

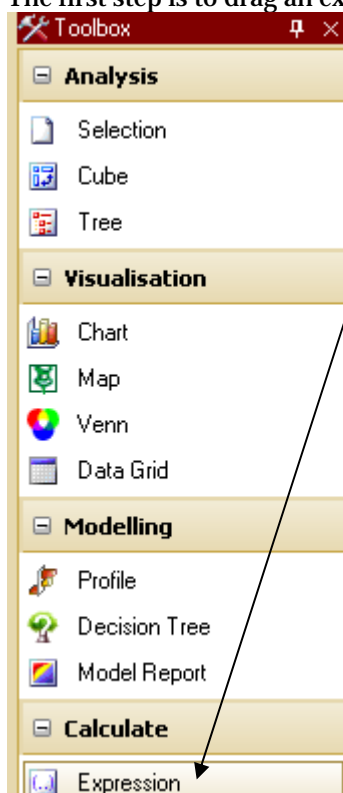
Using Expressions to determine if a Global Ultimate DUNS Number is the same DUNS Number in another DUNS Number field in Market Insight



Decide with Confidence

There are times when you want to know if the Global Ultimate DUNS Number is equal to a DUNS Number in Market Insight. For this example I will be using a Market Insight Demo database.

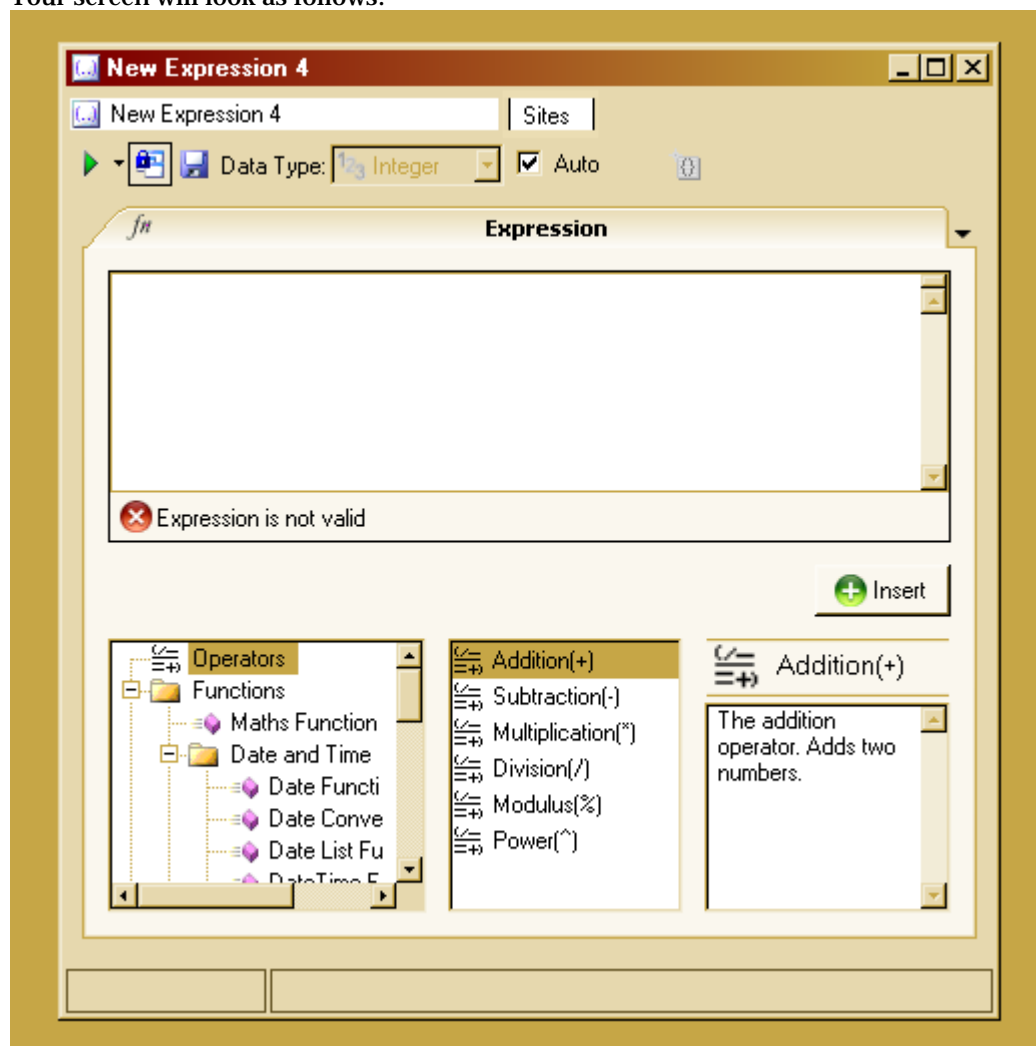
The first step is to drag an expression from your toolbox into your work space



Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight



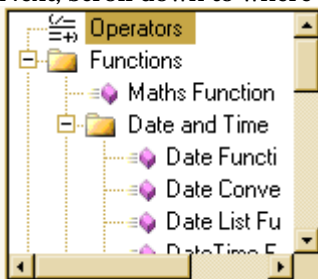
Your screen will look as follows:



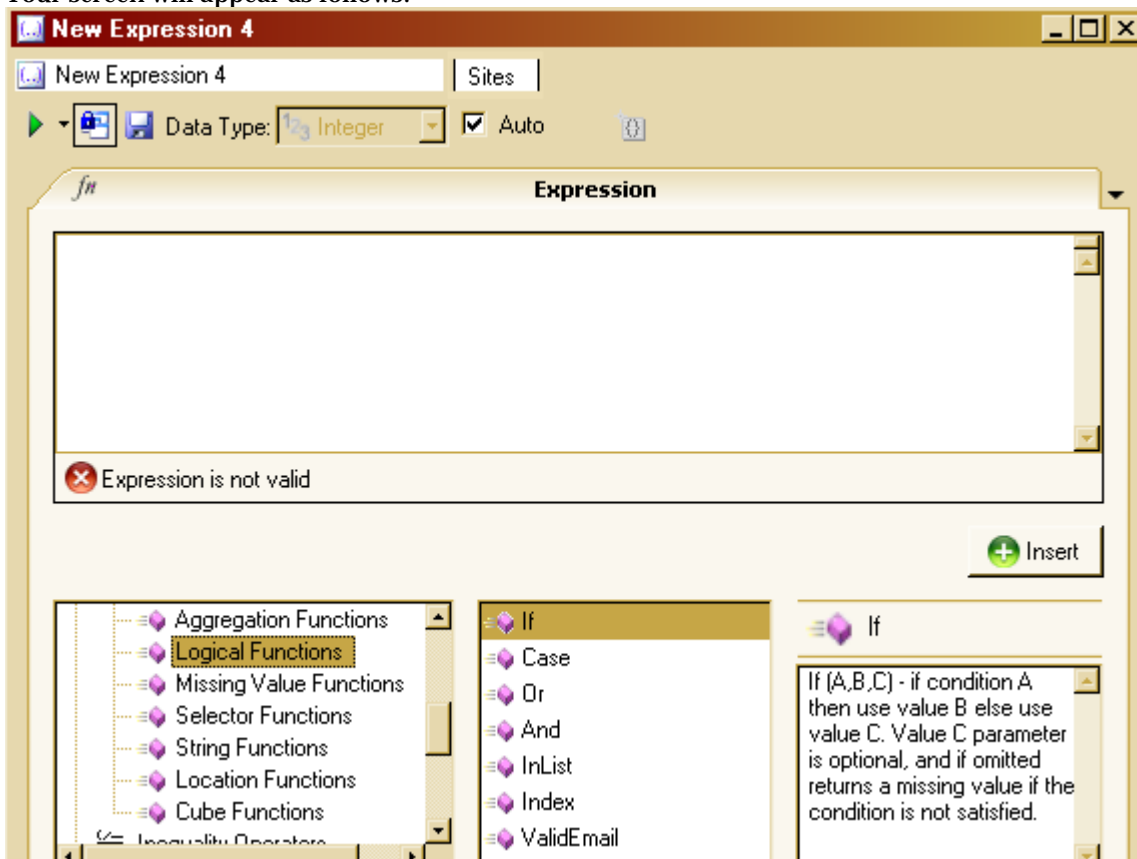
Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight



Next, scroll down to where it says **Operators** and stop at **Logical Functions** and click on **Logical Functions**.



Your screen will appear as follows:

