

Business Verification Match Configuration

Default Business Verification match configuration (BV 1+1) requires a match from 1 source to achieve a high match. In order to get a reliability score of 10 (High Match), it should satisfy either of the two match criteria mentioned below, on a single source.

Reliability Score	Match Criteria		
	Business Name	Address	ID
High Match	Name Match	Address Match	Any Value (Match / No Match)
	Name Match	Partial Address Match	ID Match
Medium Match	Partial Name Match	Address Match	Any Value (Match / No Match)
	Name Match	Partial Address Match	Any Value (Match / No Match)
	Partial Name Match	Partial Address Match	Any Value (Match / No Match)
	Name Match	Any Value (Match / No Match)	ID Match
Low Match	All other combinations		

Individual Element Matching

The following are the case scenarios which result in a full match for Business/Organization Name, ID and Address elements in a response. A Partial Match is considered if we match on only one element from the case scenarios mentioned below.

Name Match Scenarios

A Name match is considered when any one of the following criteria is met.

Match on Business/Organization Name

ID Match Scenarios

An ID match is considered when any one of the following criteria is met.

Match on Founding Date
Match on Business ID

Address Match Scenarios

An address match is considered when any one of the following criteria is met. Please note that certain address elements can be specific to certain regions/countries only.

Match on House Number + City
Match on Street + City
Match on Building + City

Match on District + City

Match on House Number + Postal Code
Match on Street + Postal Code
Match on Building + Postal Code
Match on District + Postal Code

Result Messages (BZ & MT messages)

- 1 BZ – Messages are displayed for elements when a **High Match** is made.
- 2 BZ – Messages are displayed for elements when **No Match** is made.
- 3 BZ – Messages are displayed when a **Partial Match** is made.

Fuzzy Matching for Individual Elements

These are the criteria for fuzzy matching for various elements when we receive records back from the data provider.

Business/Organization Name

For Business/Organization Name matching, we used advanced name matching technologies to determine if the business name is a match or a not. Multiple things are taken into consideration including matching with or without company type, different types of company type such as LTD. vs Limited, and abbreviations like Global Data Consortium LLC vs GDC LLC.

Address Elements

For address elements like *thoroughfare*, *locality*, *province* and *postalcode*, the acceptable Levenshtein percentage for a full match is 70% when the address is returned by the data provider. E.g. An input of '200 Kingslee Court' would match against a record given by the data provider for '200 Kingsley Court'.

Identity Elements

We do not employ any kind of Fuzzy matching on any identity elements (*Business ID* or *Founding Date*).

Examples

These are examples of what inputs would satisfy Worldview criteria of fuzzy matching and generate a match.

Element	Input	Data Provider record	Result
organization_name	Apple	Apple Inc.	Match
organization_name	Global Data Consortium (GDC)	Global Data Consortium	Match
organization_name	McKinsey and Company	Bain and Company	Low Match
thoroughfare	Brigadoon Drive	Brigadoon Drive	Match
thoroughfare	Brigadeon drive	Brigadoon Drive	Match
thoroughfare	Brigadier Street	Brigadoon Drive	Low Match
locality	Redwood City	Redwood City	Match
locality	Redwood City	Redwood City	Match
locality	Redweed Country	Redwood City	Low Match
province	Paris	Paris	Match
province	Parip	Paris	Match
province	Perip	Paris	Low Match