

### Agenda

#### Information Sharing Session Validation Instrument for Business Enterprise (VIBE)

May 27, 2010
Tomich Conference Center
111 Massachusetts Avenue, NW
Washington, D.C. 20529
1:00PM

#### **Discussion Topics**

- I. Introductions
- II. Overview from SCOPS
  - What is VIBE?
  - What is the goal of VIBE?
  - How will VIBE be used?
- III. D & B presentation
  - Where data comes from
  - Working with D & B to update petitioners' information
  - Timeliness of data
- IV. Open Forum
  - Q & A



### D&B Briefing for USCIS Information Sharing Session

Kevin Cordell Rob Clark Michael Caskin

May 27, 2010

## **Today's Discussion Topics**



- Who is D&B?
- How does D&B collect and maintain the information within its global database?
- What methods are used to verify the data?
- What is D&B's small business coverage?
- Can businesses make updates to their information?

### Dun and Bradstreet (D&B) - At a Glance



#### **Leading Information Provider**

- Provide of commercial information and insight on businesses
- Global database of over 166 million businesses worldwide

#### **Background and History**

- Founded in: 1841
- Created the D-U-N-S Number in 1962
- Patented **DUNSRight Quality Process** invest \$300M per year
- Established the D&B Worldwide Network an unrivaled data collection infrastructure

#### **Our Customers**

- 150,000 customers including 92% of the Business Week Global 1,000
- All 15 Cabinet-level Departments and most Independent Agencies

#### **Our Locations and Employees**

- · Headquartered in Short Hills, NJ
- 5,000 employees
- Approximately 37 locations around the world, including the **D&B Government Solutions** group located in Arlington (Ballston), VA

D&B's database must accommodate the business changes occurring in our fluid economy. In the U.S. alone over the next 60 minutes...





- 87 new businesses will open their doors
- 3 companies will change their names
- 47 business addresses will change
- 131 directorship (CEO, CFO, etc.) changes will occur
- 74 business telephone numbers will change or be disconnected
- 385 suits, liens, or judgments will be filed against businesses
- 11 businesses will file for bankruptcy

### D&B's **DUNSRight®** process provides the framework for delivering high quality information

Global Data Collection

20,000 data sources

1.5 million update daily

156 million public records





# A diverse set of **data sources** allow D&B to compile business profiles that are current and provide a complete view of the business



20,000 Global Data Sources

**US Database** 

Information

Trade Data (7K sources)

**Banking Information** 

**Court & Legal Filings** 

**Business Internet Data** 

**Business Registries** 

**Newspapers & Publications** 

**Telephone Interviews** 

**Company Financials** 

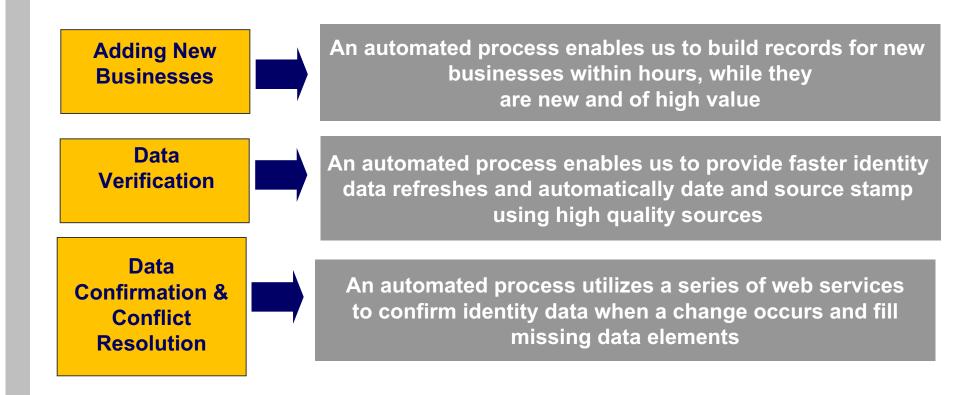
**D&B Customer Experiences** 



- 166M+ business records
- 200+ countries and territories
- 1.5M daily refreshes
- 1B annual trade updates
- 100% US bankruptcy coverage

D&B's innovative **Intelligence Engine** has improved the speed, accuracy and completeness of our data by utilizing a series of web services to build and update business information

