE1		NAME		
▶ FIRM_LINE2		TRDSTY1		

Input		Options	Output	
Filter: <input type="radio"/> Best pr				
Name		Mapping		
▶ FIRM_LINE1		TRDSTY2		

4. Match Fields Definitions

- Use Firm Name, Tradestyle fields, Address elements
- Custom functions to format and standardize the data



Merge		Type	Mapping
▶ TEMP_NAME			
▶ TEMP_TRADESTYLE1			
▶ TEMP_TRADESTYLE2			
▶ TEMP_COUNTRY_CODE			
▶ TEMP_POSTCODE1			
▶ TEMP_PRIMARY_NAME			
▶ TEMP_PRIMARY_NAME			
▶ TEMP_PRIMARY_NUMBE			
▶ TEMP_UNIT NUMBER			

MatchFields		Type	Mapping
▶ MTC_NAME	varchar(120)	CF_FirmRemoveNoise(CF_RemoveDiacriticalCharacters(Merge.TEMP_NAME), Merge.TEMP_COU...	
▶ MTC_TRA...	varchar(30)	CF_FirmRemoveNoise(CF_RemoveDiacriticalCharacters(Merge.TEMP_TRADESTYLE1), Merge.TE...	
▶ MTC_TRA...	varchar(30)	CF_FirmRemoveNoise(CF_RemoveDiacriticalCharacters(Merge.TEMP_TRADESTYLE2), Merge.TE...	
▶ MTC_STRE...	varchar(30)	ifthenelse(length(rtrim_blanks(ltrim_blanks(Merge.TEMP_PRIMARY_NAME_OFFICIAL))) > 0, □...	
▶ MTC_STRE...	varchar(10)	CF_AddressMatchPrepEMEA(TEMP_PRIMARY_NUMBER)	
▶ MTC_UNIT...	varchar(10)	ifthenelse(Merge.TEMP_COUNTRY_CODE = 'AU', rtrim_blanks(ltrim_blanks(((Merge.TEMP_FLOO...	
▶ MTC_COU...	varchar(2)	Merge.TEMP_COUNTRY_CODE	
▶ MTC_POS...	varchar(10)	Merge.TEMP_POSTCODE1	
▶ MTC_POS...	varchar(10)	Merge.TEMP_POSTCODE1	

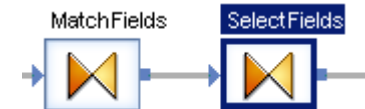
D&B Data On-premise integration – Steps for Data Prep



5. Select Fields Definitions

- Uses Country code, postal code, Firm Name, Tradestyle fields
- Custom functions to format and standardize the data

	Type	Mapping
MatchFields		
▶ MTC_NAME		
▶ MTC_TRADESTYLE1		
▶ MTC_TRADESTYLE2		
▶ MTC_STREET_NAME		
▶ MTC_STREET_NUMBEF		
▶ MTC_UNIT_NUMBER		
▶ MTC_COUNTRY_CODE		
▶ MTC_POSTCODE1		
SelectFields		
▶ SELECT_NAME	varchar(14)	ifthenelse(le...
▶ SELECT_TRADESTYLE1	varchar(14)	ifthenelse(le...
▶ SELECT_TRADESTYLE2	varchar(30)	ifthenelse(le...
▶ MTC_NAME	varchar(120)	MatchFields....
▶ MTC_TRADESTYLE1	varchar(30)	MatchFields....
▶ MTC_TRADESTYLE2	varchar(30)	MatchFields....
▶ MTC_STREET_NAME	varchar(30)	MatchFields....
▶ MTC_STREET_NUMBER	varchar(10)	MatchFields....



