



# CERTAINTY TO FUEL GROWTH IN YOUR PORTFOLIO

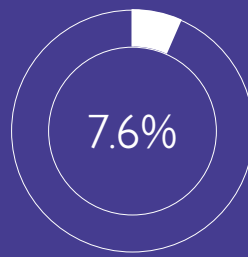
Learn why addressing certainty matters





The property sector is confronting immense change. In the face of rental market expansion, growing political pressures, rapid demand growth, and continuous policy updates, the market today resembles a pressure-cooker of uncertainty. To remain competitive and fuel growth for the future, now is the time for action.

But what are the next best steps to make your future certain? Begin by taking the path to more authoritative data.



Increase in average UK house price in November 2020

Office of national statistics

This document outlines some of the many ways in which property firms can tackle today's market challenges head on using accurate, reliable and certain data. It will dive into the depths of data transformation and showcase through practical examples how organisations like yours have achieved meaningful results.

Read on to find out how to:

- Make smarter, more informed portfolio decisions
- Gain a single version of truth of your properties – and be confident about accuracy
- Get a certain view of the whole picture of your property portfolio

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# Differentiate with data

All data is important. But not all data is certain.

Data is the lifeblood of the modern-day enterprise. In the information age, every business is a data business. Firms like yours can no longer afford to ignore the transformative power of authoritative data – particular at a time where granular address data is the battleground upon which organisations must now compete.

## Good data boosts performance

Data-driven organisations outperform competitors in profitability, customer acquisition and retention

Accenture

## Bad data ruins reputations

19% of businesses admit to losing a customer due to inaccurate or incomplete information

Dun & Bradstreet

To differentiate your firm from the rich selection of competition, access to a deeper and more extensive level of data insights is paramount. It will deliver you a greater depth of understanding about addresses, which you can use to make more informed, more targeted, and – ultimately – more influential decisions to the benefit of your firm.

Geospatial data – the information that defines where something is located – is a core component to this strategy. When you combine geospatial addresses with other key information, you unlock a swathe of actionable insights.

For example, if you were to layer geospatial data with data from say, a local authority or third-party data provider, you'd be able to visualise factors such as resources, events, risks or behaviours that impact that address, and build a more comprehensive picture, including:

- Its exact location according to UPRNs
- The names and numbers of alternative addresses
- Its proclivity to flooding/crime rates/pollution levels
- The location and volume of access points
- Its property boundaries to within 1 cm accuracy
- Its location in respect to other addresses (e.g. the floor number in block of flats)
- Its historical records inclusive of extensions or amendments
- And much more!

In a world where the richness of your data determines speed, success and profitability – access to these insights hold the key to unlocking your firm's full potential. But to be truly transformational, it's important to remember that data only has value when its accuracy and reliability is certain.



# Demystifying data acronyms

## UPRNs

Unique Property Reference Numbers (UPRNs) are the authoritative identifier used to uniquely identify addressable locations in Great Britain.

## PAF

The Royal Mail Postcode Address File (PAF) is an address database, containing over 30 million UK postal addresses.

## UDPRNs

UDPRN is an eight-digit unique numerical code assigned to each delivery point in the PAF.

# Master the science of certainty

Data only has value when it's accurate, reliable and, most crucially, certain

Success stems from certainty in your actions. A truth particularly prevalent in the unique universe of data.

Information has no value if it is not accurate. Fragmented facts lead to uncertain decisions. For this reason, in the world of address data, there is no substitute for certainty – because the alternative is less than favourable outcomes.

To forego accuracy in exchange for ease of use, cost constraints, or any other myriad of factors is to misunderstand the value potential of the data at your disposal. Even the smallest inconsistency can taint an entire data source and cast doubts in your mind about the data analysis outputs you are receiving.

Fragmented facts lead to uncertain decisions

To put this into stark context, below are a list of the five major consequences of using poor quality address data:

## 1. Poor decision making

Poor-quality data leads to poor decisions. Critical decisions based on uncertainty are doomed to failure.

## 2. Operational inefficiency

Business processes break in the presence of inaccurate inputs. This can result in expensive rework or fixes.

