



An Australian Government Initiative

Informatica Powers B2B Lookups in Australian Government Web Site

CHALLENGE

- Scalable, high-precision, high-volume identity data search-and-match capabilities needed to power B2B lookups in critical government Web site

SOLUTION

- Informatica Identity Resolution

RESULTS

- Improved accuracy of searches by overcoming spelling, phonetic, and other errors and omissions in the data
- Increased speed of high-volume searches against very large databases

“Identity search is a particularly difficult thing to do well. Trials with the product and talking to other agencies convinced us that Informatica has expertise in this area.”

— Paul Griffin, General Manager, business.gov.au

Redefining the Intersection of Business and Government

In an increasingly competitive world, the relationship between business and government is complex and constantly evolving. On the one hand, government has a compelling interest to regulate business for the public good and to ensure taxes are collected fairly and on time.

On the other hand, it is also very much in the public interest for government to simplify the rules of doing business, increasing prosperity for all citizens by encouraging competitive and sustainable enterprises.

In Australia, this is the mission of the Department of Innovation, Industry, Science & Research. The Department plays a key role in increasing prosperity for all Australians through internationally competitive and sustainable business. The Department’s programs assist the growth of key industry sectors and small business through advice, encouragement, statistics, innovation and investment.

In addition to a variety of programs aimed to make it easier for organizations of all sizes to do business with the government, the Department also manages the Web site business.gov.au. This portal provides access to essential information on all stages of the business cycle. It includes access to more than 10,000 links to government information and provides more than 6,000 online forms. It also incorporates the ABN Lookup Web site, which is used to search the publicly available information about Australian Business Numbers (ABNs).

The Department relies on Informatica® Identity Resolution™ (formerly known as Identity Search Server)* to handle high-volume, highly accurate identity data searches and matches for its ABN Lookup site.

Government Web Site Powers Australian Business

A number of tools are available on the ABN Lookup Web site that are useful when searching for multiple names and ABNs. For the technologically savvy, these tools were developed using the ABN Lookup Web services, which allow users to develop their own applications for incorporating ABN search facilities and data.

The ABN Lookup Web site allows businesses and individuals to verify and check the effective date of an organization's ABN, Goods & Services Tax (GST) registration, and Deductible Gift Recipient (DGR) registration. ABN Lookup helps businesses check ABN status before paying an invoice.

But, more than that, ABN Lookup has become a valuable business-to-business tool. The ABN has become the ubiquitous way by which businesses identify themselves.

"By law, every business in Australia with revenues of more than A\$50,000 must have an ABN," explains Paul Griffin, General Manager, business.gov.au. "Smaller businesses often get an ABN as well."

Robust Identity Data Search-and-Match Capabilities Needed

When the ABN Lookup Web site first went online in 1999, the system used the built-in text search capabilities of the database used to store the records. It soon became apparent that these capabilities were inadequate. Results were not returned in order of relevance. The system was not forgiving of nicknames,

typing errors, or the like. And it couldn't handle the size of the database. Obviously a different approach was needed to deliver a system that permitted quicker, more accurate searches.

After assessing several other government agencies that had similar databases and search requirements, the Department found many had selected a technology solution from Informatica. "We thought that was a good indication of useful, reliable search that should be investigated further," Griffin says.

Informatica's technology is designed to search, find, match, and group identity data. The technology emulates an intelligent business user's ability to determine a match based on a variety of factors, overcoming spelling, phonetic and other errors and omissions in the data. And it offers the speed and scale to perform high-volume searches quickly against very large databases.

Scalable, High-Precision, High-Volume Identity Resolution Solution

The Department selected Informatica Identity Resolution. Integrating it into the existing system took only a few days. Over the next few weeks, the system was customized to manage searches where the user entered too little information to permit optimum performance.

Today, ABN Lookup is handling around 5 million searches a month against a database of over 6 million ABNs and 14 million current, historical, legal, and trading names.

"Users can search by number or search by name," Griffin explains. "But we've seen the number of name searches increase, which we attribute to the improvement in the system."

Some agencies and businesses use a direct, machine-to-machine interface that lets them automate searches from within their application. This permits them to quickly and accurately correct and eliminate duplicates from their own databases.

"Identity search is a particularly difficult thing to do well," Griffin concludes. "Trials with the product and talking to other agencies convinced us that Informatica has expertise in this area."

LEARN MORE

Learn more about Informatica Identity Resolution and the entire Informatica product platform. Visit us at www.informatica.com or call 800.653.3871.

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Informatica enables organizations to gain a competitive advantage in today's global information economy by empowering them to access, integrate, and trust all their information assets. As the independent data integration leader, Informatica has a proven track record of success helping the world's leading companies leverage all their information assets to grow revenues, improve profitability, and increase customer loyalty.

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