

Predictive Address Service Definition G-Cloud 15

Service Description

The service is a cloud-based web service and APIs, which improve the quality of an address captured on any internal or external systems, in addition to improving user experience by reducing the number of keystrokes that are required to capture an address. The services are for Business and Consumer Data and are suitable for any buyer who is capturing contact data via either internal or external systems.

Predictive Address uses predictive type search technology to autocomplete addresses from minimal information. Our service produces a list of possible addresses in real-time, which is refined as the user enters more information. Information that is input to produce a list of possible entries includes company name, house name, street name (with or without number) and postcode. Our advanced and refined fuzzy logic allows the address to be found even when common typographic errors are made by the user, additional spaces are used in the address, missing spaces are used or the word 'the' is omitted or added to the address.

Datasets used.

UK

Our service utilises the following datasets for the UK:

PAF®

The Postcode Address File (PAF®) is the UK's most up-to-date address database; we update the database daily.

32 million+ UK Postal
Delivery Addresses

4 -5,000 updates daily

1.8 million + Postcodes
1.4 million + Business
names

Data8 Business Universe

To complement the information on PAF®, we integrate additional information from the Data8 Business Universe. This delivers the additional benefit of the names and addresses of approximately 3 million Business names which are not available on PAF®.

We have the following benefit datasets available which can be incorporated.

Not-Yet-Built

The Royal Mail's Not-Yet-Built File enables you to identify postcodes and addresses of properties that are under construction or in the planning stage. Royal Mail forms part of the process when an address is created, information relating to new developments is received from local authorities.

100,000 new properties
built annually

Contains more than
500,000 records

Includes Data from every
Local Authority

Multiple Residence

By using Multiple Residence alongside PAF®, you can identify individual dwellings and businesses within multiple occupancy buildings that share a front door. These properties could be shared entry addresses, self-contained flats, and university or nurse's accommodation amongst others.

185,000 properties
divided into apartments
or businesses

Contains more than
700,000 records

Aids Customer
Identification and
reduces fraud

Those involved with identity theft and fraud use bogus address details. Multiple Residence can play an important role in reducing these incidents by verifying and identifying addresses behind a delivery point. Many companies benefit from knowing how many households / units are connected to each delivery point, particularly those involved with deliveries.

AddressBase®

AddressBase® matches the 30 million+ Royal Mail postcode address file records to local authority unique property reference numbers (UPRN), bringing a geographical dimension to the matched records. Every address record provides Royal Mail address information from PAF, the Unique Delivery Point Reference Number (UDPRN) and X and Y coordinates.

What3Words

what3words works seamlessly with PredictiveAddress™; as a user starts typing, PredictiveAddress™ uses its AI engine to look up addresses in real-time. As soon as it detects the user is starting to enter text in what3words format (word.word.word), PredictiveAddress™ recognises this and begins matching the what3words location to a picklist of suggested addresses within close proximity of that what3words location to enable the user to select their postal address.

International Datasets

Predictive address includes Global Coverage for over 250 countries.

Geo Location Options

The following Geolocation information can be returned from the service:

- Location
 - Includes location information (latitude/longitude, easting/northing and/or grid reference, depending on country) where possible.
- Country
 - Includes the ISO 2-character code and full name of the country.
- Admin
 - Includes names & codes for the administrative areas the address is in, where possible. For UK addresses this can include County, County Code, District, District Code, Ward, Ward Code, Country. For UK addresses, this option sets the Country field to the name of the nation within the UK, i.e., "England", "Scotland", "Wales" or "Northern Ireland". For US addresses the County, County Code and District fields can be populated.

Preferred Language

For the UK, the service can be configured to retrieve addresses in Welsh where they are available.

Address Unique Reference Options

For the UK, the UDPRN and UPRN can be returned.

Address Formatting Options

There are many options to control how the raw address details are combined & formatted for presentation. We have available formatters including a Default, PAF Standard and No Organisation formatter.