## 3. Customer mistrust

If customers don't trust you, they won't buy from you. Don't risk your reputation on factors in your control.

## 4. Missed opportunities

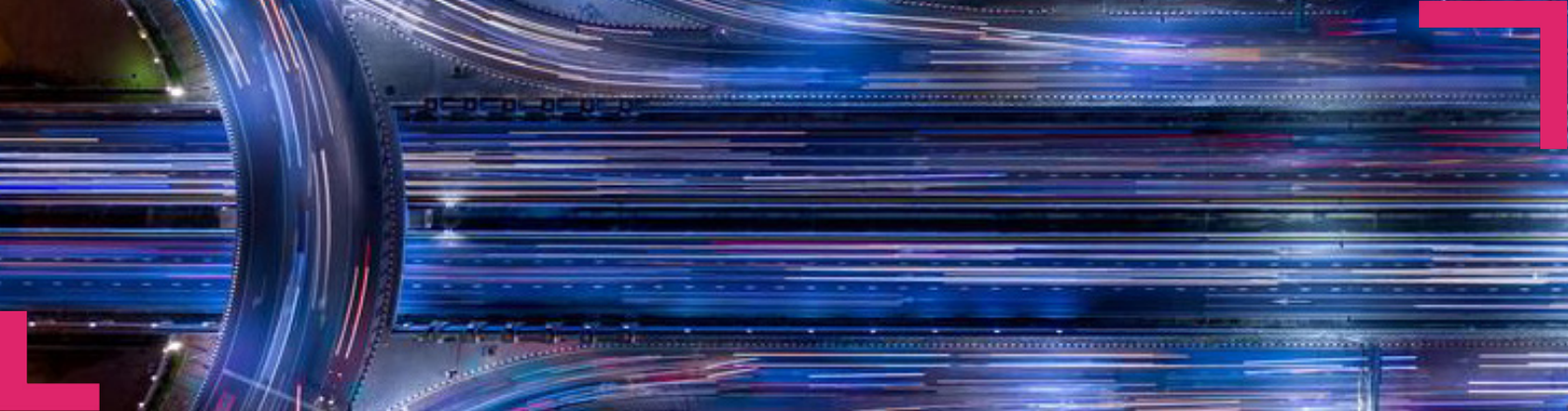
Bad data breeds misunderstanding. Your competitors are waiting to seize the opportunities you miss.

## 5. Lost revenue

Revenue potential is negatively impacted by any of the ways outlined above. Quality will always rise above.

So, how can you cultivate certainty in your data sources?





## Mastery of the science of certainty has three key steps.

### STEP 1

#### Review the source.

How reputable is the data source? How established is the provider? How well maintained is the database? These are the questions you need to ask in order to cultivate good quality data. A handy abbreviation to remember when researching data sources is CACTI: Completeness Accuracy Consistency Timeliness Individuality.

### STEP 2

#### Study the integration.

How interoperable is the data? Can additional data be layered on top? Does it work with your existing database? Remember to focus on integration when searching for data certainty – if your data doesn't play well with others, you'll lack the granular insights to differentiate your firm.

### STEP 3

#### Validate the foundations.

Where is the data sourced from? How many data streams feed into the database? In the world of data sets, big is always best. The greater the number of data sources, the more reliable the data, and the more certain you can be of seeing the whole picture.

**C** **Completeness**  
No data should be missing.

**A** **Accuracy**  
all data should be correct.


**C** **Consistency**  
The data should all share the same format.

**T** **Timeliness**  
The data should be refreshed on a timely basis.

**I** **Individuality**  
the data should not include copies.

When it comes to data certainty, AddressBase from OS sets the standard. It provides the most comprehensive and detailed view of an address and its lifecycle anywhere – providing a platform of certainty on which to build.

Let's take a look at how it compares with other familiar data sources.



