

AddressBase® Premium

AddressBase Premium from Experian allows you to access unique property reference numbers

Gain an accurate and up to date view of all addresses and non addressable locations through their lifecycle

Reduce costs and drive efficiencies

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 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

Reduce Costs

- Reduce costs from multiple licence fees with one comprehensive address file for the UK.

Drive efficiencies

- Remove the need to perform matching exercises and multiple calls between different address sets with one definite source, saving time and improving efficiencies.

UPRN Data

- Unique Property Reference Number (UPRN) data to ensure duplicate addresses can be identified between shared systems reducing cost and operational efficiencies.

- UPRN is also becoming the standard 'linkage' key across Public Sector information – embedding it in all your contact data will open up a wealth of opportunities.

Improved standards, reputation and brand image

- Accurate address information and the identification of duplications inevitably improves customer relationships as your customer will receive a much more joined up service when data is shared and accurate.

Greater intelligence

- AddressBase Premium provides a comprehensive view of properties that contain multiple delivery points (plus the Parent-Child relationships) or that may be under construction in the United Kingdom. This provides greater intelligence allowing for more accurate decisions to be made.
- AddressBase Premium also contains detailed meta data about a property – is it residential or commercial? What kind of commercial activities are going on? Is it a Live or Historic address?

Accurate and up to date view

- A definitive, accurate and up to date view of all addresses and non-addressable locations through their lifecycle provides the ability to accurately manage assets.
- Built in geolocations enable you to accurately map your customers, prospects or citizens.

Public Sector funding

- If your organisation is a member of the Public Sector Mapping Agreement (PSMA), then AddressBase Premium for England, Scotland and Wales is centrally funded by the government and is free at the point of use.

The Future of UK location

- Using the UPRN, a wealth of additional information is already available – both Open and paid for.
- New data is being released and new services are planned by the Ordnance Survey and others to add further value and intelligence now, and in the future.

AddressBase® Premium

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 more than two 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