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# **D&B Vendor/Customer Analytics for SAP BW**

Document Enhancement

Note:

This document describes functions of Release SAP BW 2.1. You will find the documentation for all Releases since 3.0B on the HelpPortal under <http://help.sap.com> -> NetWeaver -> Business Information Warehouse -> Business Content.

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## 1 About this Document

This document describes the integration of D&B data into the SAP BW targeting purchasing requirements (Release 2.1C). Although this scenario is applicable to both Vendor and Customer Analytics, SAP delivers Business Content for the vendor part only. Since both parts work in quite a similar manner, you can easily implement the scenario for the customer part.

Section 2 gives an overview of the advantages of integrating D&B data.

Section 3 describes at a more technical level how the integration is realized, and gives an overview of the upload process.

Section 4 describes the prerequisites you have to work through before using D&B data.

Section 5 describes step by step how you upload D&B data.

Section 6 is a glossary.

Appendixes 7 to 10 contain technical information on all components involved in the integration of D&B data.

## 2 Overview

Dun & Bradstreet (D&B) is one of the leading providers of external market data today, helping businesses throughout the world build profitable relationships with other companies. D&B sells information on companies worldwide. The data provided includes information on companies and structural information on groups – the so-called family trees - and has proved to be a valuable tool for businesses from both a marketing and a purchasing perspective.

For this purpose, D&B has introduced the D-U-N-S number (Data Universal Numbering System), a unique nine-digit code that helps identify companies and group entities within an organization quickly and effectively — even in the case of complex corporate family trees.

SAP has integrated D&B's external market data into the standard Business Content. Data provided by D&B is useful for marketing purposes on the one hand and purchasing purposes on the other. In the case of BW, two scenarios have been developed, with D&B Marketing Universe for SAP BW focusing on the marketing aspect, and D&B Vendor/Customer Analytics for SAP BW targeting purchasing requirements.

### **D&B Vendor/Customer Analytics for SAP BW**

Enhancement of SAP BW master data through the integration of D&B external market data has opened up new purchasing perspectives. The integration not only offers access to additional company data, but also enables you to combine and compare your own vendor master data and transaction data with D&B's extensive Global Worldbase in order to improve efficiency and thus company performance.

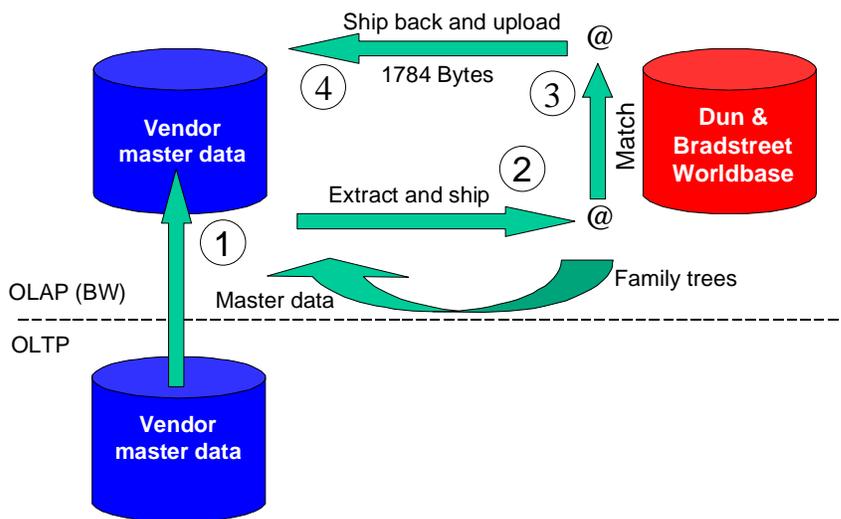
Using D&B Vendor/Customer Analytics for SAP BW you can:

- Identify duplicate and extinguished vendors in your database
- Reduce operating costs by linking interrelated vendors and increasing purchasing power
- Monitor trading partners, for example identify vendors as belonging to the same corporate family
- Maximize cash flow

### 3 Integration of the D&B Data into SAP BW

The Integration of the D&B data into the SAP BW environment involves the interaction of several components including SAP R/3 or other 3<sup>rd</sup> party OLTP systems, SAP BW, and the D&B Worldbase database.

#### 3.1 Data Exchange



Note that although this scenario is applicable to both Vendor and Customer Analytics, SAP delivers Business Content for the vendor part only since both parts work in quite a similar manner.

Initially, there is the vendor master data provided from SAP R/3 and/or other OLTP systems **(1)**. This data is uploaded into BW.

From BW, the vendor master data together with the invoice amount and effective purchase order value for each vendor is extracted to an export file. The purchase amount of each vendor is derived from the Purchasing InfoCube. The export file can then be sent to D&B **(2)**.

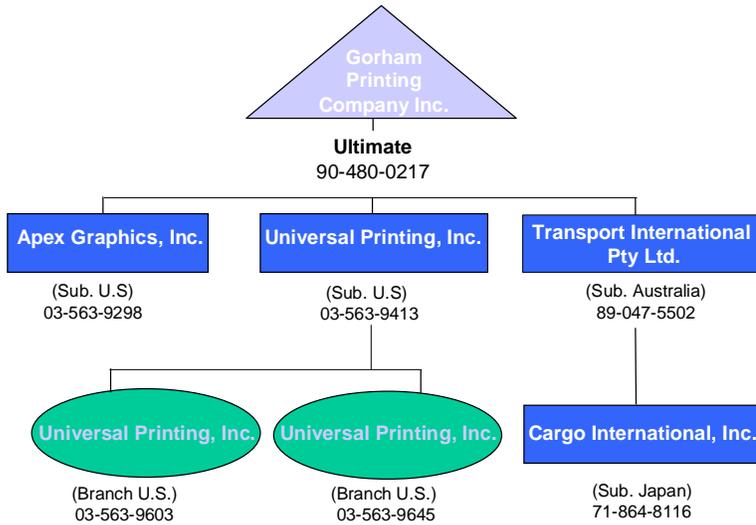
The next step in the process is the rationalization of the vendor master data **(3)**. D&B matches the data against their Worldbase database, so that every vendor record is matched to a D-U-N-S number.

The resulting import file (vendor number, D-U-N-S number and its attributes) is sent back to your company **(4)**. The enhanced vendor data are then uploaded into BW using the file interface. Several standard reports are delivered that you can use to analyze your vendor data, for example to identify duplicate or extinguished vendors in your company's database.

For the default Content scenario for 0Vendor, the InfoCube 0PUR\_C01 and the query 0PUR\_C01\_DB\_Q04 are used to extract to data to a file on the application server. This file has the same structure as the data dictionary structure RSDBEXPORTFILE

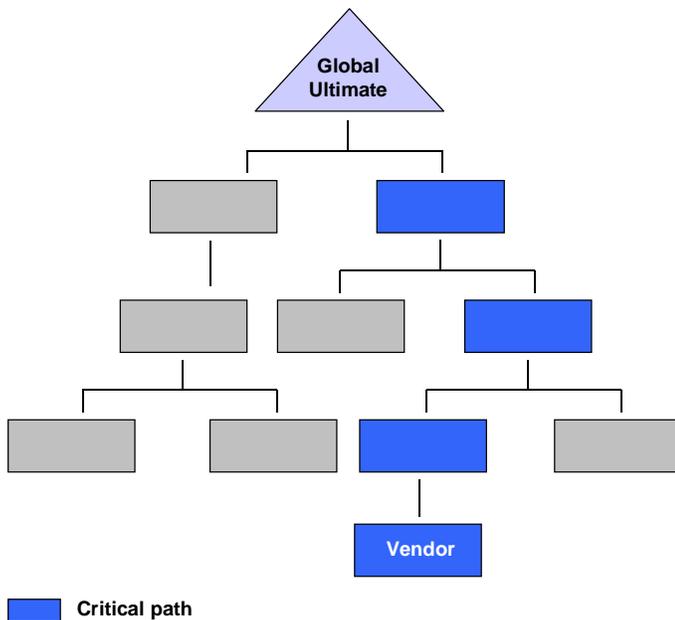
### 3.2 Family Trees

The data provided from D&B also includes structural information on groups – the so-called family trees. The family tree shows the parents, subsidiaries, headquarters, and branches of a corporate family.

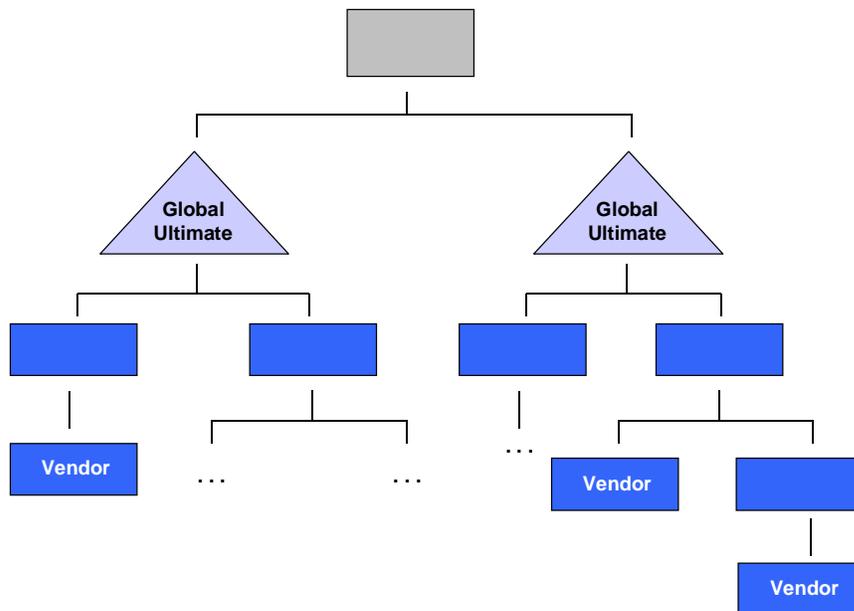


D&B provides a hierarchy file for all vendors included in the BW Export file. While this file includes all cases of majority ownership, it does not take account of minority interests.

The tree in the hierarchy file comprises the full upward linkage for all vendors included in the BW Import file, that is the complete path within the family tree from the vendor to its Global Ultimate. This path is called the *critical path*.