Mapping | SELECT | FROM | OUTER JOIN | WHERE | GROUP BY | ORDER BY | Advanced | Find

for: SelectFields.SELECT_TRADESTYLE1

Functions... | ... | Apply | Schema Remapping...

```
ifthenelse (length(rtrim_blanks(ltrim_blanks(MatchFields.MTC_TRADESTYLE1))) = 0, '',  
rpad(MatchFields.MTC_COUNTRY_CODE, 2, ' ') ||  
rpad(MatchFields.MTC_POSTCODE1, 3, ' ') ||  
rpad(MatchFields.MTC_STREET_NAME, 6, ' ') ||  
rpad( (replace_substr(CF_FirmFormBaseWordsEN(CF_RemoveSpecialCharacters(MatchFields.MTC_TRADESTYLE1)
```

D&B Data On-premise integration – Steps for Data Prep



6. DB Prep Data Target

- Match field, Break fields, Select fields
- D&B fields as needed
- Add Indexes on the Select fields for performance



DQ_BLUEPRINTS_MATCH_DNB[DataQualityBlueprints.DBO]

SELECT_NAME	SELECT_T...	SELECT_...	MTC_NAME	MTC_TR...	MTC_TR...	MTC_STREET_NAME	MT...	M	MT...	MTC_...	DUNS	NAME
FR750DES CHLOU	"FR750DES...	<Blank>	LOUIS VUITTON	LV	<Blank>	DES CHAMPS ELYSEES	38	<	FR	75008	000191630	LOUIS VUITTON
DE703MERCEDMER	<Blank>	<Blank>	MERCEDES-BENZ	<Blank>	<Blank>	MERCEDES	137	<	DE	70327	000296700	MERCEDES-BENZ
DE808PETUELBMW	<Blank>	<Blank>	BMW	<Blank>	<Blank>	PETUEL	130	<	DE	80809	000205670	BMW
CH180NESTLÉNES	<Blank>	<Blank>	NESCAFE	<Blank>	<Blank>	NESTLÉ	55	<	CH	1800	000916500	NESCAFE
US303PO BOXCOC	<Blank>	<Blank>	COCA-COLA	<Blank>	<Blank>	PO BOX	1734	<	US	30301	000324700	COCA-COLA
US980MICROSMIC	<Blank>	<Blank>	MICROSOFT	<Blank>	<Blank>	MICROSOFT	1	<	US	98052	000138500	MICROSOFT
US105NEW ORIBM	<Blank>	<Blank>	IBM	<Blank>	<Blank>	NEW ORCHARD	1	<	US	10504	000157070	IBM
US068EASTONGEN	"US068EAS...	<Blank>	GENERAL ELEC...	GE	<Blank>	EASTON	3135	<	US	06828	000217710	GENERAL ELECTRIC
US950MISSIONINT	<Blank>	<Blank>	INTEL	<Blank>	<Blank>	MISSION COLLEGE	2200	<	US	95054	000880600	INTEL
FI021KEILALNOK	<Blank>	<Blank>	NOKIA	<Blank>	<Blank>	KEILALAHDEN	2	<	FI	02150	000320030	NOKIA

Data only for illustration

Schema Out: SelectFields

SelectFields	Type
SELECT_NAME	varchar(14)
SELECT_TRADESTYLE1	varchar(14)
SELECT_TRADESTYLE2	varchar(30)
MTC_NAME	varchar(120)
MTC_TRADESTYLE1	varchar(30)
MTC_TRADESTYLE2	varchar(30)
MTC_STREET_NAME	varchar(30)
MTC_STREET_NUMBER	varchar(10)
MTC_UNIT_NUMBER	varchar(10)
MTC_COUNTRY_CODE	varchar(2)
MTC_POSTCODE1	varchar(10)
DUNS	varchar(9)
NAME	varchar(120)
ADDR1	varchar(64)
ADDR2	varchar(64)
CITY	varchar(50)
STATE	varchar(50)
ZIP	varchar(16)
COUNTRY	varchar(50)
CNTRYCD	varchar(3)
MAILADDR	varchar(64)
MAILCITY	varchar(50)
MAILST	varchar(50)
MAILZIP	varchar(16)
MAILCTY	varchar(50)
MAILCCD	varchar(3)
PHONE	varchar(16)
FAX	varchar(16)
CNTRYACS	varchar(4)
TRDSTY1	varchar(30)