# Don't bet on the postcode lottery

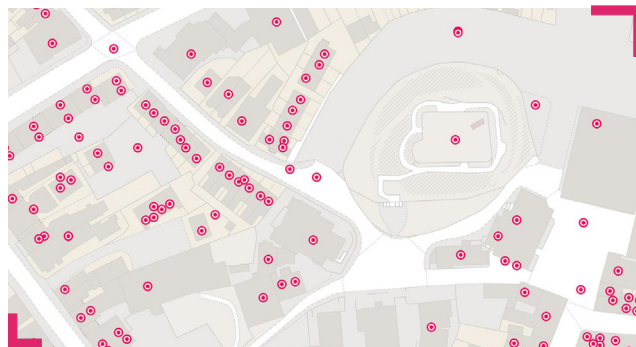
Postal addresses alone don't deliver certainty

To achieve the best outcomes, you need the right tools. But not all address data is created equal.

While postal addresses are perhaps the most recognisable forms of address data, they were designed exclusively for the efficient sortation of mail. When your goal deviates from this primary objective, the data quickly becomes unfit for purpose.

AddressBase from OS was forged with a multitude of use cases in mind – but with the primary aim of delivering the most accurate, reliable and granular version of an address anywhere in Great Britain.

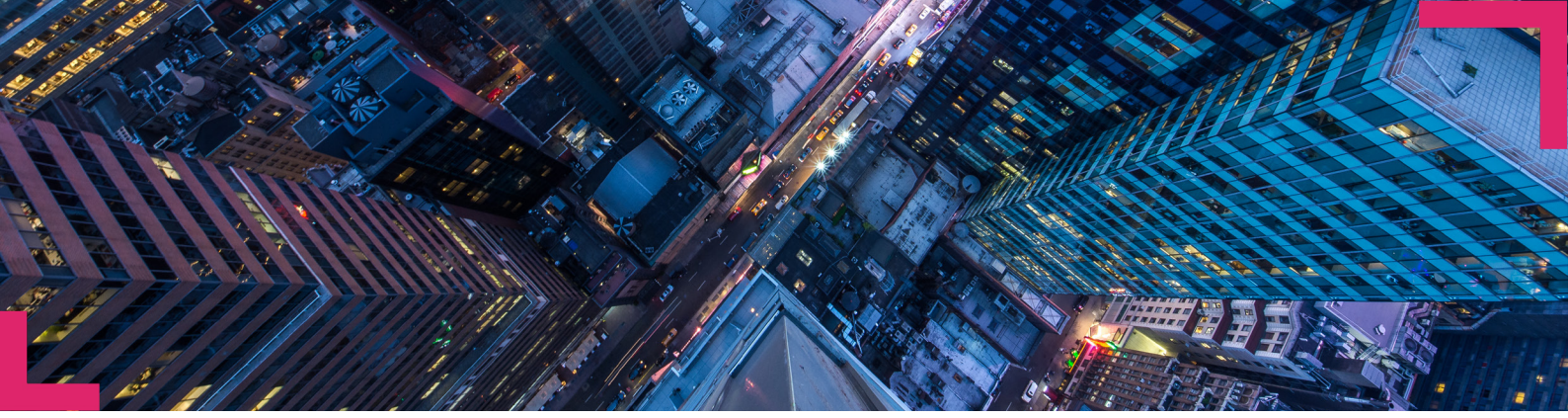
But in practical terms – how do they compare?



The Royal Mail Postcode Address File (PAF) is an address database, containing over 30 million UK postal addresses.

AddressBase combines all PAF data with local authority data, Unique Delivery Point Reference Numbers (UDPRN) and X and Y coordinates to deliver the most comprehensive database available.





# Comparative analysis of AddressBase vs PAF

	PAF	AddressBase
<b>Comprehensiveness</b>	PAF contains the data of 28 million addresses.	AddressBase contains the data of up to 45 million addresses.
<b>Interoperability</b>	Integration with other data sets is possible. However, specialist knowledge is often required to make the experience seamless.	Designed to be sticky. AddressBase was built to overlay other data sets to deliver the deepest level of insight of an address.
<b>Accuracy</b>	Royal Mail owns and maintains the PAF, so it reflects only the addresses which are “live” for receiving mail.	OS owns AddressBase and uses data from: <ul style="list-style-type: none"><li>• National Address Gazetteer</li><li>• The One Scotland Address Gazetteer (OSG)</li><li>• Royal Mail® Postcode Address File (PAF®)</li><li>• Ordnance Survey owned large scale data and coordinates</li><li>• Valuation Office Agency descriptions</li></ul>



## CASE STUDY

# How AddressBase delivers deeper insights for more effective navigation

## Challenge

We know postcodes are a great system in allowing mail to be sorted and distributed to the correct areas. However, postcodes could cover up to 99 delivery points and in more rural areas are spread over vast distances.