The hierarchy file contains a single tree. The root of the entire tree merely serves as a heading for the Global Ultimates. The Global Ultimates themselves are found on the second level of the tree. Each Global Ultimate is the root of a family tree that contains all critical paths of the vendors belonging to that tree.



The family tree also includes *subsidiaries* as well as *branches* of any headquarters within the critical path. To distinguish between subsidiaries and branches of a company, all subsidiaries are summarized under a dummy subsidiary node and all branches are summarized under a dummy branch node.

As an option, the hierarchy can be supplied, including subsidiaries and branches but excluding the dummy subsidiary and branch nodes. This gives you no indication as to whether a company is a subsidiary or a branch.

## 4 Implementing Vendor/Customer Analytics

Before you can use the D&B data you have to meet some prerequisites. The next sections describe the implementation process step by step. You have to work through the prerequisites only once.

### 4.1 Setting the BC Components

Setting the BC components enables you to use D&B Objects.

1. Select transaction RSOR.
2. From the *Edit* menu, choose *Set BC components*.
3. Mark the field referring to the component DP\_DB under the *Active* column.
4. Save your settings.

### 4.2 Activating Content

To activate Business Content you collect and install several elements.

1. Select transaction RSOR.
2. On the left-hand navigation window, click on *Business Content* and then on *Object Types*.
3. In the toolbar, click on the *Source System Assignment* icon and select the SAP\_DEMO flat file as your source system.

Now you can start to activate the required elements. Make sure that you proceed step-by-step as specified in the following sections.

#### 4.2.1 Activating InfoObjects 0VENDOR and 0DBDUNS\_NUM

If the InfoObjects 0VENDOR and 0DBDUNS\_NUM are activated before the BC component settings have been made, the InfoObjects do not include all the required attributes. You have to activate these InfoObjects again.

1. Click on *Grouping* and select *only necessary objects*.
2. Collect the InfoObjects:
  - In the column *All Objects According to Type*, expand the *InfoObject* branch and double-click on *Select Objects*.
  - Select the InfoObjects 0VENDOR and 0DBDUNS\_NUM and click on *Transfer Selections*.

The specified InfoObjects are now displayed in the list on the right side of the Workbench.

3. For the collected InfoObjects 0DBDUNS\_NUM and 0VENDOR mark *Install* and *Match* in the appropriate columns.
4. Start the installation using the *Install* button.

#### 4.2.2 Activating Transfer Rules

If the transfer rules for the InfoObjects 0VENDOR and 0DBDUNS\_NUM are activated before the BC component settings have been made, the transfer rules do not include all the required attributes. You have to activate these transfer rules again.

1. Click on *Grouping* and select *only necessary objects*.
2. Collect the transfer rules:
  - In the column *All Objects According to Type*, expand the *Transfer Rules* branch and double-click on *Select Transfer Rules*.

- Select the following transfer rules:  
 0VENDOR\_DB\_ATTR SAP\_DEMO  
 0DBDUNS\_NUM\_TEXT SAP\_DEMO  
 0DBDUNS\_NUM3\_ATTR SAP\_DEMO  
 optional:  
 0DBLGLSTAT\_TEXT SAP\_DEMO  
 0DBCTRYCOD\_TEXT SAP\_DEMO  
 0DB87SIC1\_TEXT SAP\_DEMO  
 0DB87SIC1\_HIER SAP\_DEMO

The specified transfer rules are now displayed in the list on the right side of the Workbench.

3. For the collected transfer rules mark *Install* in the appropriate columns.
4. Start the installation using the *Install* button.

### 4.2.3 Activating D&B Procurement Role

Next you activate the D&B Procurement role.

1. Click on *Grouping* and select *in data flow before*.
2. Collect the role:
  - In the column *All Objects According to Type*, expand the *Role* branch and double-click on *Select Objects*.
  - Select the SAP\_BW\_DB\_PROCUREMENT role and click on *Transfer Selections*.

The specified role is displayed in the list on the right side of the Workbench with *Install* already marked. If you had already activated the D&B Procurement role, *Match* is marked as well.

3. Start the installation using the *Install* button.

## 4.3 Creating InfoPackages

After matching your vendor data to the D-U-N-S number D&B returns a CD with several files on it. To upload the D&B files into the corresponding InfoObjects, several InfoPackages are required. With InfoPackages you can control which data is uploaded and you can schedule the upload process. InfoPackages also contain information about the data structure of the files that you want to upload.

To prepare the upload process, you create new InfoPackages.

1. Select transaction `rsa1`.
2. If *Modeling* is not already selected on the left-hand side of the window, click on *Modeling* and then on *InfoSources*.
3. Expand the tree *Non-SAP Sources* → *Data Provider* → *External Market Data* → *Dun & Bradstreet* → *Dun & Bradstreet Master Data*.
4. Expand the tree for the element where you want to create a new InfoPackage for example, the InfoObject Legal Status `0DBLGLSTAT`.
5. Right-click on *SAP Demo PC Files* and select *Create InfoPackage* from the context menu.
6. Specify the parameters and save the InfoPackage.

For a detailed description of the InfoPackages required and their parameters, see the following sections.

### 4.3.1 InfoPackages for Initial Upload (Optional)

Together with the first D&B data files you also receive some D&B files containing customer-independent information. If you want to use the information delivered with these files, these files need to be uploaded once. To prepare the upload process, you create the required InfoPackages.

The following table shows the files you get from D&B for the initial upload. For each file you create one InfoPackage. In the right column you see the InfoObjects to which the new InfoPackages belong.

D&B file	Technical name	InfoObject for which you create the InfoPackage
Legal Status Text File	0DBLGLSTAT_TEXT.CSV	0DBLGLSTAT
Country Code Text File	0DBCTRYCOD_TEXT.CSV	0DBCTRYCOD
SIC Text File	0DB87SIC1_TEXT.CSV	0DB87SIC1
SIC Hierarchy File	0DB87SIC1_HIER.CSV	0DB87SIC1

All the InfoPackages have the same pattern as described in following table. Create the InfoPackages with this information.

Tab	Field	Value
<i>Select data</i>		
		No entries required
<i>External data</i>		
	<i>Load external data from</i>	Application server

<b>Tab</b>	<b>Field</b>	<b>Value</b>
	<i>File name</i>	A combination of the path of the working directory on the application server and the file name.  For example D:\usr\sap\QB5\D19\work\0DBLGLSTAT_TEXT.CSV for InfoPackage 0DBLGLSTAT_TEXT  Ask your system administrator which directories the files will be stored in (see also 5.5 <i>Storing D&amp;B Data on an Application Server</i> ).
	<i>Control file</i>	No
	<i>File type</i>	CSV file
	<i>Data separator</i>	,
	<i>Escape sign</i>	"
<i>External data parameters</i>		
	<i>Thousand separator</i>	,
	<i>Character for decimal point</i>	.
	<i>Number of headers that should be ignored when loading</i>	1
<i>Processing</i>		
	<i>Update data</i>	PSA and then in the InfoObject
<i>Update parameters</i>		
	<i>Update mode</i>	Full update

### 4.3.2 InfoPackages for Repeated Upload

Each time D&B provides new data, the master data for the InfoObjects DUNS Number (0DBDUNS\_NUM) and Vendor number (0VENDOR) require updating. For this purpose the following files are sent from D&B:

- Vendor/Customer Analytics Import File (0DB\_IMPORTFILE\_VC.csv)
- D-U-N-S Text File (0DBDUNS\_NUM\_TEXT\_VC.csv)
- D-U-N-S Family Tree File (0DBDUNS\_NUM\_HIER\_VC.csv)
- Optionally the D-U-N-S Contact Details File (0DBDUNS\_CONT\_VC.csv)

The first time you get data from D&B, D&B provides these files in addition to the files required for initial upload.

For the InfoObjects 0DBDUNS\_NUM and 0VENDOR new InfoPackages are required.

- For the InfoObject 0DBDUNS\_NUM you create three InfoPackages for the different data sources:
  - One for the text description (data source 0DBDUNS\_NUM\_TEXT)
  - Two for the master data upload (one for each data source 0DBDUNS\_NUM3\_ATTR and 0DBDUNS\_NUM\_HIER).
- For the InfoObject 0VENDOR you create one new InfoPackage.

The parameters of the InfoPackages are described in the following tables. Create the InfoPackages with this information.

## InfoPackages 0DBDUNS\_NUM\_TEXT, 0DBDUNS\_NUM3\_ATTR and 0DBDUNS\_NUM\_HIER

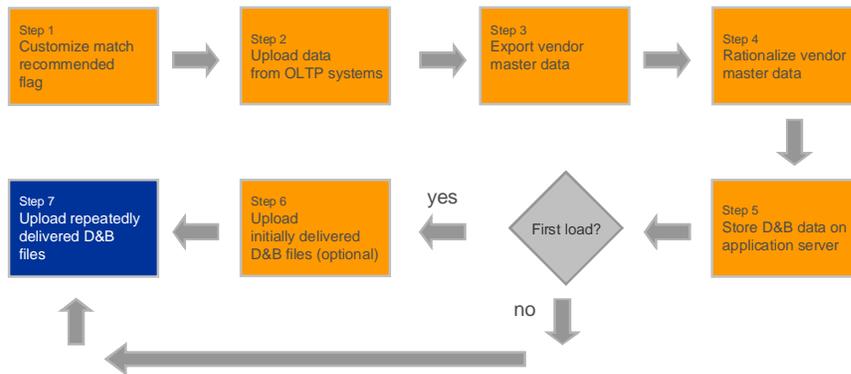
Tab	Field	Value
Select data		
		No entries required
External data		
	Load external data from	Application server
	File name	A combination of the path of the working directory on the application server and the file name. For example D:\usr\sap\QB5\D19\work\0DBDUNS_NUM_CONT_VC.csv for InfoPackage 0DBDUNS_NUM3_ATTR D:\usr\sap\QB5\D19\work\0DBDUNS_NUM_TEXT_VC.csv for InfoPackage 0DBDUNS_NUM_TEXT D:\usr\sap\QB5\D19\work\0DBDUNS_NUM_HIER_VC.csv for InfoPackage 0DBDUNS_NUM_HIER Ask your system administrator which directories the files will be stored in (see also 5.5 Storing D&B Data on an Application Server).
	Control file	No
	File type	CSV file
	Data separator	,
	Escape sign	"
External data parameters		
	Thousand separator	,
	Character for decimal point	.
	Number of headers that should be ignored when loading	1
Processing		
	Update data	PSA and then in the InfoObject
Update parameters		
	Update mode	Full update

## InfoPackage 0VENDOR

Tab	Field	Value
Select data		
		No entries required
External data		
	Load external data from	Application server
	File name	A combination of the path of the working directory on the application server and the file name. For example D:\usr\sap\QB5\D19\work\0DB_IMPORTFILE_VC.csv Ask your system administrator which directories the files will be stored in (see also 5.5 Storing D&B Data on an Application Server).
	Control file	No
	File type	CSV file
	Data separator	,
	Escape sign	"
External data parameters		
	Thousand separator	,
	Character for decimal point	.
	Number of headers that should be ignored when loading	1
Processing		
	Update data	PSA and then in the InfoObject
Update parameters		
	Update mode	Full update
	Error Handling	Valid records update, reporting possible (request green)
	Error Handling – Termination by no. errors	999999999

## 5 Uploading D&B Data for Vendor/Customer Analytics

Having completed the preparatory steps (see *4 Implementing Vendor/Customer Analytics*) you can start the data exchange with D&B. Data exchange within Vendor/Customer Analytics can be described as a seven step procedure. The following chart gives an overview of your tasks during the whole process.