D&B Data On-premise integration – Steps for Matching & Consolidation



1. Source Definition

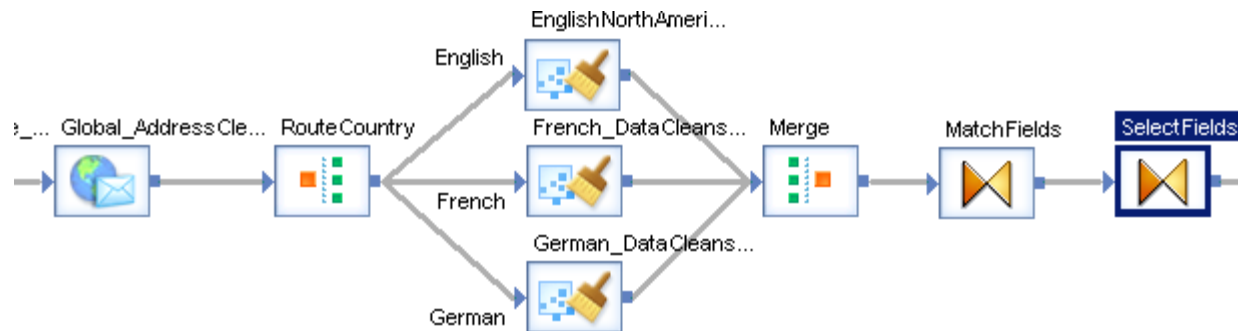
- Customer Source data as needed



	Type
DqMatchDNB	
ORGANIZATION	varchar(80)
ADDRESS1	varchar(60)
ADDRESS2	varchar(60)
CITY	varchar(30)
REGION	varchar(30)
POSTCODE	varchar(10)
COUNTRY	varchar(2)

2. Cleansing, Standardization & key generation

- a. Exact same steps as done during DB Data Prep



D&B Data On-premise integration – Steps for Matching & Consolidation



3. Matching & Consolidation Field Mappings

- Map Select, Match and Best Record fields



Name	Mapping
BREAK_KEY	
SOURCE	SOURCE
DUNS_NUMBER	DUNS_NUM
SELECT_ORGANIZATION1	SELECT_ORGANIZATION1
SELECT_ORGANIZATION2	SELECT_ORGANIZATION2
SELECT_ORGANIZATION3	SELECT_ORGANIZATION3
MTC_ORGANIZATION1	MTC_ORGANIZATION1
MTC_ORGANIZATION2	MTC_ORGANIZATION2
MTC_ORGANIZATION3	MTC_ORGANIZATION3
MTC_STREET_NAME	MTC_STREET_NAME
MTC_STREET_NUMBER	MTC_STREET_NUMBER
MTC_UNIT_NUMBER	MTC_UNIT_NUMBER
HEADQUARTER_DUNS	HEADQUARTER_DUNS
PARENT_DUNS	PARENT_DUNS
PARENT_NAME	PARENT_NAME
DOMESTIC_ULTIMATE_DUNS	DOMESTIC_ULTIMATE_DUNS
GLOBAL_ULTIMATE_DUNS	GLOBAL_ULTIMATE_DUNS

- a. Use “Select_Organization1” as Break Key.

Match Editor

Perform matching

Transform Options

- Group Forming**
 - Break Group
 - Candidate Selection

Break Key Editor

Split records into break groups

Break key table*:

Field	Start Position	Length
SELECT_ORGANIZATION1	1	14

D&B Data On-premise integration – Steps for Matching & Consolidation



4. Matching & Consolidation Candidate Selection

- Use the Prep DB database for Candidate Selector

Match Editor

Perform matching

Transform Options

- Group Forming
 - Break Group
 - Candidate Selection
- Matching
 - FirmAddr
 - Match Criteria
 - Address Primary Name
 - Address Primary Number
 - Address Secondary Number
 - Firm
 - Compare Table
 - Post Match Processing
 - Priority
 - DunsAppend

Candidate Selection Editor

Datatore*: DataQualityBlueprints

Cache type*: NO_CACHE

Auto-generate SQL

Table*:

Use break column from database

Break key field*:

Create custom SQL:

