
TECHNICAL OVERVIEW

Data Axle Reference Solutions -
Historical Database

Data Axle Reference Solutions



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Technical Proposal

Data Axle's proprietary compilation and verification processes provide unparalleled data accuracy. Millions of businesses and consumers use Data Axle data every day; in fact Info group services 90% of the Fortune 100 companies. Our data powers the top 5 Internet search engines and our point of interest information is used in 90% of North American in-car navigation systems.

Our most common applications:

- Search Engines/ Local Search
- Job Searches
- GIS, Mapping, & Navigation
- Government & Security Analysis
- Research & Analytics
- Direct Marketing & Sales Lead Generation
- Directory Assistance (411)
- Real-Estate & Site Selection
- Background Checks & Credit Agencies
- Fraud Prevention

Customers, like Google and the United States Secret Service, use our data a number of different ways and we make all of this powerful information available to the general public with Data Axle Reference Solutions.

Data Axle Reference Solutions contains 10 unique searchable databases - 7 business databases and 4 consumer databases shown below:



Available Databases

Select A Database To Get Started.

Available Databases

U.S. Businesses / Employers USA 43 Million Businesses 1.5 Million Closed Businesses	U.S. Historical Businesses 183 Million Historical Records
Canadian Businesses 1.9 Million Businesses	U.S. Jobs / Internships 2.5 Million Job Postings
OneSource International Companies and Executives by Title	U.S. New Businesses 4.2 Million New Businesses
U.S. Healthcare 1.3 Million Physicians & Dentists	U.S. Standard White Pages 140 Million Residents
U.S. Consumers / Lifestyles 254 Million Individuals	Canadian White Pages 14 Million Individuals
U.S. New Movers / Homeowners 15 Million Records	

Businesses Databases

Our business databases are the most detailed and accurate databases available today. Everyday new businesses open, existing businesses change locations and eventually some businesses close- because of this the database must be continually maintained to keep the information up-to-date and accurate.

Information in the databases is compiled in two phases. First we aggregate 4,000+ telephone directories and over 250 new business sources such as secretaries of state, county courthouses and public record notices. Through these sources and additional process, we can typically gather base level information. Second, our verification team calls each business to verify the information and to obtain any additional information.

Our business databases have been developed as information databases and are not derivative of another product or application. As a result, the coverage of the business databases is intended to represent all active business sites.

Quick Facts

- 183 million US Business records from 2003 to present
- 43 million active US businesses
 - 16 million telephone verified
 - 27 million pre-verified
- 1.9 million Canadian Businesses
- Compiled from 4,000+ telephone directories and thousands of other sources
- Most Accurate and up-to-date in the industry
- Telephone verified
- 35 million telephone calls placed in 2015
- Files are updated on the 1st and 3rd Friday of each month
- Out of business records removed daily
- Quality is assured throughout compilation, verification and update processes

Benefits

We have devoted significant time and resources to the creation, maintenance and enhancement of our proprietary databases and related applications and software. The database requires sophisticated processes to handle compilation, order processing, accounting, storage, sorting, and quality assurance. The system must allow a sizable work force to compile, program and process data simultaneously. More than 7,500 proprietary software programs operate the data compilation and enhancement process.

Proprietary data compilation software allows the data entry associates to access the database and update, change or verify approximately 1.5 million business listings every month. A separate quality assurance group checks input quality to ensure the information is 99% accurate from the original source. In addition, we use state of the art telephone software that greatly improves the accuracy of the verification process. Also, proprietary

software has been developed to check the database for incorrect spelling, abbreviations and phone prefixes and to eliminate any inappropriate language from the database.

Breadth of Information

More than 50 demographic selects can be combined into unlimited searches to allow for target marketing and research.

Multiple Uses

- Sales leads
- Direct mail
- Telemarketing
- Customer profiling
- Market profiling
- Academic research
- Job Seeking
- Economic research/planning
- Historical research/trend analysis
- Entrepreneurship
- Strategic Growth
- Business Research/planning

Highest Quality

The business databases are largely recognized as the best quality, most comprehensive and most accurate data solution for business applications. A competitive audit conducted by an independent auditor, reported that, "Data Axle is clearly the industry leader in providing accurate business information." A copy of the report can be found at the end of this proposal.