### 5.1 Customizing the Match Recommended Flag

The vendor master data in BW include the match recommended flag ODB\_MATCH. This flag has two values:

- X match recommended flag is set
- <blank> match recommended flag is not set

The match recommended flag is filled during the upload of vendor master data from your OLTP systems. You can use this flag to separate your vendors into two groups. When you export the vendor master data from BW, you can determine how D&B will process each group:

- Perform a new match
- Only refresh the data
- Perform no match, because, for example, the last refresh has been relatively recent.

As a default, the match match recommended flag is not set. If you want to set the flag, you should set it in the transfer rules using an ABAP routine.

#### Example

You have already performed the whole rationalization process, and your vendor data in BW is already enhanced with the information provided by D&B. As the vendor data has changed in the meantime, a new data exchange with D&B is required. D&B should process your data as follows:

- For new vendors, a new match should be performed
- For existing vendors, the data should be refreshed.

To distinguish new from existing vendors, you can use the match recommended flag and mark the new vendors with an 'X'. In the transfer rules, you add a corresponding ABAP routine that checks, for example, if a vendor is already existing in the vendor master data table in BW. If this is not the case, you fill the match recommended flag with an 'X'.

You could also create an ABAP routine that checks if a vendor in the BW vendor master data table is already enhanced with a D-U-N-S number.

Note: During the upload of the BW Import File, you should reset the match recommended flag because the uploaded data has now been matched. As a default, the match recommended flag is not used during the upload process. To reset the flag, you should set it to space (as a constant) in the transfer rules.

## 5.2 Uploading Data from OLTP Systems

This step involves the normal extraction of the vendor master data from SAP R/3 (table LFA1) or other 3<sup>rd</sup> party source systems into BW. If the vendors are already enhanced with D-U-N-S numbers in SAP R/3, the D-U-N-S numbers are also uploaded into BW. During the upload, the match recommended flag should be set according to the transfer rules (see 5.1 *Customizing the Match Recommended Flag*).

The upload is a prerequisite for all subsequent steps.

## 5.3 Exporting Vendor Master Data

To get your vendors D-U-N-S numbered, you send all your vendors to D&B for rationalization. Rationalization means that D&B will match all vendors to the unique D-U-N-S number.

The rationalization process requires a flat file. To extract the relevant master data from BW, BW contains an extraction program that creates an export file in ASCII format. The program downloads a query result to a database table and from there to a flat file on the application server. All vendors in the master data table are included in the export file.

Before starting the program, you can determine how D&B will process your data. For each value of the match recommended flag ODB\_MATCH – flag is filled with X or not – you can choose between the following options:

- Refresh
- New Match
- No match. Use this option if another refresh is not required, either because a match has previously failed or because the last refresh has been relatively recent

For each record in the flat file, the action flag is set accordingly to R (**R**efresh), M (new **M**atch) or N (**N**o match).

To export the vendor master data, proceed as follows:

1. Select transaction se38.
2. Choose the extraction program RS\_BCT\_DB\_CREATE\_TAB\_AND\_FILE and execute the program.
3. Enter the name of the database table to which the master data will be downloaded. You can overwrite the default table name DBFILE.
4. Enter the name of the BW Export file. You can overwrite the default filename DBFILE.ASCII.
5. Choose the required option for records where the match recommended flag is filled with X (Refresh, New Match or No match).
6. Choose the required option for records where the match recommended flag is not filled (Refresh, New Match or No match).
7. Click on the *Execute* icon to generate the flat file.

The vendor master data is extracted using the query 0PUR\_C01\_DB\_Q04. You find the resulting flat file on the application server using transaction al11 in the default directory, for example your home directory DIR\_HOME.

Note: If you want to check the structure of the export file, you can use transaction se11 to display the RSDBEXPORTFILE database table. The database table structure corresponds to the export file structure. For a detailed description of the export file structure, see 7.2.1 *BW Export File*.

8. Send the flat file to D&B.

## 5.4 Rationalizing Vendor Master Data

Once D&B has received the BW export file, standardization of layouts and file matching is performed. File matching refers to the process of comparing company information to the D&B reference file and identifying the records that match the reference base. This way, the D-U-N-S number can be assigned. Assigning the D-U-N-S number allows D&B to cleanse and enhance your data with company identification, family linkage information, risk and demographic information associated.

There are 4 possible levels of matching:

- **Automatic match.** Automatic matches between the entire BW export file and the D&B database are created by use of an electronic comparison, resulting in a certain percentage of 'perfect matches'.
- **Manual scanning.** Records that do not result in a 'perfect match' during automatic matching go into a second category of records, an automatically generated list of possible candidate matches. These candidates require manual scanning against the input record in order to match them to the correct D-U-N-S number.
- **Online lookup.** Those records to which a D-U-N-S number cannot be assigned via automatic matching or manual scanning can be manually searched for on the D&B database. In this case there is, however, no automatically generated list of possible candidate matches.
- **Mini-investigation.** If none of the above steps is successful, the record does not exist on the D&B database and a new D-U-N-S number has to be assigned, with the associated information being verified by a D&B reporter.

The exact processing of the above steps will vary depending on whether the file is international or purely domestic – international files are file-matched by D&B's Global Worldbase in the U.S. whereas domestic files are matched locally. The match level depends on your contract with D&B, but the level of automatic matching is always included.

The record status, that is the status of a data set relating to a vendor, is described by match codes and match grades. It indicates whether or not a match was successful. It also specifies how the match was achieved (if successful) or why it was unsuccessful. A match for a single record is classified as unsuccessful if the D-U-N-S field is filled with zeros. For a detailed description, see *8 Appendix II Match Codes and Match Grades*.

## 5.5 Storing D&B Data on an Application Server

After matching your vendor data to the D-U-N-S number, D&B returns several files on a CD. We recommend that you transfer the files to your application server and create a corresponding folder for each file provided by D&B.

1. On an application server, create a corresponding folder for each file provided by D&B.
2. Copy the files from the CD to the corresponding folders.

Note: The folder to which you copy a file must correspond to the folder that you specified when creating the InfoPackage for the upload. See *4.3 Creating InfoPackages*.

## 5.6 Uploading Initially Delivered D&B Files

The following D&B files are required for initial upload only:

D&B file	Technical name
Legal Status Text File	0DBLGLSTAT_TEXT.CSV
Country Code Text File	0DBCTRYCOD_TEXT.CSV
SIC Text File	0DB87SIC1_TEXT.CSV
SIC Hierarchy File	0DB87SIC1_HIER.CSV

If you want to use the information delivered with these files, you have to upload them into BW. For a detailed description of the file structures and contents, see *7 Appendix I Files for Data Exchange*.

You can upload these files in any order. To start the upload for a file:

1. Select transaction `rsa1`.
2. If *Modeling* is not already selected in the left navigation window, click on *Modeling* and then on *InfoSources*.
3. Expand the tree *Non-SAP Sources* → *Data Provider* → *External Market Data* → *Dun & Bradstreet* → *Dun & Bradstreet Master Data*.
4. Expand the tree for the element where you want to start the upload, for example, the InfoObject DUNS number `0DBDUNS_NUM`.
5. Expand the branch *SAP Demo PC Files*.
6. Right-click on the required InfoPackage and select *Schedule* from the context menu.
7. Start the data load.
8. Use the BW Monitor to check whether the D&B files have been uploaded successfully.

## 5.7 Uploading Repeatedly Delivered D&B Files

In addition to the D&B files delivered only once, you also get the following files:

D&B file	Technical name
D-U-N-S Text File	0DBDUNS_NUM_TEXT_VC.csv
D-U-N-S Family Tree File	0DBDUNS_NUM_HIER_VC.csv
D-U-N-S Contact Details File (optional)	0DBDUNS_CONT_VC.csv
Vendor/Customer Analytics Import File	0DB_IMPORTFILE_VC.csv

For a detailed description of the file structures and contents, see *7 Appendix I Files for Data Exchange*.

These files are also delivered each time you request new data from D&B, for example on a six-monthly or quarterly basis depending on your contract with D&B.

Each time D&B provides new data both the master data for the D-U-N-S number and the vendor number require updating. The upload process for these files can be described as a five step procedure.

### 5.7.1 Uploading the D-U-N-S Text File

**Data source:** 0DBDUNS\_NUM\_TEXT

Upload the D-U-N-S Text File (0DBDUNS\_NUM\_TEXT\_VC.csv) into the D-U-N-S number (InfoObject 0DBDUNS\_NUM).

For step-by-step-instructions, see *5.6 Uploading Initially Delivered D&B Files*.

### 5.7.2 Uploading the D-U-N-S Family Tree File

**Data source:** 0DBDUNS\_NUM\_HIER

Upload the D-U-N-S Family Tree File (0DBDUNS\_NUM\_HIER\_VC.csv) into the D-U-N-S number (InfoObject 0DBDUNS\_NUM).

For step-by-step-instructions, see *5.6 Uploading Initially Delivered D&B Files*.

