



Decide with Confidence

D&B Trusted Trader Solutions

Making Data Sharing Possible – Globally



The Challenge: Balancing Trade Facilitation With Supply Chain Security

Securing the safety of the global supply chain is a priority shared by the government organizations around the world that regulate the cross-border flow of goods. It is a careful balancing act that requires a dual focus: to promote and facilitate legitimate commerce while simultaneously mitigating supply chain risks. The processes that enable government agencies to balance these dual priorities rely on data and cross-border standards for which there is currently no globally recognized entity identifier. The lack of a global unique entity identifier creates inefficiencies for government agencies and industry.

The **WCO SAFE Framework of Standards**, which was approved in 2005 by the Member States of the World Customs Organization, was a watershed moment for global supply chain security. Government agencies moved quickly to implement Mutual Recognition Agreements (MRA) and – working with industry organizations – have begun to implement robust Authorized Economic Operators (AEO) programs.

With a critical mass of MRA arrangements now in existence – and more on the way – current data sharing initiatives that are supported by a combination of manual processes and customized automation will be increasingly challenged to efficiently support the anticipated volume and complexity of cross-border data exchanges.

A Complete Solution from the World's Most Trusted Source of Business Insight

D&B Trusted Trader Solutions enable the efficient and accurate exchange of the party data on which MRA arrangements and AEO programs depend. Specifically, this D&B solution consists of a suite of three services:

- Business identification, validation, and association with a D&B D-U-N-S® Number for each source system record;
- Sharing Trusted Trader program participant data among MRA partners; and
- Provision of an international registry of Trusted Trader identification and compliance data.

D&B Trusted Trader Solutions rely on a set of complementary services that leverage D&B's global data assets, technology, and best practices. The D&B Global Business Database, which contains data on over 208 million business establishments from 192 countries worldwide, provides automated matching through referential data, in order to associate a regulated party with a D&B D-U-N-S® Number. D&B entity matching technology powers the association of the correct D&B D-U-N-S® Number with the participant's source record. D&B's set of entity management best practices, drawn from experiences with thousands of government and commercial customers, anchors the data assets and technology firmly to meet the needs of Customs' organizations for Trusted Trader program support.

Business Identification and Validation

The process of party identification and validation involves the comparison of business name and address data from a source registry with D&B's Global Business Database. First, the source data is cleansed, parsed, and standardized in preparation for entity matching. D&B's referential matching technology then gathers all appropriate candidates from the D&B database that are similar to the input record, and scores them according to the likelihood that the match is appropriate and accurate. Such scoring allows the customer to determine the threshold at which D&B's global unique identifier number (i.e., the D&B D-U-N-S® Number) can be confidently associated with each regulated party.

The D&B D-U-N-S® Number facilitates the combination of the matched and enhanced records with related data into a single, consolidated view of an entity, providing an unparalleled identification and tracking system for managing and optimizing Trusted Trader information.

Information Sharing

Once assigned to a government agency's source records, the D&B D-U-N-S® Number enables information sharing between MRA partners by cross-walking the proprietary identification numbers from each trusted trader program with a unique D&B D-U-N-S® Number, thus introducing a standardized means by which to crosswalk entity identifiers and facilitate access to partner program data. Use of a rigorously maintained entity identifier crosswalk also helps assure that MRA and AEO program benefits are consistently and correctly administered. The D&B D-U-N-S® Number also unlocks a vast range of insights about Trusted Trader participants, including identification and firmographic information, a profile of corporate ownership, and risk-related data, such as the presence of any legal obligations and 12-month outlook regarding the viability of continued operations. Selected D&B data elements can also be "pushed" or "appended" to the source data system, thus ensuring that government agencies supporting a MRA implementation are basing their targeting and compliance initiatives on the most current, complete and accurate data about a firm – using a globally recognized standard of identification.

Additionally, D&B monitors the changes that occur over a business entity's life cycle, including changes in address and telephone number, as well as more critical matters like business failure and the presence of criminal activity. D&B incorporates over two million changes to our Global Business Database on a daily basis so the data is timely and accurate, ultimately delivering an effective "early warning detection system".

Over time and as each government agencies' records are processed and matched to the D&B D-U-N-S® Number as part of this integration process, the crosswalk of proprietary-to-D&B D-U-N-S® Number associations grows and becomes more robust. As the identification systems of MRA partners match to the same D&B D-U-N-S® Number, the common relationship between those identifiers will be established. In this way, a "master" crosswalk of partner identifiers can be established through the legacy integration process. In addition, this information can be used to improve the legacy match process by, for example, increasing the confidence of a match to a D&B D-U-N-S® Number that multiple governments or agencies already use, when compared to a D&B D-U-N-S® Number associated with an entity that has never been encountered by a partner government.

While systems play a significant role in this process, technology alone cannot completely address this data integration challenge. There will be records that do not match at high confidence, and entities for which a D&B D-U-N-S® Number does not yet exist. While the need for human interaction to address these situations should be minimal, the solution should anticipate the need for these services and integrate them seamlessly into the process.

Towards an International Registry of Trusted Trader Information

This crosswalk provides an efficient and cost-effective solution to the immediate challenges associated with alternative data sharing approaches. Also, the crosswalk incorporates the features envisioned by the WCO Globally Networked Customs (GNC) initiative, and thus aligns the commitment of Customs' agencies to incorporate the crosswalk tool with the "to-be" state envisioned by the GNC effort. Finally, the creation of the crosswalk lays the foundation for a centrally managed trusted trader data ecosystem upon which other features and benefits can be delivered to the global MRA and AEO community.

Once established, the crosswalk can evolve to support expanded access to other government or commercial data sources. The same processes reviewed in the Business Verification and Identification component of the D&B Trusted Trader Solutions' suite of services would be configured to match additional source databases to the D&B Global Business Database, the goal being the correct assignment of the D&B D-U-N-S® Number for each business establishment. Government compliance and risk-related data sources can then be integrated into the ecosystem and information provided to community participants.

An expansion of data sources is a likely first step in moving from a crosswalk utility to a centrally managed system. System features such as direct connect options, user management, business rules and output options can be introduced over time. Likewise, additional data elements can be incorporated at this stage of the process as well, such as information specific to the needs of each regulatory user group (e.g., food safety regulators may need one set of elements while law enforcement agencies need another). Ultimately, the system becomes the ecosystem and remains as flexible and dynamic as the connected world in which we live.

Conclusion

Consistent data, which can be synthesized into actionable information, has always been a cornerstone of trade facilitation and supply chain security processes. To be most effective, this information can no longer be managed by a handful of agencies, or even a single government. Instead, it is the synthesis of data from all parties in the *global trade ecosystem*— regulatory and border management agencies, importers, global manufacturers, brokers, and international governments—that provides the most effective means of expediting the movement of legitimate cargo, while identifying those transactions that pose additional risk for further scrutiny. This reality is evident in the United States' recently released *National Strategy for Global Supply Chain Security* as well as the focus on not only domestic data sharing, but also mutual recognition of other governments' trusted trader programs. While there is no lack of sharable data in this ecosystem, a critical step in making it actionable is efficiently and accurately associating data with the appropriate trade entity; and doing so consistently among domestic agencies, as well as between international trusted trader programs.

We believe that D&B's Trusted Trader Solutions, leveraging, but not limited to the infrastructure already in place and supported by the D&B DUNSRight® process and the D&B D-U-N-S® Number, would provide a solid foundation for information sharing, upon which the programs advocated by the WCO in support of trade facilitation and cargo security can flourish.

Contact Us

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