

### ***PIERS Global Intelligence Solutions Implements Data Quality Rollout***

As part of our ongoing efforts to assure the quality of the PIERS database, we are implementing our long awaited name standardization and rollup plan, starting Sunday, October 4, 2009. This is an iterative process which will result in incremental improvements over an extended period – possibly going into early next year.

The standardization is aimed at verifying that companies recognized as permutations will be rolled up into the associated company in our Best Company Table. When this is complete, the data will end up cleaner and allow for greater accuracy in search performance.

Phasing the process over time will prevent interference with regular production — as we are trying to minimize the impact on user experience. Customers will continue to see some duplicates until the process is complete. While the old and new names are being swapped out, jobs will still run. If trying to pull a name that is being updated AT THE EXACT same time there is an unlikely possibility that the job will fail and have to be re-submitted.

Please visit our FAQ page at <http://www.piers.com/dataqualityfaq/>. If customers encounter a failure or have any difficulties or questions, they can contact PIERS Customer Service at +1 800 952 3839 (select option 4), or send an email to [pierscustomerservice@piers.com](mailto:pierscustomerservice@piers.com).

## ***PIERS Data Quality FAQ***

### **Why is PIERS doing name standardization?**

For cleaner data so our customers will have greater accuracy in their results.

### **What does PIERS hope to accomplish?**

Companies recognized as permutations will be rolled up into the associated company in our Best Company Table.

### **When is this occurring?/How long will this take?**

The standardization will occur over an extended period of time, possibly going into early next year. PIERS will continue to update this FAQ page as needed.

### **How does this work?**

During this procedure, a series of tests and routines identified companies that belonged together and made connections between the old database and what we envisioned for the future. Those companies were combined and assigned to a 'standard' company number that was selected as the best match.

### **Will this be the end of the updating?**

No, we will continue the processes until we squash out all the variants.

### **Will I need my data re-run?**

If you receive a dataset from us that includes company number and name, you may ask for a re-cut of your data.

### **If I have a question, who can I contact?**

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