### 5.7.3 Uploading the D-U-N-S Contact Details File

**Data source:** 0DBDUNS\_NUM3\_ATTR

If you also requested detailed address information for your vendors, D&B returns the D-U-N-S Contact Details File (0DBDUNS\_CONT\_VC.csv). Upload this file into the D-U-N-S number (InfoObject 0DBDUNS\_NUM).

For step-by-step-instructions, see *5.6 Uploading Initially Delivered D&B Files*.

### 5.7.4 Uploading the Vendor/Customer Analytics Import File

Note: You can change the transfer rules to handle special situations, for example, the same D-U-N-S number has been matched to more than one vendor number, a D-U-N-S number is listed as having been changed or deleted and so on. A change of transfer rule has to be done before you start uploading the Vendor/Customer Analytics Import File.

**Data source:** 0VENDOR\_ATTR

Upload the Vendor/Customer Analytics Import File (0DB\_IMPORTFILE\_VC.csv) into the vendor number (InfoObject 0VENDOR).

The InfoObject 0VENDOR is enhanced with the D-U-N-S number and current data provided by D&B. During the upload, the match recommended flag in the vendor master data should be cleared – that is set to the constant space – for each vendor (see also *5.1 Customizing the Match Recommended Flag*).

For step-by-step-instructions, see *5.6 Uploading Initially Delivered D&B Files*.

### 5.7.5 Applying Attribute Changes

After the D-U-N-S number and vendor master data has been reloaded, you have to apply attribute changes to the InfoObjects 0DBDUNS\_NUM and 0VENDOR.

To apply attribute changes to an InfoObject, proceed as follows:

1. From the Administrator Workbench menu, select *Tools* and then *Apply Hierarchy/Attribute change*.
2. Click on the *InfoObject list* button.
3. Select the InfoObject to be activated and deselect any other InfoObjects.
4. Click on the *Save InfoObject list* icon.
5. Click on the *Execute* button.

### 5.7.6 Using the Data supplied by D&B

You can use the data supplied by D&B for any queries to data targets that contain the characteristic 0VENDOR. SAP has predefined the following queries:

- D&B Duplicate Vendors per one D-U-N-S Number
- D&B Invoiced Amount per Vendor with Family Tree

For details, see *10 Appendix V Query Definition*.

### 5.7.7 Source System Assignment to 0VENDOR/0CUSTOMER

If the main-InfoObject is compounded with 0SOURSYSTEM, you have to insert 0SOURSYSTEM in the extraction query so that the field is extracted. If you upload the BW import file, make sure that the conversion routine for 0SOURSYSTEM is not used, but that the source system field for the transfer structure is linked to the communication structure field. If it is not, the source system ID of the flat file system is inserted into the source system field.

## 6 Glossary

### **Abstract Data Universe**

Includes demographic data supplied by D&B, required to analyze and select targets (industry codes, annual sales figures, regional location, and so on), but not sufficient to contact those targets directly. Such a universe will comprise all marketable records held by D&B for one or more complete countries.

### **Branch**

A branch is a secondary location of its headquarters. It has no legal responsibility for its debts, even though bills may be paid from the branch location. It will have the same legal business name as its headquarters, although branches frequently operate under a different trade style. A branch may be located at the same address as the headquarters if it has unique operations.

### **Business Partner**

A person, an organization, or a group of persons or organizations in which a company has a business interest.

### **Contact Details**

Specific data supplied by D&B that allows a prospect to be contacted, and which can be made available to a CRM system.

It typically includes the name, full address, telephone number and contact name. It is requested from D&B using a Web-based process once the target prospects have been selected.

### **Division**

A division, like a branch, is a secondary location of a business. However, a division carries out specific business operations under a divisional name. Divisions look similar to branches in D&B Worldbase, because they carry the branch status code.

### **Domestic Ultimate**

The highest family member in the same country, within direct upward linkage. A case may be its own domestic ultimate. There might be more than one domestic ultimate in the same country in a family tree.

### **Dun & Bradstreet (D&B)**

Dun & Bradstreet (D&B) is the leading worldwide provider of business-to-business credit, marketing, purchasing, and receivables management and decision-support services. Customers rely upon D&B to provide the insight they need to build profitable, quality business relationships with their customers, suppliers, and business partners - the companies they interact with every day.

### **D-U-N-S Number**

The D&B D-U-N-S number (Data Universal Numbering System) is D&B's distinctive nine-digit identification sequence that links you to a wealth of quality information products and services originating exclusively from D&B. The D&B D-U-N-S number is an internationally recognized common company identifier in EDI and global electronic commerce transactions.

The world's most influential standards-setting organizations, more than 50 global, industry and trade associations, and the U.S. Federal Government recognize, recommend and/or require the D&B D-U-N-S number.

Once a D&B D-U-N-S number has been assigned to a business entity, the same number will never be re-issued for another business entity. A D-U-N-S number remains with the associated business as long as the business exists, even if during its development its legal form should change.

D&B D-U-N-S numbers are the **key** to building **corporate family relationships** in the D&B file. Since each location of a business may have its own unique D&B D-U-N-S number, a large organization is likely to have many different D&B D-U-N-S numbers within its corporate family. D&B links the D&B D-U-N-S numbers of parents, subsidiaries, headquarters and branches on more than 57 million corporate family members around the world.

**Global Ultimate**

The upper most parent of a corporate family. All family members carry this D-U-N-S number for ease of grouping the family tree together.

**Headquarters**

A business location that has branches or divisions reporting to it, and is financially responsible for those branches or divisions. If the location is more than 50% owned by another corporation, it will also be a subsidiary. If it owns more than 50% of another corporation, then it is also a parent.

**K.P.I.**

Key Performance Indicators

KPIs express abstract objectives in financial or physical units for comparative purposes. Data pertaining to the various planning processes such as demand planning or production planning is collected, measured and transformed into physical or financial information that can be used to compare results and thus measure performance. For example, one of the supply chain flexibility metrics is Supplier On-time Delivery Performance, which indicates the percentage of orders that are fulfilled on or before the original requested date.

**Parent**

A corporation that owns more than 50% of another corporation. The parent company also may be a subsidiary of another corporate entity in the same family tree. If the parent also has branches, then it is also a headquarters.

**Prospect**

A company that is not a current customer, but that has been identified as a potential customer.

**Single Location**

A single location has no branches or subsidiaries reporting to it. If it is more than 50% owned by another entity, it also will be a subsidiary.

**Subsidiary**

A corporation that is more than 50% owned by another corporation and will have a different legal business name from its parent company. A subsidiary can be a single location, a headquarters, or a parent.

**Tactical Data**

See Contact Details

## 7 Appendix I Files for Data Exchange

Data exchange with flat files is implemented in both SAP solutions that process data supplied by D&B, namely:

- D&B Vendor/Customer Analytics for SAP BW
- D&B Marketing Universe for SAP BW

While these two solutions are fulfilled, at least initially, from different sources, there are a number of similar or identical file requirements for both solutions.

Where possible, these requirements have been harmonized. In those cases where the file structures are identical, a common name is used, even where the actual use to which the data is put differs slightly.

### Technical Names and Suffixes

In order to distinguish between files that are common to both solutions and those that are peculiar to one or the other, technical names are used as well as the common descriptions.

The text files have a suffix depending on the solution: MU for Marketing Universe or VC or Vendor/Customer. For those files used in both solutions, the following conventions apply:

- Files that are uploaded initially and are used by both solutions have no suffix.
- For files that are uploaded repeatedly and are used in both solutions, the MU or VC suffix be added.
- Some of the files are delivered with Business Content. Those files have no suffix.

### File Structures

In the following sections the file structures are described. For each file you find the definition of the fields contained in that file, that is field name, description, data type and field length. All files for import into BW are in csv format with a comma as separator.

During data upload, the fields of the data source are mapped to the corresponding InfoObjects. The name of a corresponding InfoObject has an 0 prefix and is otherwise identical to the field name, for example the CUSTOMER field is mapped to the 0CUSTOMER InfoObject.

### 7.1 Files for Both D&B Solutions for SAP BW (Uploaded Initially)

Common Description	Technical Name	Price/Status		Comments
		D&B Vendor/Cust. Analytics	D&B Marketing Universe	
SIC Text File	0DB87SIC1_TEXT.csv	Standard	Standard	Description of SIC codes
SIC Hierarchy File	0DB87SIC1_HIER.csv	Standard	Standard	Hierarchy of SIC codes in BW format
Legal Status Text File	0DBLGLSTAT_TEXT.csv	Standard	Standard	Description of Legal Status
Country Code Text File	0DBCTRYCOD_TEXT.csv	Standard	Standard	Description of Country Code

### 7.1.1 SIC Text File

Technical name: ODB87SIC1\_TEXT.csv

Loaded with data source: ODB87SIC1\_TEXT

#### File Structure

Field	Description	Type	Length
LANGU	Language	CHAR	1
DB87SIC1	Full US 1987 SIC Code	CHAR	4
TXTLG	Long text		60

### 7.1.2 SIC Hierarchy File

Technical name: ODB87SIC1\_HIER.csv

Loaded with data source: ODB87SIC1\_HIER

#### File Structure

Field	Description	Type	Length
NODEID	Internal ID of the hierarchy node (enumeration 00000001, 00000002 and so on)	NUMC	8
INFOBJECT	Name of the InfoObject (ODB87SIC1 or for dummy nodes '0HIER_NODE')	CHAR	30
NODENAME	For master data, the key of the master table (for dummy nodes enter an arbitrary name)	CHAR	32
LINK	Leave blank	CHAR	1
PARENTID	ID of the father node using leading zeros (enter 00000000 if there is none)	NUMC	8
CHILDID	ID of the first child node using leading zeros (enter 00000000 if there is none)	NUMC	8
NEXTID	ID of the first next node on the same hierarchy level using leading zeros (enter 00000000 if there is none)	NUMC	8
LANGU	Language key (required only for dummy nodes), E for English	CHAR	1
TXTSH	Text short (required for dummy nodes)	CHAR	20
TXTMID	Text medium (required for dummy nodes)	CHAR	40
TXTLG	Text long (required for dummy nodes)	CHAR	60

### 7.1.3 Legal Status Text File

Technical name: ODBLGLSTAT\_TEXT.csv

Loaded with data source: ODBLGLSTAT\_TEXT

#### File Structure

Field	Description	Type	Length
LANGU	Language	CHAR	1
DBLGLSTAT	Legal status	CHAR	3
TXTLG	Long text		60