The API also enables the following to be configured:

- Maximum Address Lines
 - The number of lines to format the address over. An additional line will be included at the end of the results for the postcode.
- Maximum Address Lines
 - The maximum number of characters that can appear in each address line.
- Town & County
 - Can be specified that the town and county are returned in the last two address lines, or they can appear in the first available line.
- Building
 - The building name / number can be specified to always be placed in the first line.
- Casing Options
 - Options include converting all text in the address except to town to proper case, town can also be specified to be in proper case.
- County
 - County can be excluded.
- Unwanted Punctuation
 - Any unwanted punctuation can be specified to be removed from an address

Service Demonstrations

The services can be demonstrated free of charge with no obligation to buyers so they can see the full functionality and benefits of the service and ask any additional questions. This is normally delivered via an online meeting at agreed dates and times.

A demonstration can be arranged by the following methods:

- Telephone – 0151 355 4555
- Email – clientsuccess@data-8.co.uk
- By arranging via the following link - [Data8 Book a Demo](#)

The service is also available on the Address Validation product page on our website for the buyer to test.

Free Service Trials

We offer free trials to all potential buyers as below:

- 2,000 free credits for a period of 1 month

If on expiry of the credits or the 1-month period, there is the possibility that the trial may be extended by agreement between Data8 and the buyer.

A trial can be arranged in the following ways.

- Telephone – 0151 355 4555
- Email – clientsuccess@data-8.co.uk
- By arranging at the following link - [Data8 Free Trial](#)

Service Documentation

We maintain live up to date API documentation which is available on the API reference section of our website. - [Predictive Address API Documentation](#)

Pre-Built Integrations

We have a wide range of prebuilt integrations which include Microsoft Dynamics, Salesforce and Sage, additional information on these integrations is available on the integrations section of our website. - [Data8 Integrations](#)

Authentication

The JSON API also supports JWT authentication while the others support only username & password or API keys.

Business Continuity and Disaster Recovery

Data8 have built a highly available solution following industry best practice for both disaster recovery and business continuity. We have replicated our data centres, having two independent data centres that are corporately and geographically diverse.

Our procedures are driven by our ISO27001 system. We have policies on change management, capacity management, and redundancy planning. We have fully documented and tested business continuity plans. All of these are continually reviewed and improved through the ISO27001 program.

Service Availability

Requests from clients are automatically load-balanced across all the active data centres. If a data centre is detected as failed, it will quickly be removed from the DNS entry for webservices.data-8.co.uk so that clients stop sending requests to it and traffic is routed to an alternative data centre. We maintain live access to our uptime through a web page; at the time of writing this document, we have maintained 100% uptime for these services for the last 180 days.

<https://status.data-8.co.uk/>

Dashboard

All our clients benefit from access to a live dashboard to enable effective service monitoring, which provides the following:

- Number of Lookups used; can be displayed by day, country and display response type
- Number of Lookups remaining
- Estimated date of expiry
- Number of lookups used by day
- Country where the lookups have been utilised
- Authentication Type
- Protocol Type
- Referrer Domain
- API Key
- IP Address
- Application Name

Statistics can easily be downloaded and exported as a .csv type file to allow implementation in excel etc., or pre-configured reports can be built and sent periodically as agreed.

Service Continuity

As defined in our Pricing Document, the service can be purchased through lookups on a credit-based lookup agreement. If a credit-based agreement is purchased, we have several steps in place to ensure continuity of service including email notifications and automatic top-up of service credits at agreed costs.

Backup and Restore

The service does not store any Buyer data, the only information that is stored is the date and time of a request that is made to the service.

Technical Support

Technical support is provided free of charge by phone, email ticketing or live chat facility Monday to Friday between the hours of 09:00 and 17:30.

Maintenance

All applications are run in a load-balanced environment, so servers can be removed from the pool for servicing and application of updates without any interruption to the service. This is done on a rolling basis so there is no impact on service availability through regular planned maintenance.

Where service will be impacted through some larger change, customers will be notified via email and the changes will be made outside of working hours, typically at weekends.