Before reaching the customer, the information collected must first pass quality checks. The customized compilation process alone contains over 2,000 information validation checks. These checks are then supplemented by computer data cleansing processes such as duplicate removal and address standardization.

Comprehensive Process

No other company has a compilation process as comprehensive and complete as Data Axle. More than 400 highly trained and dedicated associates in the Library, Compilation, Telei research, and Quality Assurance departments work to ensure that we maintain the competitive advantage. This extensive process results in a database that contains the industry's highest deliverability and contact rates. By purchasing Data Axle data, our clients are able to make the most effective use of their resources.

Update Frequency

Because we process all businesses through Telephone Verification at least once per year, out-of-business locations are regularly cleansed from the database. Moreover, we process transactions-based data, which identifies probably out-of-business listings from across the country each month. These businesses are telephone verified and appropriate changes are made to the database. Out of business records are removed from Data Axle Reference Solutions daily,

while records are updated, changed, modified or added, twice a month. We have included our "File Transfer Report, which covers the changes and enhancements made to the database each month. This "File Transfer Report" can be found at the end of this RFQ.

Compilation

Our data collection methods are unique and provide several advantages: comprehensive coverage of all businesses (regardless of size), complete information on each business, accurate and up-to-date information, standardized data elements and dependability for future needs.

Depth of Information

Businesses need more than basic listings to power most marketing applications. Thus we also compile information from annual reports, government documents such as 10-K's, SEC Filings, chamber of commerce directories, industrial directories and other sources. These multiple sources provide more business listings and additional information on individual businesses.

State of the Art call center

We manage a 270-seat call center in Nebraska where 35 million calls are made each year to verify the business database. The call center is organized into specialized groups organized by the type and size of the business. As an example, one calling group is dedicated to verifying information about brand new businesses while another verifies information about physicians and dentists and yet another verifies Canadian businesses. The specialization enables the verification team to gather complete and accurate information. The Telephone verification agents will verify the company name, address (physical and mailing), phone number, contact name, title and gender of the owner or president at that location and the number of employees for smaller businesses. We also verify additional information based on the size of the business. Such as, the Standard Industrial Classification (SIC) Code, Web address, toll free numbers, fax numbers and the name, title code, gender and email addresses.

U.S. Historical Businesses

Our historical data is the most accurate and reliable data in the industry, nothing you'll find goes to this detail. Whether you need to analyze marketing trends, economic trends, or even specific industries, our historical data can be pulled using multiple criteria. This data is invaluable in predicting economic growth and planning for the future.

Quick Facts

- 183,000,000 records from 2003 to present
- The needs from Princeton University and other leading Universities in the US helped built this powerful database
- Each record date stamped and connected to others years
- Unlike the census, this historical data is driven to the address level, showing who was where, when.

Searching the database

You can search for individual businesses and time frames

The screenshot shows a search interface with three tabs at the top: 'Quick Search' (selected), 'Advanced Search', and 'Compare Businesses'. Below the tabs is a note: 'Fill out one or more of the following criteria boxes, then click "View Results" button.' There are four input fields: 'Company Name' (text box), 'City' (text box), 'State' (dropdown menu set to 'New Jersey'), and 'Phone' (text box). Below these is a 'Time Frame' section with a horizontal slider bar showing years from 2003 to 2015, with a blue dot indicating the current range. At the bottom are two buttons: 'Additional Filters' (link), 'Clear Search' (link), and a large blue 'VIEW RESULTS' button.

Or you can search for groups of businesses choosing from more than 30 demographic selects can be combined into unlimited searches:

The screenshot shows a detailed search interface with several sections of checkboxes:

- Geography:**
 - Map Based Search
 - City / State
 - Metro Area
 - ZIP Codes
 - County
 - Street Address
- Business Size:**
 - Number Of Employees
 - Sales Volume
- Special Selects:**
 - Years In Database
 - Year Established
- Exclusions:**
 - OMIT: Keyword/SIC/NAICS
 - OMIT: Area Code
 - OMIT: ZIP Code
 - OMIT: City
 - OMIT: County
 - OMIT: Metro
 - OMIT: State
 - OMIT: Saved Searches

You can even choose to compare businesses

U.S. Historical Businesses Database

Quick Search Advanced Search Compare Businesses

How to start your comparison...

