Fall NEARC 2017
Newport RI
Business and Residential Data
What is P.O.I. ??

A POI is a consumer-facing business which is typically valued in mapping, local, and navigational search applications.

Searches - Searches typically done via:

- Google
- TomTom
- OnStar
- bing
- Yahoo
What are typical POI categories?

- Restaurants
- Golf Courses
- Gas Stations
- Hospitals
- Retail/Shopping Attractions
- Banks
- Hotels
- Airports
- Shopping Centers
- Tourist Attractions
The POI group uses web research and calling projects to obtain and verify information displayed by search engines, in-car navigation and mobile devices.

Projects involving these businesses are prioritized and driven by navigation clients. The projects generally focus on the following:

- Improving quality and coverage
- Identifying management offices and categorizing them correctly
- Identifying trends within the POI categories

Once projects are complete, the focus turns to maintenance of the category/project and proactively monitoring changes within the category/project.
• Information is compiled from approximately 4,400 U.S. and Canadian Directories; Over 800,000 pages are scanned each year – over 19 million listings to be compiled, verified or edited

Data Elements Collected Through Yellow Pages
  • Business Name
  • Mailing & Physical Addresses
  • Phone Number
  • Fax Number
  • Line of Business
  • Franchise Affiliation / Brands Sold / Specialties / Chains / Types
  • Website
  • Professional Contacts & Titles
  • Year Established
  • Size of Ad
  • Credit Cards Accepted
  • Hours of Operation
Meghan Pridell/Thomas Pridell
- 2 adults/ 4 children
- Income 180,000
- Lawyer/ Sales Rep
- LL.M/ BA
- 6 years in home
- Year built 1989
- 2015 Cadillac Escalade
- Central Heating
- Mortgage 2010
- Charitable Donors

ABC Daycare
- 1.3 Million sales Volume
- 10 employees
- Credit rating A-
- 10,000 square feet
- Utility Expense $10,000

Car Charging Station

711
Convenience Store
- 6 employees

Multifamily Unit
- 8 units
- Electric Heating
- 1A- Steve Laird
- 2A- Jim Smith
- Sandra Smith
- 1B Scott Lea
- Yu Chin

Redbox

Feeding Healthy Children
- Non-profit
- Less than 500,000
- 5 employees / Credit-rating C
- Parent Company- ConAgra

2000 Chevrolet Malibu
Fred Walsh
13045 E 134 St. Chicago IL
Income 50,000/year

Feeding Healthy Children
Non-profit
Less than 500,000
5 employees / Credit-rating C
Parent Company- ConAgra
• 2 Million New Businesses added annually
  – 10,000 Added Daily / 50,000 Weekly / 200,000 Monthly

• Over 250 Sources
  – Secretaries of State
  – County Courthouse Records
  – Utility Providers
  – Departments of Revenue
  – Legal Journals and other sources

• Executive Names & Emails

• DEA / NPI / State License Boards
• Create reporting relationships and maintain corporate linkage on all public companies, private parent companies and the Fortune 1000

• Update, verify and maintain over 2 million U.S. and Canadian linked companies

• Conduct telephone verification, perform web research, and review news publications and annual reports

• Manage the daily news feeds for executive changes, mergers/acquisitions, IPOs and openings/closings
• Over 150 employees dedicated to verification
• Average Tenure – 8 years
• Production QA checks a percentage of daily work from each compilation group
  • Bonuses based upon 99% accuracy
• 100,000 verification calls to the U.S. & Canada per day – 30+ million calls made in the last 12 months!
• Custom scripts to verify and add category specific attributes
• Intelligent Calling Methods
  • Dialer weeds out disconnects, busy tones, etc. rather than sending them to an associate
  • Intelligent about what we call and when we call based upon Compilation Date, Geography, Industry, etc.
Data Elements Collected or Verified Through Telephone Research

- They Are In Business
- Company Name
- Address
- Phone
- Primary Decision-Maker at that Location, along with title and email address
- Primary Line of Business
- Number of Location Employees
- Company Website
- Call Status / TR Date

- *Custom Data Collection* and *Lead Qualification* through Data Axle Services.
Daytime Population at Multi-Tenant Locations

- Address and site number (SITENUM) are equal (Walmart Supercenter- Tire and Lube, Pharmacy, etc...) Use the Walmart Supercenter employment size, as it would cover the full operation
- Address and site number are not equal (Walmart Supercenter- Subway, McDonald’s, etc...) treat them as separate counts, and sum them up for the total daytime population.