Operating system patches are applied monthly, while updates to our own services are done continually.

After Sales Support

All our clients benefit from a dedicated Account Management team; within the team, dedicated individuals are assigned to pro-actively manage the requirements of our clients. Additional members of the team are trained to provide the required cover during any holiday and sickness periods. Our Account Management team communicate effectively with our clients and their responsibilities include but are not limited to the following:

- Management of all aspects of services level agreements
- Providing advice on the most efficient and cost-effective way to deliver client requirements.
- Dealing with new requests that occur during a contract.
- Dealing with any client's queries
- Ensuring all financial aspects are dealt with accurately.
- Keeping clients informed of the progress of all work that is being processed, providing progress reports where appropriate.
- Acting as the first point of contact for issue resolution
- Actively obtaining all information from clients which is required to deliver work effectively.

Training

Our services are simple to install and use, and we provide User Documentation and training by a combination of email, telephone, and online meetings free of charge.

Methods of Purchase

There are several ways that our services can be purchased, these are detailed in our pricing document.

Implementation and On-boarding

Step 1 - Assess

Assess where the service is going to be implemented and advise the buyer of the most appropriate method of integration. We provide free consultation with potential buyers via email, telephone, live chat or online meeting.

The services can also be demonstrated free of charge with no obligation to buyers so they can see the full functionality and benefits of the service and can ask any additional questions. This is normally delivered via an online meeting at agreed dates and times. A live demonstration of the service is also available for buyers to access at the following link: [Predictive Address](#)

All Service Documentation is made available on our website so buyers can access the appropriate documentation for their integration. We will provide any required assistance and advice regarding the most appropriate method of integration.

As we have several cost options which are detailed in the pricing document, we will also at this stage, discuss and advise the buyer of the most cost-effective method to purchase the service.

Step 2 – Integrate / Free Trial

The Service can be integrated in a free trial environment. We will provide the following free of charge lookups for the service to enable the buyer to access the service:

- 2,000 lookups for a maximum period of 1 month

We will provide support free of charge throughout the trial period by email, telephone, live chat, technical helpdesk, or online meeting.

The free trial can be set up here - [Data8 - Register for a free trial](#)

Step 3 – Confirm

Confirm the exact volume and services required. The details of which are subsequently provided on an Order Confirmation form by Data8 for approval by the buyer.

Step 4 – Ordering and Invoice Process

There are several ways that our buyers can purchase our services as follows:

Online Purchase

Buyers can purchase services online using our website. This involves initially registering on our site, which is a very straightforward process. Buyers are then able to select the services, which they require and review their purchase prior to final confirmation. Once the order is confirmed, the services are immediately made live, the invoice is sent electronically, and the On-Boarding process commences.

Order Confirmation Form

This is typically used in situations such as where an annual contract or licence is purchased. Buyers agree the exact detail for any services purchased, which we detail on a specific order form, which is sent to the buyer via email. Following acceptance of the order form, which is completed electronically, the services are immediately made live, and the invoice sent electronically.

Contract

A G-Cloud Call off Contract can be agreed, once this has been signed by both parties, the service will immediately be made available to the buyer.

Invoicing

We provide an electronic invoicing process; invoices can be sent via email to a designated email addresses and they are able to contain information requested from the buyer such as the purchase order number.

Step 5 – Implementation

Services are implemented and the purchased number of credits or licenses added for each of the services for the time agreed. The credits can be activated within a maximum of 24 hours of the Order being confirmed.

Off-Boarding

Off-boarding occurs automatically at the end of the contract period. At this point, the buyer will not be able to access the services. There is no additional charge for off-boarding, when the agreement expires, the service will cease to operate. No user generated data is stored as part of the service that will need to be returned.

Termination

The termination depends on the way that the service is purchased.

If lookups are purchased then the contract automatically terminates on expiry of the lookups or after 12 months, whichever is the sooner.

The Website Licence, User Licence and Organisation Use have minimum Initial terms of 12 months.

Alternative termination rights may be agreed with the buyer.

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