SQL*:
`SELECT DUNS,
HDQ_DUNS,
PAR_DUNS,
NAMEP`

Use constant source value

Physical source value*: DNB

Physical source field*: SOURCE

Break key	Field	Db column
YES	SELECT_ORGANIZATION1	
NO	DOMESTIC_ULTIMATE_DUNS	ULTDUNSD
NO	DUNS_NUMBER	DUNS
NO	GLOBAL_ULTIMATE_DUNS	ULTDUNSI
NO	HEADQUARTER_DUNS	HDQ_DUNS

* denotes mandatory settings

Smart Editor

```
SELECT DUNS,  
HDQ_DUNS,  
PAR_DUNS,  
NAMEP,  
ULTDUNSD,  
ULTDUNSI,  
MTC_NAME,  
MTC_TRADESTYLE1,  
MTC_TRADESTYLE2,  
MTC_STREET_NAME,  
MTC_STREET_NUMBER,  
MTC_UNIT_NUMBER  
FROM DQ_BLUEPRINTS_MATCH_DNB  
WHERE SELECT_NAME = [SELECT_ORGANIZATION1]  
OR SELECT_TRADESTYLE1 = [SELECT_ORGANIZATION1]  
OR SELECT_TRADESTYLE2 = [SELECT_ORGANIZATION1]
```

Best Record fields

Match fields

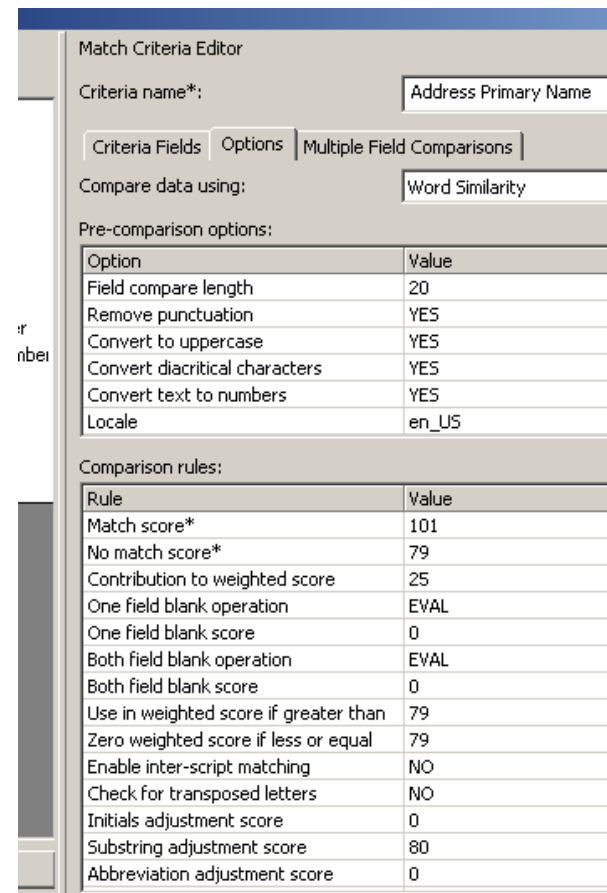
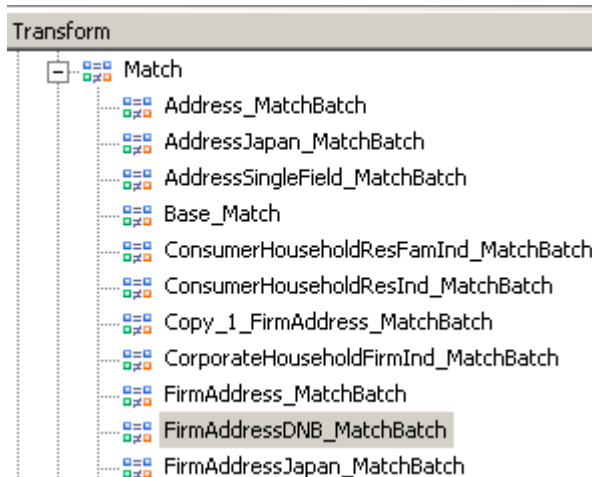
Selection fields

D&B Data On-premise integration – Steps for Matching & Consolidation



5. Matching & Consolidation Match Criteria Setup

- Use “FirmAddressDNB_Match” configuration
- Addr Prim Name (street), Addr Prim Num (House Num), Addr Sec Num (suite Name) and Firm Name