## 7.1.4 Country Code Text File

Technical name: 0DBCTRYCOD\_TEXT.csv

Loaded with data source: 0DBCTRYCOD\_TEXT

### File Structure

Field	Description	Type	Length
LANGU	Language	CHAR	1
DBCTRYCOD	Country code	NUMC	3
TXTLG	Long text		60

## 7.2 Files for Both D&B Solutions for SAP BW (Uploaded Repeatedly)

Common Description	Technical Name	Price/Status		Comments
		D&B Vendor / Cust. Analytics	D&B Marketing Universe	
BW Export File	Refer to 7.2.1 BW Export File	Standard	Standard	For both solutions, the same export file format is generated using a standard BW query. The file is then used to carry out the matching process at D&B.
D-U-N-S Family Tree File	0DBDUNS_NUM_HIER_MU.csv 0DBDUNS_NUM_HIER_VC.csv	Standard	Not part of standard solution, requested as option	File in format that is loadable into BW hierarchy format.  Process, developed by Doug Jolly, generates file from Worldbase.
D-U-N-S Text File	0DBDUNS_NUM_TEXT_MU.csv 0DBDUNS_NUM_TEXT_VC.csv	Optional (additional cost)	Standard	Comprises D-U-N-S number with textual description. Includes Global Ultimate D-U-N-S for all records in delivered Abstract Data or in delivered 1784 File
D-U-N-S Contact Details File	0DBDUNS_NUM_CONT_MU.csv 0DBDUNS_NUM_CONT_VC.csv	Optional (additional cost)	Supplied to user only for those records for which it is requested	Contains names, addresses, phone numbers and so on to be used in contacting the organization.

### 7.2.1 BW Export File

Technical name: BIC0CDBEXPnnn.ASCII, where nnn stands for a numeric counter (D&B Marketing Universe for SAP BW solution), DBFILE.ASCII or a user-defined name (D&B Vendor/Customer Analytics for SAP BW solution)

If you are using the D&B Marketing Universe for SAP BW solution, the BW Export file contains address and sales revenue information on all of your customers and business partners (if a SAP CRM system is involved). The BW Export file is generated using a standard BW query.

If you are using the D&B Vendor/Customer for SAP BW solution, the BW Export file contains address information and the purchase amount of each vendor. The BW Export file is generated using a standard BW export program.

The file is then sent to D&B used to carry out the matching process.

### File Structure

Field	Description	Type	Length
DBSOURSYST	BW source system ID	CHAR	2
DBDATAID	Customer ID or vendor ID	CHAR	10
BPARTNER	Business partner ID	CHAR	10
DB_FILLER	Customer defined filler	CHAR	50
NAME	Name/Text of DBDATAID	CHAR	40
NAME2	Business name 2	CHAR	40
NAME3	Business name 3	CHAR	40
STREET	Street name & number	CHAR	70
CITY	City/province	CHAR	40
REGION	Region code	CHAR	3
COUNTRY	Country code	CHAR	3
PHONE	Phone number	CHAR	30
DBDUNS_NUM	D-U-N-S number	CHAR	9
POBOX	P.O. box	CHAR	10
POSTCD_GIS	Postal code / zip code (address)	CHAR	10
POSTCD_BOX	Postal code / zip code (P.O. box)	CHAR	10
TAX_NUMB	Tax number	CHAR	16
INV_RC_VAL	Invoice amount (1)	DEC	20
INV_RC_VALCURR	Local currency (invoice amount)	CHAR	5
ORDER_VAL	Effective purchase order value, only filled within the D&B Vendor/Customer Analytics for SAP BW scenario	DEC	20
ORDER_VALCURR	Currency (effective purchase order value)	CHAR	5
DB_ACTION	Action flag (2)	CHAR	1

(1) Invoice amount as at posting date. Derived from Purchasing InfoCube 0PUR\_C01 (D&B Vendor/Customer Analytics for SAP BW) or from Sales InfoCube 0SD\_C03 (D&B Marketing Universe for SAP BW). Converted into one currency, no decimal places transferred.

(2) Only used within the D&B Vendor/Customer Analytics for SAP BW scenario. The action flag influences processing on D&B's side. It is set during the export process according to your choices:

M = Match. Usually set for new or changed records

R = Refresh. Set with no identification of change

N = No match required. Set if another refresh is not required, either if a match has previously failed or if the last refresh has been relatively recent

## 7.2.2 D-U-N-S Family Tree File

Technical name: 0DBDUNS\_NUM\_HIER\_MU.csv (D&B Marketing Universe for SAP BW solution), 0DBDUNS\_NUM\_HIER\_VC.csv (D&B Vendor/Customer Analytics for SAP BW solution)

Loaded with data source: 0DBDUNS\_NUM\_HIER

This file is optional for the D&B Marketing Universe for SAP BW solution.

For a description of the file contents, see 3.2 *Family Trees*.

### File Structure

Field	Description	Type	Length
NODEID	Internal ID of the hierarchy node (enumeration 00000001, 00000002 and so on)	NUMC	8
INFOBJECT	Name of the InfoObject (0DBDUNS_NUM or for dummy nodes '0HIER_NODE')	CHAR	30
NODENAME	For master data, the key of the master table (for dummy nodes enter an arbitrary name)	CHAR	32
LINK	Leave blank	CHAR	1
PARENTID	ID of the father node using leading zeros (enter 00000000 if there is none)	NUMC	8
CHILDID	ID of the first child node using leading zeros (enter 00000000 if there is none)	NUMC	8
NEXTID	ID of the first next node on the same hierarchy level using leading zeros (enter 00000000 if there is none)	NUMC	8
LANGU	Language key (required only for dummy nodes), E for English	CHAR	1
TXTSH	Text short (required for dummy nodes)	CHAR	20
TXTMD	Text medium (required for dummy nodes)	CHAR	40
TXTLG	Text long (required for dummy nodes)	CHAR	60

Child ID, Next ID: These fields are optional. They only must be supplied if the sequence of the nodes is supposed to be specified by the hierarchy file. The sequence is important for a family tree.

Language key, Description short, Description medium, Description long: These fields should be spaced since the D-U-N-S number description (name) is delivered with the D-U-N-S file. It is used for the root node only, that is the title dummy node.

### 7.2.3 D-U-N-S Text File

Technical name: 0DBDUNS\_NUM\_TEXT\_MU.csv (D&B Marketing Universe for SAP BW solution),  
0DBDUNS\_NUM\_TEXT\_VC.csv (D&B Vendor/Customer Analytics for SAP BW solution)

Loaded with data source: 0DBDUNS\_NUM\_TEXT

In addition to the BW import files (0DB\_IMPORTFILE\_MU.csv and 0DB\_IMPORTFILE\_VC.csv) and the D-U-N-S Family Tree file, there is a corresponding D-U-N-S Text file containing the D-U-N-S numbers used in the BW import and D-U-N-S Family Tree files along with the company names. BW requires this information to display a D-U-N-S number description in queries and hierarchy displays.

All D-U-N-S numbers included in the BW import and D-U-N-S Family Tree file should be listed in the D-U-N-S Text file.

#### File Structure

Field	Description	Type	Length
DBDUNS_NUM	D-U-N-S number	NUMC	9
TXTLG	Company name	CHAR	60

### 7.2.4 D-U-N-S Contact Details File

Technical name: 0DBDUNS\_NUM\_CONT\_MU.csv (D&B Marketing Universe for SAP BW solution),  
0DBDUNS\_NUM\_CONT\_VC.csv (D&B Vendor/Customer Analytics for SAP BW solution)

Loaded with data source: 0DBDUNS\_NUM3\_ATTR

This file is optional for the D&B Vendor/Customer Analytics for SAP BW solution.

The D-U-N-S Contact Details file contains detailed address and contact information for the specified D-U-N-S numbers. The D-U-N-S Contact Details file is uploaded into SAP BW as master data for the D-U-N-S number (InfoObject 0DBDUNS\_NUM). During the upload process, the tactical data flag is filled.

#### File Structure

Field	Description	Type	Length
DBDUNS_NUM	D-U-N-S number	CHAR	9
DBBUSNAME	Company name	CHAR	90
DBADDRES1	Address 1 (physical)	CHAR	64
DBADDRES2	Address 2 (physical)	CHAR	64
DBCTYNAM	City name	CHAR	50
DBSTATPRV	State / province	CHAR	50
DBSTATPRCOD	State / province code	CHAR	3
DBPOSTCOD	Postal code / zip code	CHAR	16
DBCTRYNA	Country name	CHAR	20
DBCTRYCOD	Country code	CHAR	3
COUNTRYISO	ISO code for country	CHAR	2
DBCTRYACO	Country telephone access code	CHAR	8
DBTELFON	Telephone	CHAR	16
DBFAXNBR	Fax number	CHAR	16
DBKEYCONT	Executive 1 name	CHAR	60
DBKEYTITL	Executive title	CHAR	60

Field	Description	Type	Length
DBTIMSTMP	Timestamp	DATS	8

### 7.3 Files for D&B Vendor/Customer Analytics for SAP BW

Description	Technical Name	Price/Status	Comments
Vendor/Customer Analytics Import File	0DB_IMPORTFILE_VC.csv	Standard	Includes all Worldbase 1784 files, plus housekeeping fields

#### 7.3.1 Vendor/Customer Analytics Import File

Technical name: 0DB\_IMPORTFILE\_VC.csv

Loaded with data source: 0VENDOR\_ATTR

The Vendor/Customer Analytics Import File contains all supplier attributes included in the standard set as delivered by SAP. There are two types of attributes:

- Pre-defined InfoObjects that have been previously assigned to 0VENDOR
- Pre-defined InfoObjects that still require assignment to 0VENDOR since they are exclusive to the D&B scenario.

Note: Some InfoObjects are smaller than the incoming D&B data. When uploading the Vendor/Customer Analytics Import File, fields larger than 60 characters (for example Business Name DBBUSNAME) are adjusted to a max. length of 60 characters.

