

AddressBase® Premium Simplified

What are the features and benefits?

Background

AddressBase® Premium is a brand new dataset produced by GeoPlace and distributed by the OS, it is now the single definitive spatial address database for England, Scotland, and Wales.

Situation

The AddressBase® Premium dataset is built from the best parts of the Royal Mail Postcode Address File or PAF®, the National Land and Property Gazetteer or NLPG (built by local government), the One Scotland Gazetteer, Address Layer 2® or AL2 (provided by Ordnance Survey), and data from the Valuation Office Agency.

This data provides detail on an address throughout its lifecycle with key elements being:

- Unique Property Reference Number (UPRN)
- Current addresses
- Alternatives for current addresses
- Provisional addresses (proposed planning developments) and
- Historic information for addresses (including historic alternatives)
- Objects without a postal address (OWPAs)
- Topographic identifiers (TOIDs) to link to OS MasterMap
- Detailed classification codes and other meta data to help you validate the quality of a record
- Valuation Office Agency's Council Tax and non-domestic rates (NDR) data for additional classification

Solution

Cost savings and efficiencies:

- If your organisation is a member of the Public Sector Mapping Agreement (PSMA), AddressBase® Premium is free at the point of use. This is because it is centrally funded by the Government. PAF® royalties do still apply; however this still provides a significant saving for a public body over having to pay multiple licence fees to different addressing bodies.
- With the use of one single definitive source of address data within an organisation, there will be large efficiency savings by removing the need to perform matching exercises between databases using different addressing sets. Thus saving the time and energy needed to share data both between departments and 3rd party organisations.
- With the use of the UPRN within AddressBase® Premium, data is more easily shared and, more importantly, duplicate addresses can be identified between shared systems. A reduction in address duplicates can provide cost and efficiency savings anywhere from reducing the amount of spend on mailings, to reducing the amount of time a call centre operative might spend on the phone because they will now have a full collated history of calls relating to an address.



Improve standards, reputation and brand image:

- The improved ease of data sharing and identification of duplications has another benefit; information links between different departments and third parties are improved, this inevitably leads to an improved customer relationship as the customer receives a much more joined up service when data is shared effectively.

Improved decision making and Business Intelligence:

- AddressBase® Premium provides the best view possible on properties that contain multiple addresses or that may be under construction. This provides much greater intelligence on an address or area an organisation might be dealing with, allowing more accurate decisions to be made e.g. providing an accurate view of residential addresses to reduce council tax fraud (Local Authorities) or understanding when a plot is being built on (Utilities companies).
- A definitive, accurate and up to date view of all addresses and non-addressables throughout their lifecycle provides the ability to accurately manage assets, to the point where they can easily be plotted on a map.
- With the incorporation of TOIDs and grid references in AddressBase® Premium, accurate links are provided from addresses and non-addressables to OS mapping products. This allows graphic information to be exploited fully on the data held by an organisation which in turn allows visualisation and analysis to be performed, aiding decision making, targeting and planning.

Experian Data Quality can help you realise these benefits

Experian Data Quality is utilising AddressBase® Premium through their Data Quality and SCV product portfolio - allowing this data to be used to improve front-end and backend data quality and help to achieve a single customer view within any application or process dealing with contact data.

The collaborative and consultative approach that Experian Data Quality provides along with its range of software tools and services will enable a smooth migration to AddressBase® Premium for any organisation. The tools and services provided enable organisations to reap the benefits, utilising the vast expertise from a company with 20 years' experience working with addressing datasets.

In addition to this, Experian Data Quality can provide a wealth of additional datasets from both Experian and other third parties. These can be used seamlessly with AddressBase® Premium to add an extra level of insight on individuals and locations.

Features of AddressBase® Premium vs. PAF®

The table on the next page allows you to compare the features of both the Royal Mail PAF dataset and the AddressBase® Premium dataset when used in conjunction with our products. Pro and Pro Web are our address capture tools, while Batch is our database cleansing software offering.

	PAF®		AddressBase® Premium		
	Address Capture	Address Cleansing	Address Cleansing	Address Capture	Data Only
Multi Residency	N	N	Y	Y	Y
Occupied/Vacant indicators	N	N	Y	Y	Y
Lifecycle stats - Planning through to Demolition	N – only live properties	N – only live properties	Y	Y	Y
Alternate Addresses e.g. Bluebell Cottage	N	N	Y	Y	Y
Street identifiers for Non-Postal Locations	N	N	Y	Y	Y
Business information	N	N	Y – type of business at location	Y – type of business at location	Y – type of business at location
Classification Codes	Y – Residential or Commercial only	Y – Residential or Commercial only	Y – Detailed location use	Y – Detailed location use	Y – Detailed location use
Quality Indicators	N	N	Y	Y	Y
Historic Addresses	N	N	Y	Y	Y
Welsh language support	N	N	Y	Y	Y
Get full address from minimal information	Y	Y	Y	Y	N
Remove errors from manual address collection	Y	Y	Y	Y	N
Enable access to additional datasets	Y	Y	Y	Y	N
Integrate with your enterprise CRM	Y	Y	Y	Y	N
Improve perception and customer service through faster processing	Y	N/A	N/A	Y	N
Reduce risk and cost of ownership by implementing a fully supported solution	Y	Y	Y	Y	N
Find/match addresses using URPNs or UDPRNs	N	N	Y	Y	N

About Experian Data Quality

Experian Data Quality has built up exceptional market coverage assisting customers with their unique data quality challenges. We provide a comprehensive toolkit for data quality projects combining our market leading software with a vast scope of reference data assets and services. Our mission is to put our customers in a position to make the right decisions from accurate and reliable data. The size and scope of data management projects varies considerably but the common factor in all ventures is unlocking operational efficiency and improving customer engagement. We see the potential of data. Whether it's in enabling ambulances to be sent to the exact location of an emergency or supporting financial organisations to ensure they remain compliant against regulations - data accuracy makes all the difference to service provision.

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