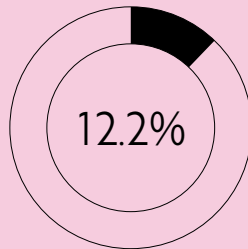# CERTAINTY TO DELIVER ON YOUR PROMISE

Learn why addressing certainty matters and how it can fuel growth

The Transport & Logistics industry is confronting immense change. In the face of economic downturn, reduced internet sales, upcoming decarbonisation mandates, and increasing last-mile delivery demands, 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.

This document outlines some of the many ways in which Transport & Logistics 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.

12.2%

Decrease in internet sales from the height of the pandemic until now

Econsultancy

Read on to find out how to:

- Increase rates of delivery to drive up profitability
- Minimise delays to improve customer satisfaction
- Deliver on your promise of certainty and fuel future growth

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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, particularly at a time where high quality data and insights are 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.

Geospatial Address data, the information that defines where something is located, is a core component to this strategy.

OS Addressing products will deliver you a greater depth of understanding about individual Addresses and their location, which you can use to make informed, targeted and, ultimately, more confident decisions to the benefit of your firm.

Additionally, when you combine geospatial Addresses with other key information, you unlock a swathe of actionable insights.

OS Addressing products provide multiple key benefits:

- Improved customer experience through accurate Address validation
- Reduced costs and increased profit margins by enabling first time delivery and reducing failed deliveries, with precise location information
- Save costs and drive business efficiency by being able to effectively route and calculate delivery timescales more effectively
- Gain greater insights by linking our interoperable Address data with other geospatial to understand other key location features such as road geometry or demographic data

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.

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Demystifying data acronyms

UPRNs

Unique Property Reference Numbers are the unique, persistent identifiers for every addressable location in Great Britain. It can be used to make accurate connections between datasets.

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.

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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?

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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 to cultivate good quality data. A handy abbreviation to remember when researching data sources is CACTI: Completeness Accuracy Consistency Timeliness Individuality. OS Address data is sourced from Local Authorities who are legally responsible for the capture and maintenance of address data.

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. OS Address data contains UPRNS for every Addressable location, making it easy to create links between datasets and manage your data assets.

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.
OS Address products contain multiple sources of Address data, from Local Authorities, Royal Mail and more, giving you the most complete view of Addresses available.

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 Timliness
The data should be refreshed on a timely basis.

I Individuality
the data should not include copies.

When it comes to data certainty, solutions like ours, built on AddressBase from OS set 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.

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# 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.

With AddressBase data from OS, our solution 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?
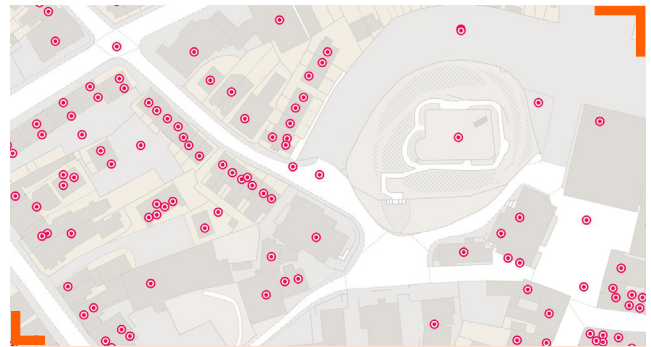
The Royal Mail Postcode Address File (PAF) is an address database, containing over 30 million UK postal addresses.

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.

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Comparative analysis of AddressBase vs PAF

	PAF	AddressBase
Comprehensiveness	PAF contains the data of 28 million addresses.	AddressBase contains the data of up to 45 million addresses.
Interoperability	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.
Accuracy	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: • National Address Gazetteer • The One Scotland Address Gazetteer (OSG) • Royal Mail® Postcode Address File (PAF®) • Ordnance Survey owned large scale data and coordinates • Valuation Office Agency descriptions

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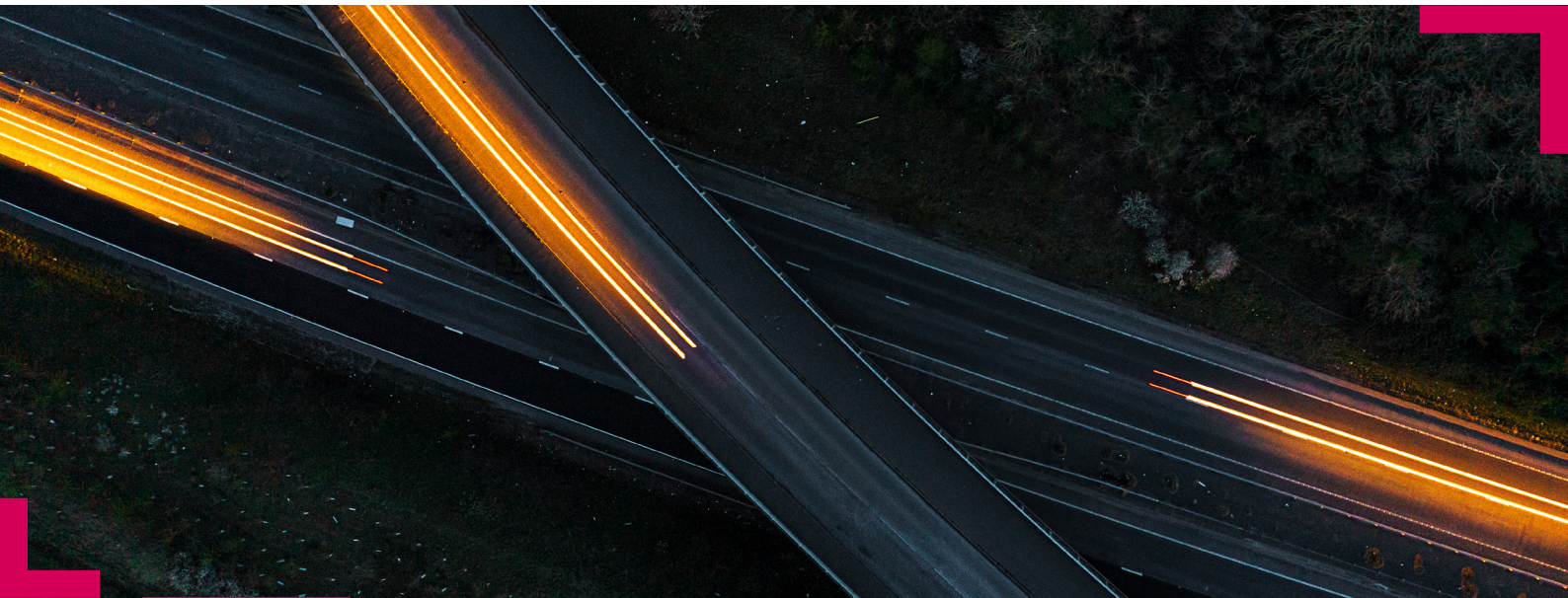
How AddressBase delivers deeper insights for more effective navigation