#### File Structure

Field	Description	Type	Length in D&B File
SOURSYSTEM	BW source system ID	CHAR	2
VENDOR	Vendor ID	CHAR	10
DB_FILLER	Filler for customer extension	CHAR	50
DB_CHANGE	D-U-N-S changed flag	CHAR	1
DB_OLDDUNS	Former D-U-N-S number	NUMC	9
DB_MATCDS	Match codes	CHAR	8
DB_MATGRD	Match confidence grades	CHAR	7
DBFILLER1	Filler	CHAR	2
DBDUNS_NUM	D-U-N-S number	NUMC	9
DBBUSNAME	Business name	CHAR	90
DBTRDSTYL	Tradestyle (primary)	CHAR	90
DBREGADDR	Registered address	CHAR	1
DBADDRESS1	Address 1 (physical)	CHAR	64
DBADDRESS2	Address 2 (physical)	CHAR	64
DBCTYNAM	City name	CHAR	30
DBSTATPRV	State/province	CHAR	30
DBCTRYNA	Country name	CHAR	20

Field	Description	Type	Length in D&B File
DBCTYCOD	City code	CHAR	6
DBCNTYCO	County code	CHAR	3
DBSTPRCOD	State/province code	CHAR	3
DBSTPRABB	State/province abbr.	CHAR	4
DBCTRYCOD	Country code	CHAR	3
DBPOSTCOD	Postal code / zip code	CHAR	9
DBCONTCOD	Continent code	NUMC	1
DBMADDR	Mail address:Address	CHAR	32
DBMCTYNAM	Mail address:City name	CHAR	30
DBMCNTYNA	Mail address:County name	CHAR	30
DBMSTPRNA	Mail address:State/province name	CHAR	30
DBMCTRYNA	Mail address:Country name	CHAR	20
DBMCTYCOD	Mail address:City code	CHAR	6
DBMCNTYCO	Mail address:County code	CHAR	3
DBMSTPRCO	Mail address:State/province code	CHAR	3
DBMSTPRAB	Mail address:State/province abbr.	CHAR	4
DBMCTRYCO	Mail address:Country code	CHAR	3
DBMPOSTCO	Mail address:Postal code / zip code	CHAR	9
DBMCONTCO	Mail address:Continent code	NUMC	1
DBNATID	National ID (VAT, and so on)	CHAR	16
DBNATIDCO	Nat'l ID System code	CHAR	5
DBCTRYACO	Country access code	CHAR	4
DBTELEPHON	Telephone	CHAR	16
DBCABTELX	Cable/telex	CHAR	16
DBFAXNBR	FAX Nbr.	CHAR	16
DBCEONAME	CEO name	CHAR	60
DBCEOTITL	CEO title	CHAR	60
DBLNOFBUS	Line of business	CHAR	41
DB87SIC1	US 1987 SIC#1	CHAR	4
DB87SIC2	US 1987 SIC#2	CHAR	4
DB87SIC3	US 1987 SIC#3	CHAR	4
DB87SIC4	US 1987 SIC#4	CHAR	4
DB87SIC5	US 1987 SIC#5	CHAR	4
DB87SIC6	US 1987 SIC#6	CHAR	4
DBLOACTCO	Primary local activity code	CHAR	8
DBACTIND	Activity indicator	CHAR	3
DBYRSTD	Year started (control)	CHAR	4
DBANSALES	Annual sales	NUMC	18
DBANSLIND	Annual sales indicator	CHAR	1

Field	Description	Type	Length in D&B File
DBANSLUS	Annual sales US \$	NUMC	15
DBCURNCCO	Currency code	CHAR	4
DBEMPHERE	Employees here	NUMC	7
DBEMPHIND	Employees here indic.	CHAR	1
DBEMPTOT	Employees total	NUMC	7
DBEMPIND	Employees total indic.	CHAR	1
DBPRNIND	Principals included ind.	CHAR	1
DBIMPTXPT	Import/export code	CHAR	1
DBLGLSTAT	Legal status	CHAR	3
DBCTRLIND	Control indicator	CHAR	1
0DBLOCACOD	Location code	CHAR	1
DBSUBCODE	Subsidiary code	CHAR	1
DBFILLER2	Filler	CHAR	2
DBPREVDUN	Previous D-U-N-S number	NUMC	9
DBRPTDATE	Report date	DATS	8
DBFILLER3	HQ/Parent:Filler	CHAR	2
DBHQDUNS	HQ/Parent:D-U-N-S number	NUMC	9
DBHQNAME	HQ/Parent:Name	CHAR	90
DBHQADDR	HQ/Parent:Address	CHAR	64
DBHQCTYNM	HQ/Parent:City name	CHAR	30
DBHQSTPR	HQ/Parent:State/province	CHAR	30
DBHQCTRYN	HQ/Parent:Country name	CHAR	20
DBHQCTYCO	HQ/Parent:City code	CHAR	6
DBHQCNTYC	HQ/Parent:County code	CHAR	3
DBHQSTABB	HQ/Parent:State/province abbr.	CHAR	4
DBHQCTRYC	HQ/Parent:Country code	CHAR	3
DBHQPOSCO	HQ/Parent:Postal code / zip code	CHAR	9
DBHQCONTC	HQ/Parent:Continent code	NUMC	1
DBFILLER4	Domestic Ultimate:Filler	CHAR	2
DBULDUNS	Domestic Ultimate:D-U-N-S number	NUMC	9
DBULNAME	Domestic Ultimate:Name	CHAR	90
DBULADDR	Domestic Ultimate:Address	CHAR	64
DBULCTYNM	Domestic Ultimate:City name	CHAR	30
DBULSTPR	Domestic Ultimate:State/province name	CHAR	30
DBULCTYCO	Domestic Ultimate:City code	CHAR	6
DBULCNTYC	Domestic Ultimate:County code	CHAR	3
DBULSTABB	Domestic Ultimate:State/province abbr.	CHAR	4
DBULPOSCO	Domestic Ultimate:Postal code / zip code	CHAR	9
DBGUIND	Global Ultimate Ind.	CHAR	1

Field	Description	Type	Length in D&B File
DBFILLER5	Global Ultimate:Filler	CHAR	2
DBGUDUNS	Global Ultimate:D-U-N-S number	NUMC	9
DBGUNAME	Global Ultimate:Name	CHAR	90
DBGUADDR	Global Ultimate:Address	CHAR	64
DBGUCTYNM	Global Ultimate:City name	CHAR	30
DBGUSTPR	Global Ultimate:State/province name	CHAR	30
DBGUCTRYN	Global Ultimate:Country name	CHAR	20
DBGUCTYCO	Global Ultimate:City code	CHAR	6
DBGUCNTYC	Global Ultimate:County code	CHAR	3
DBGUSTABB	Global Ultimate:State/province abbr.	CHAR	4
DBGUCTRYC	Global Ultimate:Country code	CHAR	3
DBGUPOSCO	Global Ultimate:Postal code / zip code	CHAR	9
DBGUCONCO	Global Ultimate:Continent code	NUMC	1
DBNUMFAM	# Fam members Glb	NUMC	5
DBDIASCO	Dias code	CHAR	9
DBHIERCO	Hierarchy. code	NUMC	2
DBFAMUPDT	Family update date	DATE	8
COUNTRYISO	Country ISO code (1)	CHAR	2
DB_COUNMA	Mail address country ISO code (1)	CHAR	2
DB_COUNHQ	HQ/Parent country ISO code (1)	CHAR	2
DB_COUNGU	Global Ultimate country ISO code (1)	CHAR	2
DBCURNISO	ISO currency code (2)	CHAR	3
DBUSERARE	User area	CHAR	16

(1) The 2 character standard ISO code indicates the country, mailing address, HQ/Parent, and Global Ultimate respectively, for example DE = Germany; UK = United Kingdom and so on.

(2) The 3 character standard ISO code indicates the currency for which annual sales are provided. For example, DEM = Deutschmarks; GBP = British Pounds Sterling.

Since there is no exact 1-1 match between the two codification systems, ISO codes are provided in addition to the standard 1784 codes.

### Record Status

The record status, that is the status of a data set relating to a vendor, is described by match codes and match grades. It indicates whether or not a match was successful. It also specifies how the match was achieved (if successful) or why it was unsuccessful. A match for a single record is classified as unsuccessful if the D-U-N-S field is filled with zeros.

**D-U-N-S changed flag, former D-U-N-S numbers**

As a result of database maintenance and normal business activities (mergers, acquisitions, divestitures) it is possible that a D-U-N-S number assigned to a company may change between refreshes. If this occurs, the original D-U-N-S number extracted from BW is listed in the former D-U-N-S number field, whereas the current D-U-N-S number is provided in the D-U-N-S field. The reason for changing the D-U-N-S number is indicated in the D-U-N-S changed flag field. Key to acronyms:

Acronym	Description
N	No change
M	Merger/acquisition
D	Deleted during file maintenance, referred to a different D-U-N-S number
B	Both M & D occurred
G	Deleted during file maintenance, no surviving D-U-N-S number

**Non-Standard Import Files**

In addition to the fields included in the standard Worldbase Record file, there may be requirements for data available from other D&B data sources only. In the U.S., for example, data on minority ownership may be required. This type of data is country-specific and therefore not included in Business Content.

If a requirement of this kind exists, D&B supplies data in a separate, customized file. The D-U-N-S and Vendor numbers function as the key.

## 8 Appendix II Match Codes and Match Grades

The following codes indicate reasons for successful or unsuccessful matching. The messages returned by the D&B matching processes are combined for the two fields Match Codes and Match Grades. Where no value is returned, it will be set to space:

Field	Length	Description and Possible Values	Info Object
<b>Match Codes</b>	<b>8</b>		<b>DB_MATCDS</b>
Match Code	1	A = Good Match, B = Likely Match, C = No Match	
Name 2 Error ID	1	P = Personal Name, C = Commercial Name, G = Government Name, Blank = N/A	
Match Confidence Codes	2	Code that summarizes the individual match grades. 1 = Lowest Confidence Match, 10 = Highest Confidence Match, 0 = No Match	
PI Code	4	Result of investigation process. Only present if record was sent through manual investigations.	
<b>Match Grades</b>	<b>7</b>		<b>DB_MATGRD</b>
Business Name Match Grade	1	A = Same Components, B = Similar Components, F = Different Components, Z = One or both components are zero.	
Street Number Match Grade	1	A = Same Components, B = Similar Components, F = Different Components, Z = One or both components are zero.	
Street Name Match Grade	1	A = Same Components, B = Similar Components, F = Different Components, Z = One or both components are zero.	
City Name Match Grade	1	A = Same Components, B = Similar Components, F = Different Components, Z = One or both components are zero.	
State Name Match Grade	1	A = Same Components, B = Similar Components, F = Different Components, Z = One or both components are zero.	
P.O. Box Match Grade	1	A = Same Components, B = Similar Components, F = Different Components, Z = One or both components are zero.	
Telephone Number Match Grade	1	A = Same Components, B = Similar Components, F = Different Components, Z = One or both components are zero.	