Compare up to four businesses over the past 10 years.

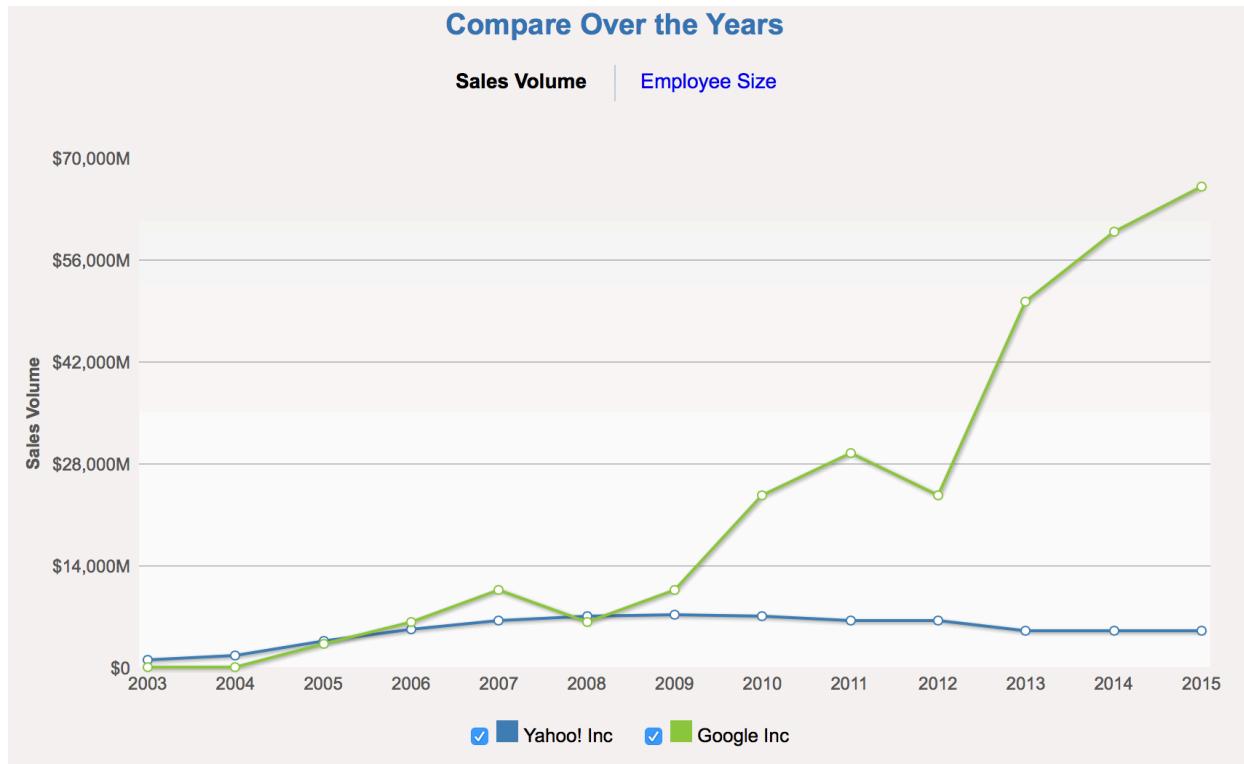
1. Complete the 'Select Businesses' section below by entering in the business name, city, state and/or zip code and click 'Search'
2. Your search results will appear directly below the search section. Once you have found the business, click 'Select'. Your business should appear to the right under the 'Selected Businesses' section
3. For every additional business, continue to add to the 'Selected Businesses' section
4. Once you have your desired businesses (up to four) selected, click the green 'COMPARE' button.