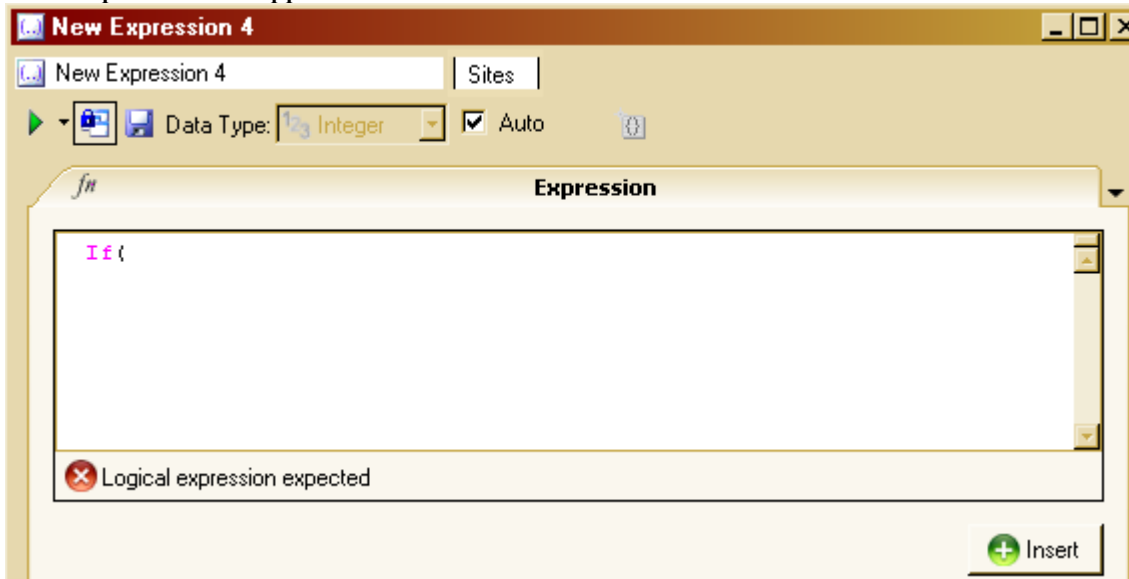



Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight



Next click on .

Your expression will appear as follows:



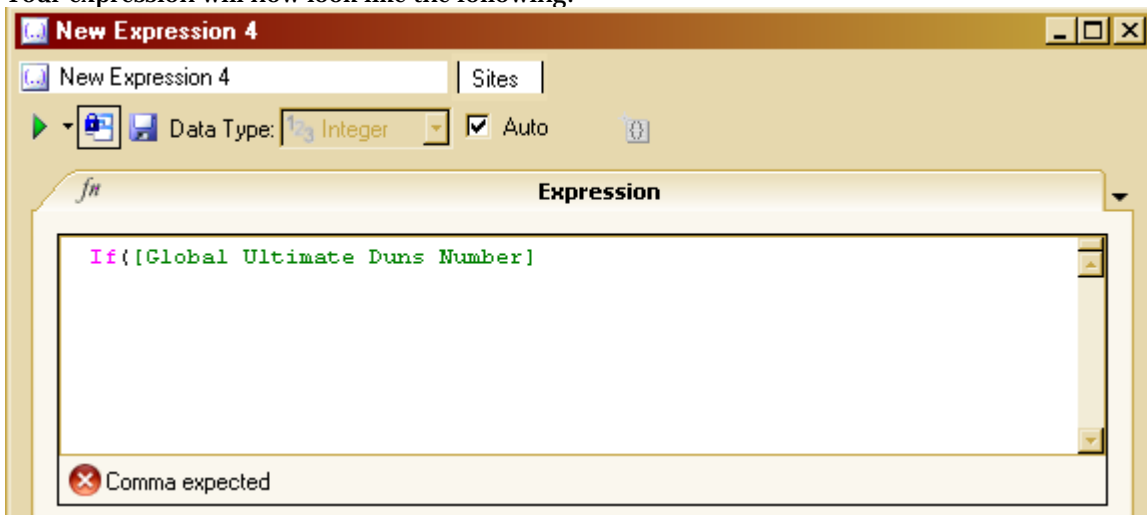
Note that at the bottom of the expression it says :  Logical expression expected , ignore this as we still have additional data elements to add to this expression.


Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight

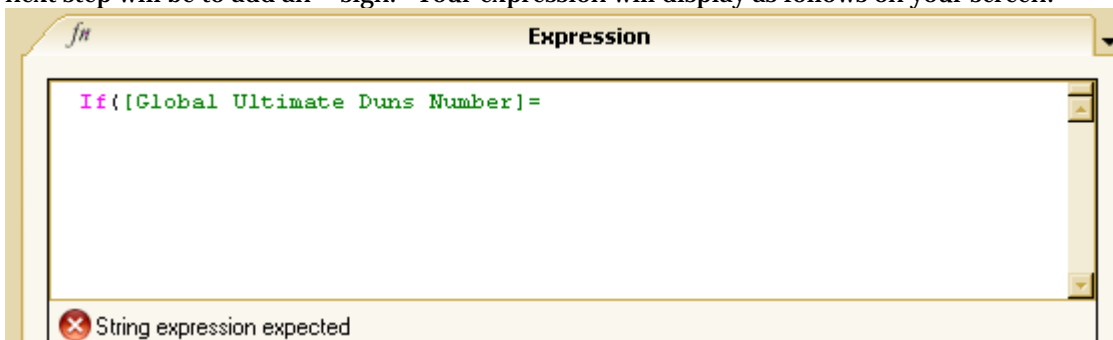



Your next step will be to drag `Global Ultimate Duns Number` from your system explorer into your expression.

