

Exploiting the Gazetteer

Organisation-wide data integrity

Complete, accurate and standardised location data is critical for the delivery of efficient, reliable and integrated services. Access to, and intelligent use of, the National Land and Property Gazetteer (NLPG) or the National Gazetteer for Scotland, can enable the exchange of exact location information and knowledge across many departments and organisations. This not only ensures services are delivered to the correct location but that customer data is standardised. It also ensures a single customer view, that communications reach their intended recipient, and that organisations maintain a positive image.

Using the data

"Organisations no longer have to ring round different departments and deal with getting consistent information about the same address, as one reliable source of information now exists."¹

Gateway ensures consistent land and property information throughout an organisation, allowing different departments to collect information as well as update and standardise existing location and contact details.

The product seamlessly integrates into existing applications across your whole organisation, saving time, cost and reducing risk. With a clear interface, it is also easy to use.

How does Gateway work?

"The advantage of Gateway is that it effectively brings all these sources of address data together for search purposes, allowing the organisation to benefit from a single standardised source of address data."²

Gateway enables an organisation-wide data integration solution without the need for a system re-architecture or a lengthy integration project. Utilising the solution will also minimise any risks associated with this type of project. The solution can be delivered in one of two ways:

- Fully integrated within the application
- Standalone

What does Gateway consist of?

- Database Builder which compresses and indexes gazetteer data, providing a scalable solution enabling new departments to use the gazetteer according to ongoing requirements.
- Address capture which allows the capture of standard information against the Local and National Land and Property Gazetteers, and the National Gazetteer Scotland.
- Address cleaning enabling regular cleaning and standardisation of data against the chosen data source.
- Match which prevents duplicate records by enabling comparisons before data is entered. Databases can gradually build up duplicate records due to lack of training, complex name spelling, alternative or nick names given as identifiers and integration with other systems.

Gateway compresses and indexes millions of address records allowing you to search, clean and capture



"Gateway brings the NLPG and the DNA-S within the reach of more departments... It allows consistent address search functionality to take place across all departments within an organisation, thereby reducing the overheads of searching multiple databases and reducing the risks of inconsistent and duplicated errors."

Sarah Burnett
Senior Analyst, Butler Technology Group

¹"It makes life easier" – a study to evaluate the benefit of the NLPGs. Centre for economics and business research Ltd. 2006

²Sarah Burnett, Senior Analyst Butler Technology Assessment July 2007

against the Local Land and Property Gazetteer (LLPG)/Corporate Address Gazetteer (CAG) or NLPG/ Scottish National Gazetteer.

This allows you to:

- use UPRNs to find exact locations and provide joined up services
- maintain multiple legacy databases cleaning them against the LLPG/ CAG (eg the Electoral Roll)
- ensure accuracy of new systems or existing system refreshes to enable a single view of information
- search against the LLPG/CAG data to verify customers online or at your desktop
- prevent duplicate contact data records being entered into CRM systems
- improve the overall quality of data to facilitate working in partnership with other agencies and align yourselves with national initiatives such as ContactPoint, Tell Us Once and Reducing Avoidable Contact (NI 14)
- ensure your data is BS7666 compliant

The benefits of exploiting gazetteer data with Gateway

Improved customer service

- Intelligently search across accurate property information for more streamlined allocation of resources
- Find information quickly with minimal address data or manual input
- Validate data at the point of capture

Increased efficiency

- Save time by not entering duplicate contact records

Return on investment

- According to CEBR, the NLPG could save local government in England and Wales at least £54.4 million per annum, therefore being able to use it intelligently is key

- Local Authorities have been known to pay £3 per record entered. By reducing the number or duplicate records, they can immediately start to see savings
- Avoid expensive retrospective cleaning of duplicates
- Easily find the correct contact record without manual searching

Shared services

- Use the standardised LLPG/CAG within multiple systems including the web
- Use the same data many times for greater economies of scale
- Enable a single customer view across your organisation by using the gazetteer as the single data source "The Gateway solution has the potential to make search processes more efficient and to bring the NLPG within the reach of more users, helping organisations deliver services faster and more efficiently."³

Our Professional Services team

Our Professional Services team have extensive consultancy and training expertise working within government. They can work with you to provide an audit on those key business applications that currently have, or in the future may have, a requirement to use the gazetteer, either local or national, as its address data source. The report produced from this is a joint document which plans out the milestones and goals to implementing Gateway across either an individual department or an entire organisation. This will help to mitigate risk and allow you to see the processes and requirements of this solution clearly.

Departmental or enterprise-wide deployment

The flexibility of Experian Data Quality solutions ensures swift and trouble-free integration across multiple applications. Experian Data Quality has well established Business Partner relationships with leading Systems Integrators and applications providers, such as Northgate Information Services, ESRI and Lagan Technologies, enabling

fully supported integrations. Experian Data Quality also works extensively with specific public sector application providers relating to areas such as contact centres, planning, housing departments, HR, finance, Social Services and GIS. This means the solution can be deployed by department or across the enterprise.

³Tony Ellis, Head of ICT, London Borough of Brent, "Business Benefits of Customer Data Integration

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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