Match Criteria Table

Criteria:

Criteria Nan	Match Criteria	Matc	No	Cont	On	Both	Mat	Algorithm
Address Pri	ADDRESS_PRIMARY_NAME	101	79	25	0	0	20	WORD
Address Pri	ADDRESS_PRIMARY_NUMBER	101	84	15	0	100	10	WORD
Address Sec	ADDRESS_SECONDARY_NUMBER	101	84	10	85	100	8	WORD
Firm	FIRM	101	77	50	0	0	60	WORD

D&B Data On-premise integration – Steps for Matching & Consolidation



6. Matching & Consolidation Compare Table Setup

- Assuming Possible duplicates in customer data
- No duplicates in D&B data – No need to compare DNB to DNB records
- Compare only Customer to DNB records
- Better performance, no un-necessary duplicates

The screenshot shows the SAP Match Editor interface. On the left, a tree view under 'Match Editor' shows 'Perform matching' checked, and 'Compare Table' selected. The 'Match Compare Table Editor' on the right has the following settings:

- Default action*: COMPARE
- Default source*: CUST
- Tip: define an Input Source to enable input source comparisons
- Define compare actions using field values
- Logical source field*: SOURCE

The 'Compare actions*' table is as follows:

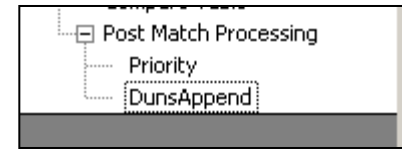
Driver value	Passenger value	Action
DNB	DNB	NO_MATCH
		NO_MATCH

D&B Data On-premise integration – Steps for Matching & Consolidation



7. Matching & Consolidation Post Match Operations

- Prioritize duplicates based on
 - Source – “Customer” records at the top
 - Match Score – Best score at the top
- Best Record Operation
 - Post fields from DnB records to “Customer” records



Group Prioritization Editor

Prioritization name*: Priority

Priority Order | Record Completeness

Priority fields*:

Input Field	Field Order
SOURCE	ASCENDING
DNB_FirmAddr_MATCH_SCORE	DESCENDING

Best Record Editor

Best record name*: DunsAppend

Best Record | Destination Protection

Best record strategy*: CUSTOM

Strategy priority*:

Strategy field*:

Posting destination*: ALL

Post only once per destination*: YES

Best record action fields*:

Source Field	Destination Field	Custom
DUNS_NUMBER	DUNS_NUMBER	NO
HEADQUARTER_DUNS	HEADQUARTER_DUNS	NO
PARENT_DUNS	PARENT_DUNS	NO
PARENT_NAME	PARENT_NAME	NO
DOMESTIC_ULTIMATE_I	DOMESTIC_ULTIMATE_I	NO
GLOBAL_ULTIMATE_DUI	GLOBAL_ULTIMATE_DUI	NO

Best Record - - Smart Editor

```

# Source record is DNB, destination record is CUST
SRC_SOURCE = SRC.GetField(u'SOURCE')
DEST_SOURCE = DST.GetField(u'SOURCE')

# Perform the best record action when the source record
# is DNB and the destination record is CUST
if SRC_SOURCE == 'DNB' and DEST_SOURCE == 'CUST':
    RET.SetBuffer(u'T')
else:
    RET.SetBuffer(u'F')

# Delete temporary variables
del SRC_SOURCE
del DEST_SOURCE
    
```

D&B Data On-premise integration – Steps for Matching & Consolidation

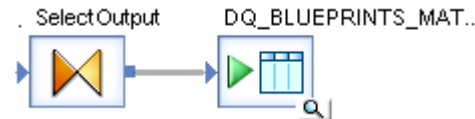


8. Matching & Consolidation Match Output fields

- Customer Specific fields
- DnB fields
- Standardized fields

9. Target Output Data

- Optionally filter out DNB records



Schema Out: FirmAddressDNB_MatchBatcl

	Type
FirmAddressDNB_MatchBa...	
DUNS_NUMBER	varchar(9)
HEADQUARTER_DUNS	varchar(9)
PARENT_DUNS	varchar(9)
PARENT_NAME	varchar(120)
DOMESTIC_ULTIMATE...	varchar(9)
GLOBAL_ULTIMATE_D...	varchar(9)
STD_ORGANIZATION	varchar(80)
STD_COUNTRY	varchar(2)
STD_ADDRESS_DELIV...	varchar(60)
STD_ADDRESS_DUAL	varchar(60)
STD_CITY	varchar(30)
STD_SUBCITY	varchar(30)
STD_REGION	varchar(30)
STD_POSTCODE	varchar(10)
SOURCE	varchar(4)
MATCH_SCORE	int