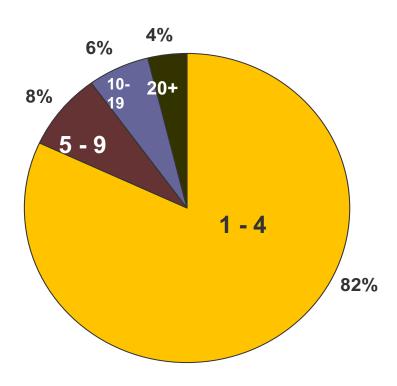




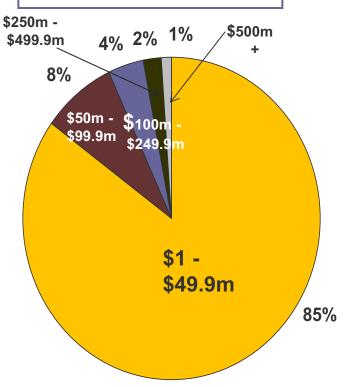
# D&B's U.S. Database of approximately 29M business is comprehensive and consists primarily of Small Businesses



#### **Total Number of Employees**



#### **Annual Sales Volume**



The Small Business Administration definition of a "small" business: less than 500 employees

# D&B deploys **2,000 automated checks and review processes** to ensure information meets our high quality standards



#### Standardizing data:

- Over 2,000 edits and validations are run against each record prior to acceptance in database
- Validations ensure data consistency between branch & headquarter names;
   reasonability between number of employees, sales volume and line of business; prevent duplication of records (DRPS), validate out-of-business status changes, standardize addresses, and much more

#### Updating data:

- Update the status of nearly 1M suits, liens, judgments and bankruptcy filings, delivering more accurate predictive scores and modeling solutions
- Frequent tests of address and phone numbers to deliver high levels of connectivity and deliverability

#### Manual Reviews:

- Over 800 public filings are manually reviewed each day to verify keyed information and ensure coding consistency rules are enforced
- Payment "re-checks" manually performed on trade references in question or appearing exaggerated
- Approximately 20% of financial statements are manually reviewed a second time to identify higher risk businesses, ensure accuracy, and apply capital strength ratings

# Our **Quality Assurance Process** includes measurements of Core Data accuracy



#### Monthly Assessment

- On a monthly basis, the accuracy of all the business information in the active universe is assessed
- A random, statistically valid sample of 1,000 businesses is checked and analyzed in detail
- The accuracy assessment is conducted by an independent third party via telephone interviews
- The accuracy of each of the key elements is assessed and tracked each month – Business Name, Address, Telephone, Primary Contact, SIC, Employees, Annual Sales

#### Ongoing Root Cause Analysis

- Sources of inaccurate data are identified and corrected
- Learnings from root cause analysis are leveraged to continuously improve our accuracy

# Businesses may request a D-U-N-S Number or update their existing D&B information at no cost



- Business principals have access to review and update their company information
- Changes to a business record are administered via a secure update process
  - Accessible via phone or on-line
  - Individual reporting changes must register with D&B as business principal or as authorized by principal to review and update the company profile
- Information self-reported by the entity is verified and authenticated via D&B's DUNSRight process
- Upon verification of its accuracy, the information is available on the customer's record
  - Information changes are reflected within 4 business days
  - New D-U-N-S numbers are available within 30 calendar days



**Decide with Confidence** 



May 13, 2010

#### Meeting Invitation

**TO:** USCIS National Stakeholders

**FROM:** U.S. Citizenship & Immigration Services – Office of Public Engagement

**SUBJECT:** Information Sharing Session – Validation Instrument for Business Enterprise (VIBE)

May 27, 2010 @ 1:00pm

Tomich Center

111 Massachusetts Ave, NW Washington, DC 20529

The Office of Public Engagement invites you to participate in an information sharing session to learn about a web-based tool that will help bring uniformity and consistency to the processing of employment-based immigrant and nonimmigrant petitions.

During this session, Service Center Operations (SCOPS) staff will provide a presentation of the VIBE program, followed by an opportunity for you to share your comments. As VIBE is implemented at the Service Centers, we welcome your feedback on this program.

There are two ways to attend this meeting:

<u>In person</u> – please provide your full name and the organization you represent to Victoria Porto, at <u>Victoria.Porto@dhs.gov</u> or (202) 272-1275 by COB Tuesday, May 25<sup>th</sup>.

Be sure to arrive at least 15 minutes early to allow extra time to be processed through security and bring a photo I.D.

<u>Via telephone</u> – call-in information will be provided when you respond. Please provide your full name and the organization you represent to Victoria Porto, at <u>Victoria.Porto@dhs.gov</u> or (202) 272-1275 by COB Tuesday, May 25<sup>th</sup>.

We look forward to engaging with you!