Select Businesses					
Name	City	State	ZIP code	Type	Clear Search
Google		All		Headquarter	SEARCH
Company Name ▾	Street Address	City, State	ZIP		
Google Inc	1600 Amphitheatre Pkwy	Mountain View, CA	94043	SELECTED	

SELECTED BUSINESSES

- █ Yahoo! Inc
701 First Ave, Sunnyvale, CA, 94089 [Remove](#)
- █ Google Inc
1600 Amphitheatre Pkwy, Mountain View, CA, 94043 [Remove](#)

[COMPARE](#)



Results

Once you have finished choosing your criteria you can review your data several different ways:

Details

Heat Map

Charts

Download

Print

Save Search

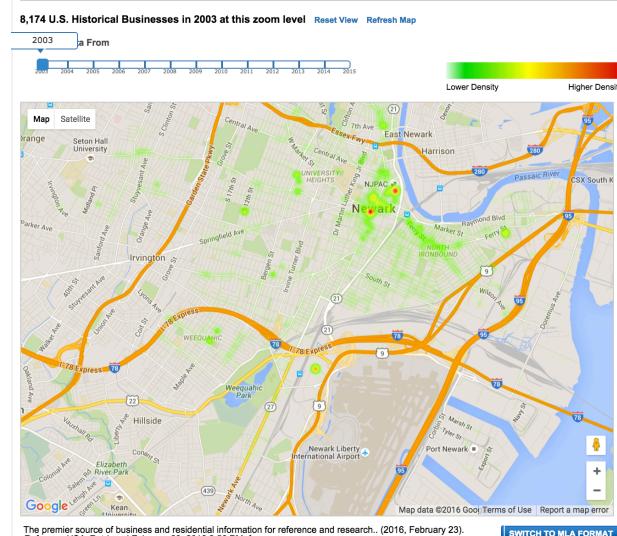
Result Page

U.S. Historical Businesses								
110,518 Results								
Page 50 of 918								
	Year	Company Name	Executive Name	Street Address	City, State	ZIP	Phone	Title
<input type="checkbox"/>	2003 - 06	Affiliated Podiatrists	Michael Lerner	550 Newark Ave	Jersey City, NJ	07306	(201) 222-7888	Owner
	2003	Affiliated Podiatrists	Joel L Green	679 Montgomery St	Jersey City, NJ	07306	(201) 435-4147	Owner
	2004	Affiliated Podiatrists	Joel L Green	679 Montgomery St	Jersey City, NJ	07306	(201) 435-4147	Owner
	2005	Affiliated Podiatrists	Joel L Green	679 Montgomery St	Jersey City, NJ	07306	(201) 435-4147	Owner
	2006	Affiliated Podiatrists	Michael Lerner	550 Newark Ave	Jersey City, NJ	07306	(201) 222-7888	Owner
<input type="checkbox"/>	▶ 2013 - 13	Affiliated Podiatrists	Michael Lerner	550 Newark Ave	Jersey City, NJ	07306	(201) 222-7888	Owner
<input type="checkbox"/>	▶ 2014 - 15	Affinity Community Net...		500 Martin Luther...	Jersey City, NJ	07304	(201) 435-0275	

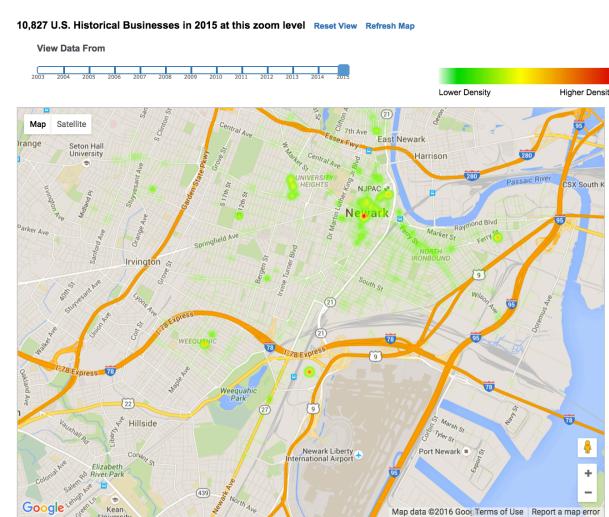
Heat Map

You can view macro density maps or micro level details of individual businesses for each year.