Geocoding – Lat/Long 86% coded at Site/Parcel Level

- Match Level Code: (MATCHCD)
  - 2 - Zip2 Centroid 1.16%
  - 4 - Zip +4 Centroid 4.10%
  - X - Zip Centroid 8.66%
  - O - Site Level 17.63%
  - P - Parcel 68.43%

Addresses

- Secondary Address (SECADDR)/Location Address: The physical location of the business. Used for physical routing (onsite visits) and geocoding applications
- Primary Address (PRMADDR)/Mailing Address: The address where the business receives mail. This address should be used anytime a mailing campaign is planned.
- Tertiary Address (TERADDR)/Landmark Address: references the general area in which the business is physically located. Typical landmark addresses may include mall and office names (Crossgates Mall, Albany Memorial Hospital, etc.). –
Pre-Verified
• Records received in sourcing, but have not yet been able to be verified

Verified
• Records that have been able to be verified.
  – Telephone
  – Crawling
  – Trusted Secondary Sourcing

Suspect
• Records lacking current sourcing, and or presenting with a signal that suggests they may no longer be in operation.
  – NCOA
  – Disconnected Phone
  – Absent from sourcing and unable to be contacted (24mo’s)
  – Closed Web Banner

Out of Business
• Records confirmed to be out of business
Potential heart attack – KCF in Hartford, CT
-How does the officer know the address, what are the cross streets are there businesses near by?

3 Alarm Fire – 123 broadway st, Providence. What is the potential threat? Who is within 1,000 ft?

• Critical Infrastructure
• Planning
• E911
In the event of a disaster hits NYC 10004…

<table>
<thead>
<tr>
<th>Company</th>
<th>NAICS</th>
<th>Sales</th>
<th>Employees</th>
<th>Latitude</th>
<th>Longitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>Absolute Travel</td>
<td>812111</td>
<td>$537,000</td>
<td>13</td>
<td>40.70523</td>
<td>-74.01425</td>
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<tr>
<td>Larry's Builder</td>
<td>236118</td>
<td>$2,046,000</td>
<td>4</td>
<td>40.70579</td>
<td>-74.01077</td>
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<tr>
<td>ABC warehouse</td>
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<td>$3,713,000</td>
<td>45</td>
<td>40.70553</td>
<td>-74.01725</td>
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<tr>
<td>School</td>
<td>931247</td>
<td>N/A</td>
<td>218</td>
<td>40.70538</td>
<td>-74.01257</td>
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<tr>
<td>Soho Grocery</td>
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<td>$2,359,156</td>
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<td>-74.01261</td>
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<td>Oscars Eats</td>
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<td>$876,000</td>
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<td>Sonata Salon</td>
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<tr>
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<td>$2,670,000</td>
<td>6</td>
<td>40.70596</td>
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</tr>
</tbody>
</table>

Total Sales: $8,580,862,000
Total Employees: 54,772

This is how much sales will be lost
This is how many jobs will be lost

Total: 1,874 businesses in NY 10004

Your Name: Bill Loges
Organization: DEC Region 6
Description first 140 Characters will be used: Uses a web service of NOAA Nautical Charts in CIRIS to analyze periodic fuel leaks from a shipwreck in the Saint Laurence.
Fall NEARCC 2017
Newport RI

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Bill Loges
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Government Clients

[Logos of various government agencies and organizations]
Thank You