**Examples**

<b>D-U-N-S number</b>	<b>Match Codes</b>	<b>Match Grades</b>	<b>Explanation</b>
606037232	AC06	AZF AAZZ	Record matched in electronic match with a confidence code of 6. Good matches on name, city and state, failed street name and missing data for street number, PO Box and phone
000000000	CC08		Record failed electronic match (match code =C). Sent to investigations and not found (code 08 = unable to verify)
001180314	AC		Good match (match code = A) found in lookup. Absence of match grade and confidence code indicates electronic match failed. Presence of D-U-N-S number and absence of PI code indicates that the D-U-N-S number was assigned in lookup.
075759324	BC		Likely match found during manual scanning
128380672	AC 00		New record created through investigation (PI code = 00)
149271074	AC10	AAAAAZA	D-U-N-S number assigned in electronic match with high confidence (confidence code 10). Good matches on all elements except PO Box which was missing

## 9 Appendix IV Worldbase Data Dictionary

<b>Activity Indicator</b>	Describes a specific activity code by system and/or component (Canadian government SIC, U.S. government two digit 1977 SIC code). Table of code values available upon request. Example: '60' = U.S. 1972 format.
<b>Annual Sales in U.S. dollars</b>	Sales of the business in U.S. dollars. Currency exchange rate is updated once each year.
<b>Annual Sales Indicator</b>	Code describing the sales volume. 0 = actual 1 = low end of range 2 = estimated or not available if sales value is zero blank = not available
<b>Annual Sales Local</b>	Sales of the business generally in local currency. Refer to currency code to determine currency used.
<b>Business Name</b>	Primary name of the business.
<b>Cable Telex</b>	Cable or telex number of the business. Provided as entered in the local database. No edits performed.
<b>Chief Executive Officer Name</b>	Highest authority at this location.
<b>Chief Executive Officer Title</b>	Title of the highest authority at this location. May be abbreviated.
<b>City Code</b>	Code for the city where business is located. U.S.: unique within county. Other countries: unique within country. Only validated city names carry a city code, otherwise code is blank.
<b>City Name</b>	Name of the city where business is located. Generally in local language.
<b>Continent Code</b>	D&B code for the continent where the business is located. 1 = Africa 2 = Australia/Asia 3 = Europe 4 = Middle East 5 = South & Central America 6 = North America (US and Canada)
<b>Control Indicator</b>	Field currently not used.
<b>Country Code</b>	Three digit code for the country where the business is located. Assigned to D&B WorldBase.
<b>Country Name</b>	Name of the country where the business is located.
<b>Country Telephone Access Code</b>	Dialling code used to access the country phone system from outside the country. Can be 1 to 4 digits.
<b>County Code</b>	Code for the county where the business is located. Populated in U.S. & Canada only. Unique within state/province. AKA secondary subdivision. Zeroes if not available.
<b>Currency Code</b>	Code indicating in which currency the annual sales volume, net worth, and profit-loss are expressed. Table available. Example:

	German '1200' = mark
<b>DIAS Code</b>	A code that sequences a file in order by ultimate parent name and family sequence within each group. Blank if not linked.
<b>Domestic Ultimate Business Name</b>	Primary name of the Domestic Ultimate business. Blank if not linked.
<b>Domestic Ultimate City Code</b>	Code for the city where the Domestic Ultimate is located. Blank if not linked.
<b>Domestic Ultimate City Name</b>	Name of the city where the Domestic Ultimate is located. Blank if not linked.
<b>Domestic Ultimate Country Code</b>	Code for the country where the Domestic Ultimate is located. Blank if not linked.
<b>Domestic Ultimate D-U-N-S® Numbers</b>	D-U-N-S® Number for the Domestic Ultimate, which is the highest family member in the same country as this business entity as you walk up this 'branch' of the tree. A case may be its own Domestic Ultimate.
<b>Domestic Ultimate Post Code</b>	Post code for the city in which the Domestic Ultimate is located. Blank if not linked.
<b>Domestic Ultimate State Abbreviation</b>	Abbreviated name of the state or province in which the Domestic is located. Blank if not linked.
<b>Domestic Ultimate State/Province Name</b>	Name of the state or province in which the Domestic Ultimate is located. Blank if not linked.
<b>Domestic Ultimate Street Address</b>	Physical street address of the Domestic Ultimate company. Blank if not linked.
<b>D-U-N-S® Number</b>	A randomly generated nine digit number assigned by D&B to identify unique business establishments.
<b>Employees Here</b>	The number of employees at this location. Available only for U.S. and Canadian records at this time.
<b>Employees Here Indicator</b>	Indicates the availability of the information on the number of employees at this location.  0 = actual 1 = low end of range 2 = estimated or not available if employees here value is zero blank = not available
<b>Employees Total</b>	Total number of employees in the business.
<b>Employees Total Indicator</b>	Indicates the availability of the information on the total number of employees in the business.  0 = actual 1 = low end of range 2 = estimated or not available if employees here value is zero blank = not available
<b>Family Update Date</b>	Date (YYYYMMDD) when the entire family tree linkage (all members) was reviewed and verified by the ultimate business. Linkage on individual records may have been reviewed and updated since this date. Populated on Global Ultimate record only. Blank if not linked.

<b>Fax Number</b>	Fax number of the business. Provided as entered in the local database. No edits are performed.
<b>Global Ultimate City Code</b>	Code for the city where the ultimate company is located. Blank if not linked.
<b>Global Ultimate City Name</b>	Name of the city where the ultimate company is located. Blank if not linked.
<b>Global Ultimate Continent Code</b>	Code for the continent in which the ultimate company is located. Blank if not located.
<b>Global Ultimate Country Code</b>	Code for the country where the company is located. Blank if not linked.
<b>Global Ultimate Country Name</b>	Name of the country where the ultimate company is located. Blank if not linked.
<b>Global Ultimate County Code</b>	Code for the county where the ultimate company is located. Present when U.S. or Canadian ultimate. Blank if not linked.
<b>Global Ultimate D-U-N-S® Number</b>	The D-U-N-S® Number of the uppermost parent of a corporate family. Global Ultimate records carry their own case D-U-N-S® Number in this field so that a common sort and/or match area is available for all family members. Blank if not linked.
<b>Global Ultimate Indicator</b>	If 'Y', this case is the Global Ultimate, otherwise 'N'. Blank if not linked.
<b>Global Ultimate Name</b>	Name of the ultimate company. Blank if not linked.
<b>Global Ultimate Post Code</b>	Post (ZIP) code of the ultimate company. Blank if not linked.
<b>Global Ultimate State/Province</b>	Name of the state or province in which the ultimate company is located. Blank if not linked.
<b>Global Ultimate Street Address</b>	Physical address of the ultimate company. Blank if not linked.
<b>Headquarters/Parent Business Name</b>	Primary name of the business's headquarters or parent. Blank if not linked.
<b>Headquarters/Parent Continent Code</b>	Code for the continent where the headquarters or parent is located. Blank if not linked.
<b>Headquarters/Parent Country Code</b>	Code for the country where the parent or headquarters is located. Blank if not linked.
<b>Headquarters/Parent Country Name</b>	Name of the country in English where the parent or headquarters is located. Blank if not linked.
<b>Headquarters/Parent County Code</b>	Code for the county where the parent or headquarters is located. Present when U.S. or Canadian parent/headquarters. Blank if not linked.
<b>Headquarters/Parent D-U-N-S® Number</b>	D-U-N-S® Number of the parent/headquarter organisation. Blank if not linked.
<b>Headquarters/Parent Post Code</b>	Post (ZIP) code where the headquarters or parent is located. Blank if not linked.
<b>Headquarters/Parent</b>	State/province name in which the headquarters or parent is located.

<b>State/Province</b>	Blank if not linked.																				
<b>Headquarters/Parent State/Province Abbreviation</b>	Abbreviated state name where the headquarters or parent is located. Blank if not linked.																				
<b>Headquarters/Parent Street Address</b>	Physical street address of the headquarters or parent company. Blank if not linked.																				
<b>Headquarters/Parents City</b>	Name of the city where the headquarters or parent is located. Blank if not linked.																				
<b>Headquarters/Parents City Code</b>	Code of the city where the parent or headquarters is located. Blank if not linked.																				
<b>Hierarchy Code</b>	<p>A two-position code, used in conjunction with the status and subsidiary indicators which pinpoints to the location of an establishment within a corporate hierarchy. The hierarchy on the global ultimate is '01'. A branch hierarchy is the same as its headquarters'. A subsidiary's hierarchy is one more than its parent's. The code may be defined as follows:</p> <table border="1"> <thead> <tr> <th>Status</th> <th>Subsidiary</th> <th>Hierarchy</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td>01</td> <td>Global Ultimate</td> </tr> <tr> <td>1</td> <td>3</td> <td>02</td> <td>Headquarters-(Sub I)</td> </tr> <tr> <td>2</td> <td>0</td> <td>02</td> <td>Branch of Sub I</td> </tr> <tr> <td>1</td> <td>3</td> <td>03</td> <td>Subsidiary of Sub I- (Sub II)</td> </tr> </tbody> </table> <p>Blank if not linked.</p>	Status	Subsidiary	Hierarchy	Description	0	0	01	Global Ultimate	1	3	02	Headquarters-(Sub I)	2	0	02	Branch of Sub I	1	3	03	Subsidiary of Sub I- (Sub II)
Status	Subsidiary	Hierarchy	Description																		
0	0	01	Global Ultimate																		
1	3	02	Headquarters-(Sub I)																		
2	0	02	Branch of Sub I																		
1	3	03	Subsidiary of Sub I- (Sub II)																		
<b>Import/Export/ Agent Indicator</b>	<p>D&amp;B-collected information suggesting that the business either imports materials for re-manufacture or sale, exports products to other countries or both. Possible values include:</p> <table border="1"> <tbody> <tr> <td>A</td> <td>Import/Export/Agent</td> </tr> <tr> <td>B</td> <td>Imports &amp; Exports</td> </tr> <tr> <td>C</td> <td>Imports</td> </tr> <tr> <td>D</td> <td>Imports and Agents</td> </tr> <tr> <td>E</td> <td>Exports and Agents</td> </tr> <tr> <td>F</td> <td>Agent - Keeps no inventory and does not take title to goods.</td> </tr> <tr> <td>G</td> <td>Not Available or None</td> </tr> <tr> <td>H</td> <td>Exports</td> </tr> </tbody> </table>	A	Import/Export/Agent	B	Imports & Exports	C	Imports	D	Imports and Agents	E	Exports and Agents	F	Agent - Keeps no inventory and does not take title to goods.	G	Not Available or None	H	Exports				
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D	Imports and Agents																				
E	Exports and Agents																				
F	Agent - Keeps no inventory and does not take title to goods.																				
G	Not Available or None																				
H	Exports																				
<b>Include Principles Indicator</b>	Indicates that the principles are included in the Employee Total figure. ('Y' = included) Primarily available on non-U.S. records.																				
<b>Legal Status</b>	Shows the legal status of this business. Updated table can be obtained from the Integrated Solutions Consultant in your region of Customer Database Services.																				
<b>Line of Business</b>	Narrative description in English of the operations or activities of the business. Relates to the four digit primary SIC code which is the 1987 U.S. government code.																				
<b>Mailing Address</b>	Mailing location of the establishment (e.g., post office box).																				
<b>Mailing City Code</b>	City code used for mailing address. In U.S. unique within county. Elsewhere unique within the country.																				
<b>Mailing City Name</b>	City name used for mailing address. Generally in local language.																				
<b>Mailing Continent Code</b>	D&B continent code used for mailing address. 1 = Africa																				