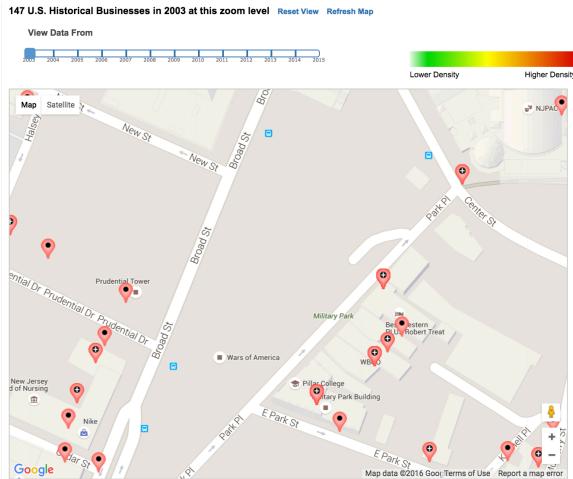
2003



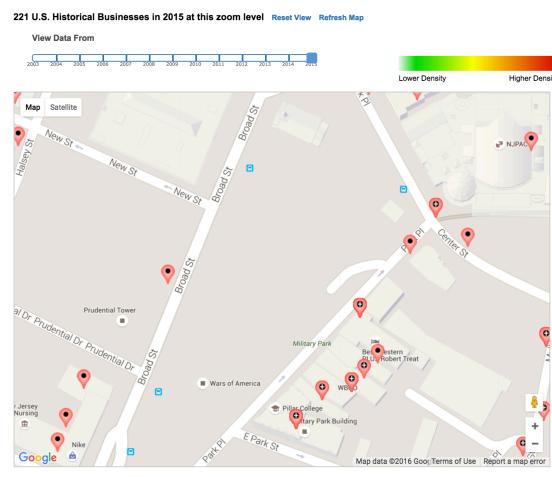
2015



2003



2015



Charts

View, download or print charts and graphs, which are fully cited in APA and MLA formats.

U.S. Historical Businesses

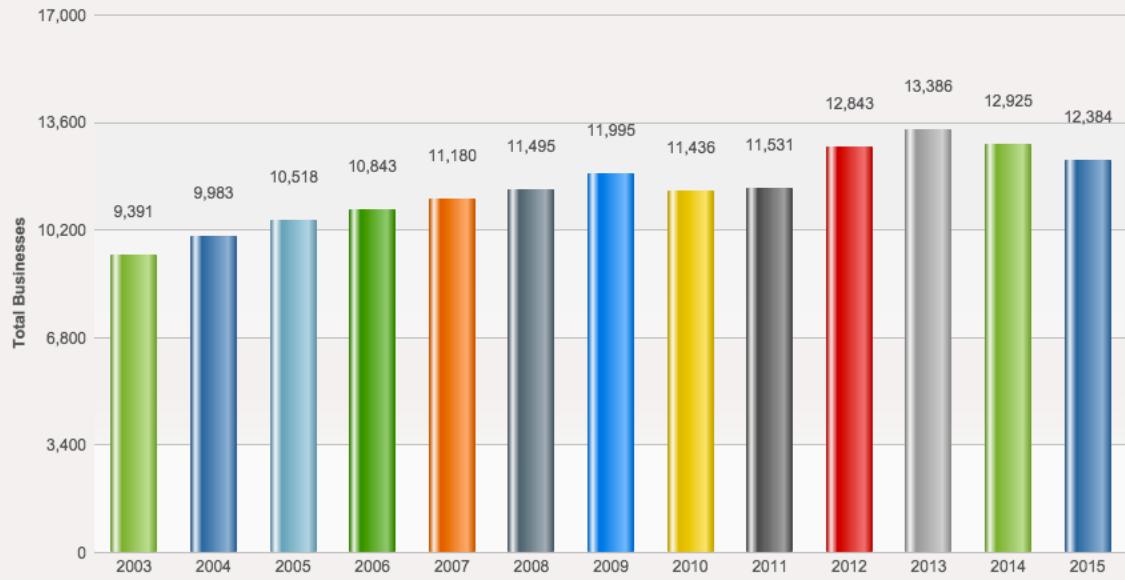
Summary Report for Your Search



Your Search: Start Year: 2003; End Year: 2015; Included States: New Jersey;