DQ_BLUEPRINTS_MATCH_DNB_MATCH(DataQualityBlueprints.DBO)

DUNS_N...	HEADQUART...	PARENT_DU...	PARENT_NAME	DOMESTIC...	GLOBAL_U...	STD_ORG...	STD_C...	STD_ADDRE..
000916500	000284590	000163880	NESTLÉ	000281580	000304900	Nescafe	CH	55 av Nestlé
000296700	000982000	000265720	DAIMLER AG	000124690	000176390	Mercedes-B...	DE	Mercedesstr ..
000205670	000205670	000188500	BMW AG	000201800	000209390	BMW	DE	Petuelring 130
000320030	000320030	000999400	NOKIA CORPOR...	000573800	000166390	Nokia	FI	Keilalahdent 2-
000191630	000191630	000118200	LOUIS VUITTON...	000379200	000118870	Louis Vuitton	FR	38 ave des C..
000262300	000262300	000118080	HSBC HOLDING...	000240830	000194730	HSBC	GB	8-16 Canada ..
000299120	000299120	000126560	SONY CORPOR...	000101650	000288220	Sony	JP	1-7-1, Konan
000289000	000289000	000710700	HONDA MOTOR...	000327200	000297070	Honda	JP	1, Honcho 8
000762900	000762900	000143000	TOYOTA MOTO...	000310280	000284400	Toyota	JP	3-60, Nishima..
000419100	000419100	000264550	SAMSUNG GRO...	000157400	000223630	Samsung	KR	250 Taepyon..
000530400	000301620	000296860	PROCTER & GA...	000190040	000292710	Gillette	US	500 Boylston S
000217710	000217710	000578400	THE GENERAL ...	000303970	000131600	GE	US	3135 Easton ..
<Blank>	<Blank>	<Blank>	<Blank>	<Blank>	<Blank>	Southwest ...	US	351 New Alba.
<Blank>	<Blank>	<Blank>	<Blank>	<Blank>	<Blank>	Planview Inc.	US	14 E 60th St S.

Output data only for illustration

D&B Data On-premise integration – Steps for D&B data update



1. Update the DB Prep database
 - Compare the “delta” from DnB with existing data
 - Use Table Comparison transform with DUNS number as the key
 - Compare the fields that are used Organization Name, Tradestyles, Address data for matching
 - Deleted records are in a separate file, remove from Prep DB using DUNS number as key

2. Re-run the customer records through “Job_DqBatchMatch_MatchDnB” if needed

FAQs

1. Is it possible no DUNS number is found?

Yes. DnB data need not have all the firms. Up to the customer what should be done.

2. What if there are dupes in DnB data itself?

Probability is low, will need to change match configuration.

3. What if the DnB data doesn't look good to me (high quality)?

Use the standardized fields from DataPrep step.

4. Any performance considerations?

Most important is break key and candidate selection. Add an index if possible.

5. What if I'm using DnB data as-a-service?

Use HTTP adapter in DS. Separate session on this topic.



- Link to blueprints on SDN <https://www.sdn.sap.com/irj/boc/blueprints>
 - Sample Job for Data Prep - Job_DqBatchMatch_MatchDNBPrep
 - Sample Job for Data Enrichment with DnB Match - Job_DqBatchMatch_MatchDNB
 - Sample Match configuration - FirmAddressDNB_MatchBatch

- D&B Data Integration Toolkit for real time data access. <http://toolkit.dnb.com/>

- Abhiram Gujjewar, abhiram.gujjewar@sap.com

Thank you!