The largest postcode in the UK covers a huge area in Scotland – 442 km<sup>2</sup>.

## Solution

This may not seem like a big difference. But when navigating to the property, the additional time and expense needed to find the exact address can soon add up. That is, of course, unless you use AddressBase.

## Results

The additional information that AddressBase delivers (such as building name/number, organisation name, alternative address, provisional address, objects without postal address etc) helps reduce time and money spent on unnecessary diversions – driving profitability.

# Discover AddressBase

How OS data sets the standard for certainty.

Ordnance Survey's **addressing product**, AddressBase, delivers access to a deeper and more extensive level of data insights to help you gain confidence in the certainty of your data and differentiate your firm from your competition. It matches up to 45 million postal addresses to UPRNs, bringing a geographical dimension to the matched records – while delivering the most comprehensive data of an address, anywhere.

## The where, what, when, how and who of AddressBase

### How is AddressBase data supplied and what do I need to use it?

AddressBase can be delivered as an API service or via download. You also won't usually need geographic information system (GIS) software to use AddressBase.

### What does the pricing model look like for AddressBase?

The AddressBase product family is made up of four key products:

- AddressBase
- AddressBase Core
- AddressBase Plus
- AddressBase Premium

These products offer different levels of data coverage and vary in cost, so make sure you choose the right data source relevant to your needs.

### Who in my organisation will benefit the most from AddressBase data?

No matter the level of data maturity found within your organisation, AddressBase provides the easy-to-use, accurate and certain data to benefit department from all across your organisation – from finance to operations.

### When will I start to see the benefits of AddressBase?

Depending on how you integrate AddressBase data into your organisation, the results can be instantaneous. AddressBase data can be integrated through a Partner-managed API and start delivering differentiated value to your organisation immediately.

### Where does AddressBase coverage end?

AddressBase coverage spans the entire breadth of Great Britain. However, pre-defined areas are also available or you can define your own area of interest and you can extend your coverage to UK, with our AddressBase Premium Islands product.



# Start your journey to certainty

Take the smarter path to address data certainty

The important lessons and signposts to certainty captured in this document could help you to increase rates of delivery to make smarter, more informed portfolio decisions, gain a single version of the truth of your properties – and be confident about accuracy, and get a certain view of the whole picture of your property portfolio.

The uncertainty in today's property market is pervasive. But with more authoritative data you can face the numerous market challenges head on and fuel ongoing growth for your firm for the future.

AddressBase is the address data source your organisation needs to transform your operations and achieve meaningful results. It's time to start your journey to certainty.

We can't wait to see how you perform.

## The next best steps to make your future certain

### STEP 1

Contact OS to discuss your data requirements

### STEP 2

Choose the rightsized Partner and solution for your needs

### STEP 3

Start seeing the benefits of AddressBase and enjoy data certainty







## CASE STUDY

# How AddressBase delivers deeper data on flooding

## Challenge

Following serious flooding, this small Parish, with a population of 532, concluded that it needed to act. The Parish was told main flood risks were nearby but that authorities would need to be contacted to influence the maintenance of water courses, culverts and drains in the area to mitigate against this happening again in future.

## Solution

Using OS data, the Parish was able to determine where the extent of serious flooding had occurred and which drains, culverts and minor water courses were to blame, and which authority was responsible for its maintenance.

## Results

The Parish Council's use of professional looking maps meant that its evidence on flooding was taken more seriously, and the analysis has assisted affected households in pursuing their flooding compensation claims.



# Continue the conversation

Take the next step on your journey to certainty

**Talk to an OS expert about your data needs.**

Contact us today.

[addressdata@os.uk](mailto:addressdata@os.uk)

Ordnance Survey provides funding, consultancy and technology services to governments helping to break down silos and improve policy decisions across urbanisation, environment and sustainability, land tenure, resilience and statistics collection.

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