	2 = Australia/Asia 3 = Europe 4 = Middle East 5 = South & Central America 6 = North America (US and Canada)
<b>Mailing Country Code</b>	Three digit country code used for mailing address. Assigned for D&B WorldBase.
<b>Mailing Country Name</b>	Name of the country housing the city, used for mailing address in English language.
<b>Mailing County Code</b>	Code of the county used for mailing address on U.S. & Canadian records only.
<b>Mailing County name</b>	Name of the county housing the city, used for mailing address. On U.S. & Canada records only. Also known as secondary subdivision.
<b>Mailing State/Province Abbreviation</b>	Abbreviated state/province name used for mailing address. Abbreviated to two characters in U.S. & Canada. Left justified.
<b>Mailing State/Province Code</b>	State/province codes used for mailing address. Only validated state/province names carry a state/province code.
<b>Mailing State/Province Name</b>	Name of state/province used for mailing address. Generally in local language. Also known as primary subdivision.
<b>National Identification Number</b>	Business identification number used in some countries for business registration and tax collection. Examples include CRO numbers in the U.K. and the French Siren numbers.
<b>National Identification System Code</b>	Identifies the type of national ID number system used, for example '12' = CRO, '14' = Siren. A table describing each code value is available.
<b>Number of Family Members</b>	Number of family members including the Global Ultimate and all subsidiaries and branches of the entire family tree world-wide. Every family member of tree carries the same count. Blank if not linked.
<b>Post Code For Mailing Address</b>	Post or zip code for the mailing location.
<b>Post Code for Street Address</b>	Post or zip code for the physical location.
<b>Previous D-U-N-S® Number</b>	D-U-N-S® number that was previously assigned to this business. Available only on U.S. records at this time.
<b>Primary Local Activity Code</b>	Represents the locally used activity code. Examples include 1972 U.S. SIC, SBA, APE, and NACE.
<b>Registered Address Indicator</b>	Records in Europe that have been bulk loaded from public registry sources will carry a registered address only, unless the business has been investigated by D&B or another source has provided address data. If the registered address is the only available address, it will be provided in the physical street address and this indicator will be equal to Y. The registered address can be the office of the solicitor registering the business name.
<b>Report Date</b>	Date on which a D&B analyst completed review of all the information reported about the business. The format of this field is YYYYMMDD.
<b>Secondary Name</b>	Trade style or secondary name, if used by the company.

<b>State/Province Abbreviation</b>	Abbreviations for the physical state/province name of the establishment. The state or province name is abbreviated to two characters in U.S. & Canada. Left justified.
<b>State/Province Code</b>	Code of the state/province where the business is located. AKA primary subdivision. Only validated state/province names carry a state/province code. Zeroes if not available.
<b>State/Province Name</b>	Name of the state/province where the business is located. Generally in local language.
<b>Status Code</b>	This codes indicates whether the business is: 0        Single Location - no other entities report to it 1        Headquarter/Parent - branches and/or subs report to it 2        Branch - secondary location to a Headquarter 4        Division - a separate operation
<b>Street Address</b>	Physical location of the establishment. Generally in local language.
<b>Street Address 2</b>	Physical address line 2 of the establishment. Generally in local language.
<b>Subsidiary Code</b>	Code indicating whether the establishment is a subsidiary or not. Values are as follows: 0        No subsidiary 3        Subsidiary
<b>Telephone Number</b>	Telephone number for the business. In the U.S., these are direct dialling telephone numbers with area code and no punctuation. In other countries, the number is provided as entered in the local database, which may include punctuation. Different countries may have differing length telephone numbers which may or may not include the area code, country or city access code. No edits are performed on this field.
<b>U.S. 1987 SIC 1</b>	The 1987 standard industrial classification code system categorises business establishments based upon the type of activity done by that establishment at that location. A business can have up to six SIC codes. The first SIC code represents the primary function of the business. After that, SIC codes are assigned in descending order according to the percentage of the revenue contribution by each function of the business (see below). The SIC code of a parent/ultimate may include the activities of its subsidiaries. All input is converted as closely as possible to the U.S. 1987 for-digit standard code.
<b>U.S. 1987 SIC 2</b>	Secondary SIC code of the business in the U.S. 1987 format.
<b>U.S. 1987 SIC 3</b>	Third SIC code of the business in the U.S. 1987 format.
<b>U.S. 1987 SIC 4</b>	Fourth SIC code of the business in the U.S. 1987 format.
<b>U.S. 1987 SIC 5</b>	Fifth SIC code of the business in the U.S. 1987 format.
<b>U.S. 1987 SIC 6</b>	Sixth SIC code of the business in the U.S. 1987 format.
<b>Ultimate State/Province Abbreviation</b>	Abbreviated name of the state/province where the ultimate company is located. Blank if not linked.
<b>User Area</b>	The user may place a defined value here. Typical uses are for key codes, dealer codes and/or special information requested by the

	user. If not requested, this field will be blank.
<b>Year Started</b>	A four-digit numeric field representing the year that current ownership took control or the year established if no control change took place. Not available on branch records.

## 10 Appendix V Query Definition

### 10.1 D&B Duplicate Vendors per one D-U-N-S Number

Technical name: 0PUR\_C01\_DB\_Q02

Based on InfoCube: [0PUR\\_C01](#)

#### Use

This query shows for all D-U-N-S numbers which vendor numbers are related to them. It therefore facilitates identification of duplicate vendor numbers.

Note: This query reads a lot of transaction data. The response time may therefore be quite high. However in order to capture all duplicates, an unfiltered view of the data is required. When dealing with great volumes of vendor records, add a variable for the D-U-N-S number to receive reports with a “usable” amount of records.

#### Free Characteristics

InfoObject	Description of the InfoObject (and restriction or calculation formula)
<a href="#">0VENDOR_0COUNTRY</a>	Country of Vendor

#### Rows

InfoObject	Description of the InfoObject (and restriction or calculation formula)
<a href="#">0VENDOR_0DBDUNS_NUM</a>	D-U-N-S Number
<a href="#">0VENDOR</a>	Vendor

#### Columns

InfoObject	Description of the InfoObject (and restriction or calculation formula)
<a href="#">0INVCD_AMNT</a>	Invoiced Amount

## 10.2 D&B Invoiced Amount per Vendor with Family Tree

Technical name: 0PUR\_C01\_DB\_Q01

Based on InfoCube: [0PUR\\_C01](#)

### Use

This query provides an overview of the invoiced amount per vendor. Displaying the D&B family free gives you an overview of how the invoiced amount may be summed up looking at inter-company relationships.

### Filter

InfoObject	Description of the InfoObject (and restriction or calculation formula)
<a href="#">0VALUETYPE</a>	Only Actual Values (Valuetype = 10)

### Free Characteristics

InfoObject	Description
<a href="#">0CALMONTH</a>	Calender Month (var)
<a href="#">0VENDOR</a>	Vendor (var)
<a href="#">0VENDOR_0DB87SIC1</a>	SIC Code of Vendor (var)
<a href="#">0VENDOR_0COUNTRY</a>	Country of Vendor

### Rows

InfoObject	Description of the InfoObject (and restriction or calculation formula)
<a href="#">0VENDOR_0DBDUNS_NUM</a>	D-U-N-S Number

Note: Add your name of the D-U-N-S family tree to this query and save it again. Since the name of this family tree varies, it may not be delivered in a pre-configured way.

### Columns

InfoObject	Description of the InfoObject (and restriction or calculation formula)
<a href="#">0IV_REC_QTY</a>	Invoiced Quantity
<a href="#">0INVCD_AMNT</a>	Invoiced Amount

### 10.3 Extraction Query to Create Vendor Export File for D&B

Technical name: 0PUR\_C01\_DB\_Q04

Based on InfoCube: [0PUR\\_C01](#)

#### Use

This query is used for the extraction of all vendors from BW and for the creation of the BW Export file. The BW Export file can then be sent to D&B for rationalization.

#### Rows

InfoObject	Description
<a href="#">0VENDOR</a>	Vendor (var)

Selected Attributes:

- Address
- Business Partner
- Location
- Country
- DUNS Number
- Name 2
- Name 3
- Telephone 1
- P.O. Box
- Postal Code
- Region
- Street Name
- Tax code 1
- Match recommended

#### Columns

InfoObject	Description of the InfoObject (and restriction or calculation formula)
<a href="#">0ORDER_VAL</a>	Order value
<a href="#">0INV_RC_VAL</a>	Invoice amount (PD)