[Totals](#) | [SIC Codes](#) | [NAICS Codes](#) | [Sales Volume](#) | [Employee Size](#)

Total Businesses by Year



Summary Report for Your Search



Your Search: Start Year: 2003; End Year: 2015; Included States: New Jersey;

[Totals](#) | [SIC Codes](#) | [NAICS Codes](#) | [Sales Volume](#) | [Employee Size](#)

NEW! [Back to SIC Comparison](#)

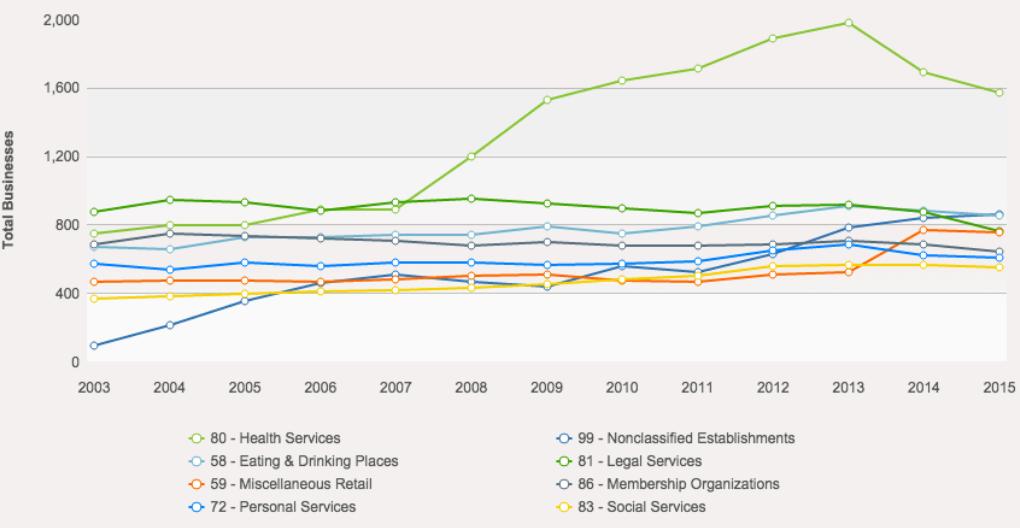
Top Industries by Year

Choose Year: **2015**



■ 80 - Health Services 1,568 (23.82%)
■ 99 - Nonclassified Establishments 856 (13.01%)
■ 58 - Eating & Drinking Places 850 (12.91%)
■ 81 - Legal Services 758 (11.52%)
■ 59 - Miscellaneous Retail 757 (11.50%)
■ 86 - Membership Organizations 638 (9.69%)
■ 72 - Personal Services 604 (9.18%)
■ 83 - Social Services 551 (8.37%)