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^2.

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.

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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.

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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 drive up profitability, minimise delays to improve customer satisfaction, and deliver on your promise of certainty and fuel future growth.

The uncertainty in today's Transport & Logistics 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
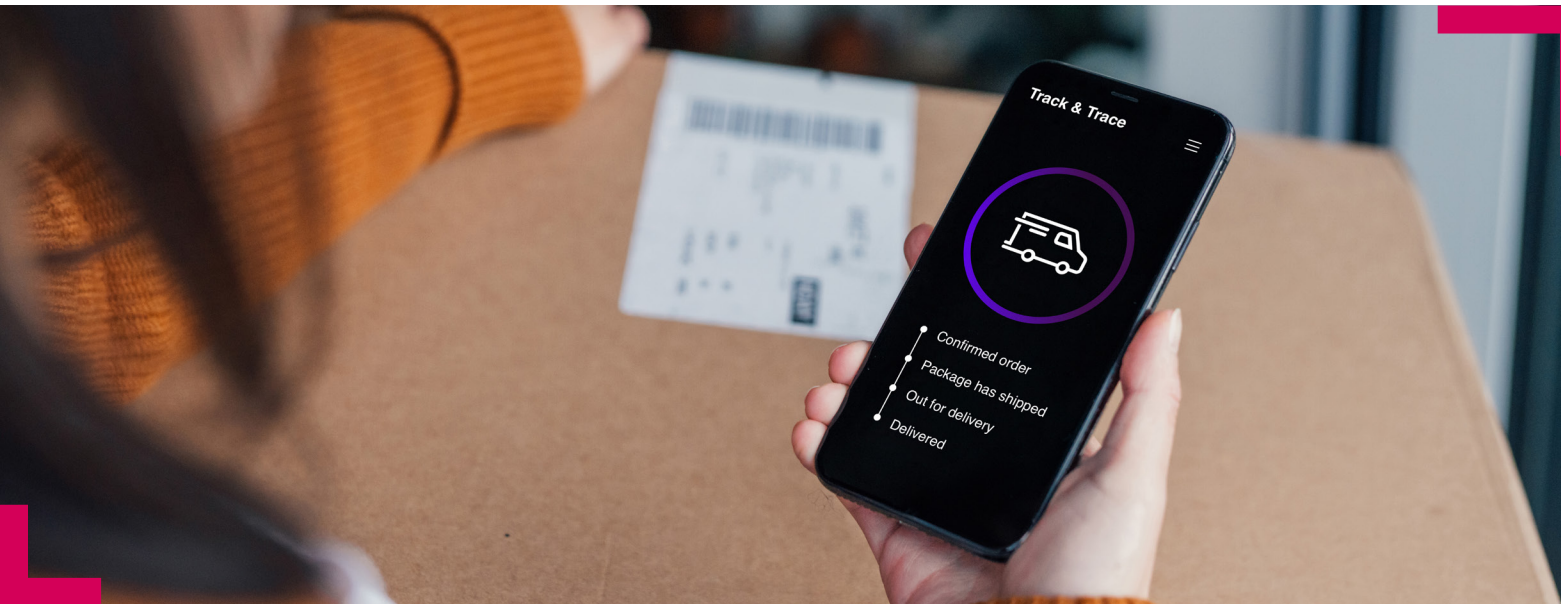Contact us to discuss your data requirements

STEP 2
Choose the right solution for your needs

STEP 3
Start seeing the benefits of AddressBase and enjoy data certainty

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CASE STUDY

How AddressBase drives down delivery times

Challenge

Lockdowns in 2020 meant there was a steep rise in demand for home delivery which added pressure to busy Transport & Logistics firms such as Riverford Organic Farmers. While location data for deliveries was used, it didn't always provide the nearest access to the delivery point, so drivers would have to identify this themselves, resulting in logistical inefficiencies.

Solution

AddressBase was used to gain a much deeper analysis of kerbside locations to improve routing and drive efficiencies. Drivers now arrive by the nearest access point to the address from the road, thus making the delivery process smoother.

Results

Using AddressBase to introduce kerbside location accuracy for every property in the Great Britain, Riverford delivery drivers last-mile logistics have drastically improved – driving up the rate of deliveries per driver per hour.

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Continue the conversation

Take the next step on your journey to certainty

Talk to [insert name] about how [insert company] can help you satisfy your data needs on [insert number] or by emailing [insert email].

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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