Top Industries by Year



Note: Please click on the legend icons to show or hide the corresponding series

*Top 8 Major Industry Codes are displayed

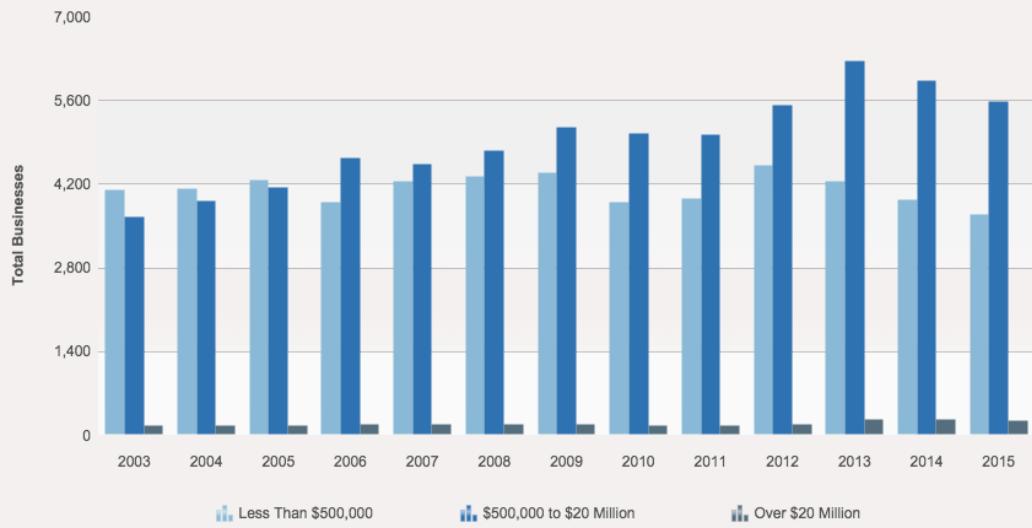
Summary Report for Your Search



Your Search: Start Year: 2003; End Year: 2015; Included States: New Jersey;

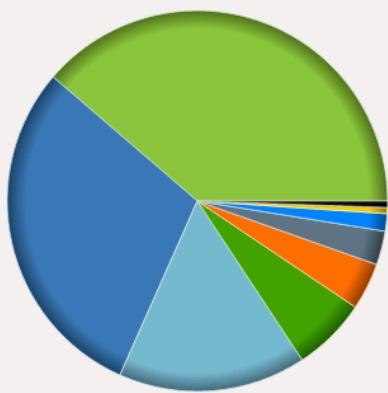
[Totals](#) | [SIC Codes](#) | [NAICS Codes](#) | [Sales Volume](#) | [Employee Size](#)

Sales Volume by Year



Sales Volume by Year

Choose Year: [2015](#)



 Less Than \$500,000	3,678 (38.71%)
 \$500,000-1 Million	2,814 (29.62%)
 \$1-2.5 Million	1,517 (15.97%)
 \$2.5-5 Million	599 (6.30%)
 \$5-10 Million	379 (3.99%)
 \$10-20 Million	273 (2.87%)
 \$20-50 Million	141 (1.48%)
 \$50-100 Million	49 (0.52%)
 Other	51 (0.54%)

Top 5 Results by Sales Volume											
Choose Year: 2015 ▾											
Business						Corporate Sales Volume					
United Airlines						\$2,757,838,000					
Seton Leather Co A Div-Seton						\$1,634,024,000					
Toyota Motor Sales USA Inc						\$1,127,778,000					
Anheuser-Busch Inc						\$583,000,000					
Verizon Wireless						\$550,400,000					
Number of Businesses by Sales Volume											
Sales Volume ▾	2003 ♦	2004 ♦	2005 ♦	2006 ♦	2007 ♦	2008 ♦	2009 ♦	2010 ♦	2011 ♦	2012 ♦	2013 ♦
Less Than \$500K	4,096	4,120	4,258	3,883	4,244	4,313	4,387	3,896	3,957	4,509	4,243
\$500K-1 Million	1,719	1,838	1,979	2,143	2,126	2,378	2,773	2,767	2,807	3,087	3,331
\$1-2.5 Million	1,013	1,106	1,194	1,431	1,356	1,311	1,301	1,256	1,227	1,391	1,599
\$2.5-5 Million	487	515	528	575	553	557	565	537	528	556	597
\$5-10 Million	300	302	299	324	327	328	311	295	295	303	418
\$10-20 Million	133	150	142	159	174	178	193	176	170	174	302
\$20-50 Million	94	93	95	111	119	112	113	103	112	120	153
\$50-100 Million	32	32	31	34	33	32	33	28	29	32	49
\$100-500 Million	14	18	17	20	24	21	22	27	20	22	42
\$500M - \$1 Billion	2	3	3	3	4	5	6	4	2	3	5
Over \$1 Billion	2	2	1	2	2	1	1	1	1	1	1
Unknown	1,499	1,804	1,971	2,158	2,218	2,259	2,290	2,346	2,383	2,645	2,646
Totals	9,391	9,983	10,518	10,843	11,180	11,495	11,995	11,436	11,531	12,843	13,386

Exporting Information and saved searches

You can export information by downloading, emailing, or printing records. You can choose various formats, and levels of detail to export. You can also download or print charts, graphs and tables, which are fully cited in both MLA and APA styles.

Users can create personalized accounts and save their search criteria. They can access their searches on the homepage, after logging in with their private user name and password.