Your expression will now look like the following:



Note at the bottom of your screen it shows a  `Comma expected`, we will be adding additional information. Your next step will be to add an = sign. Your expression will display as follows on your screen:

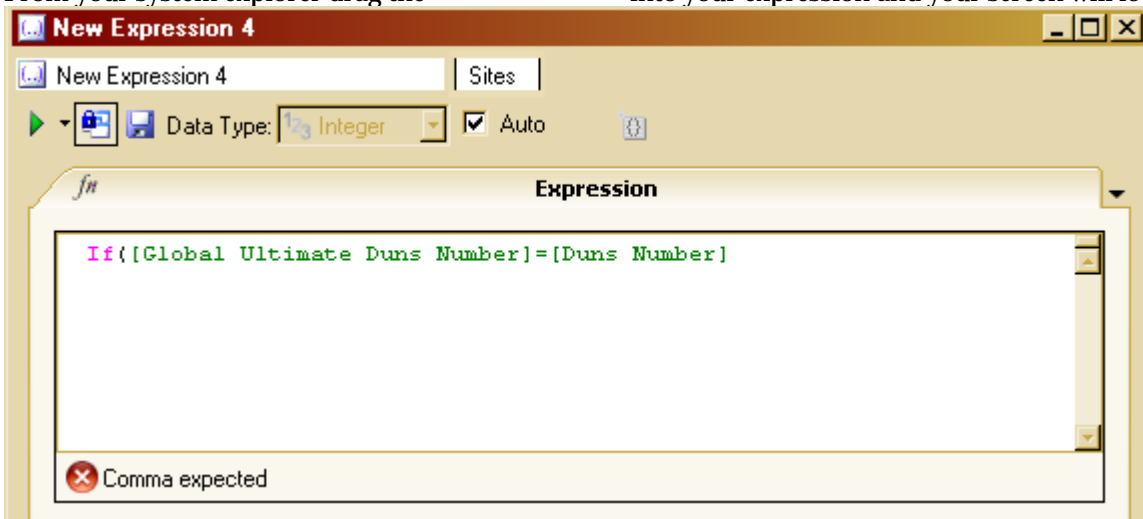


Now that you have added the = sign the bottom of your screen shows  `String expression expected`, again ignore this as we will be adding additional information to this expression. Now we will add what we want to compare to the Global Ultimate Duns Number. In this case, we will compare the Global Ultimate DUNS Number to the DUNS Number.

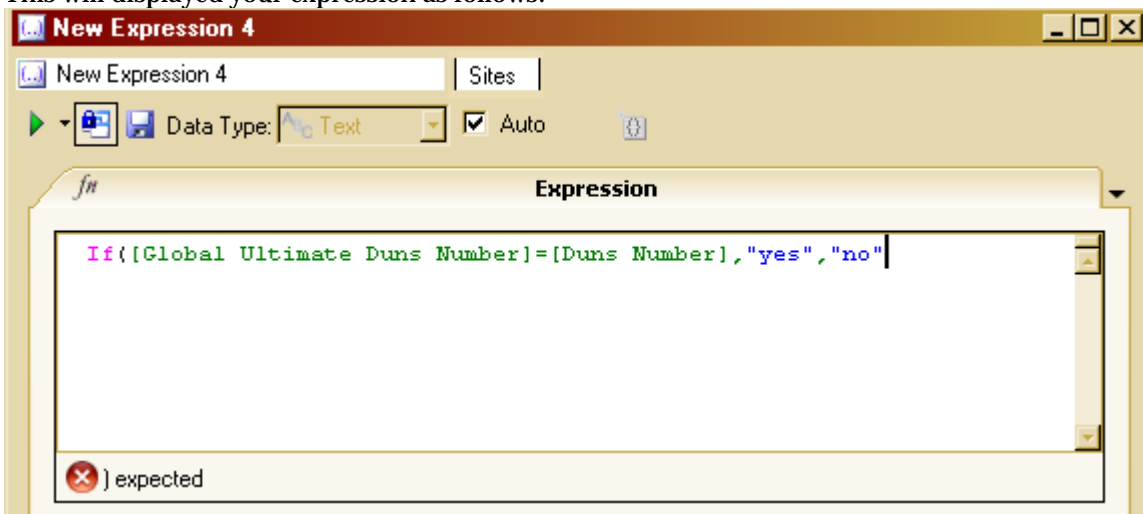
Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight




From your system explorer drag the **ID Duns Number** into your expression and your screen will look as follows:



Next we will want to add a comma after `[Duns Number]`, then type in a "yes", "no"
This will displayed your expression as follows:

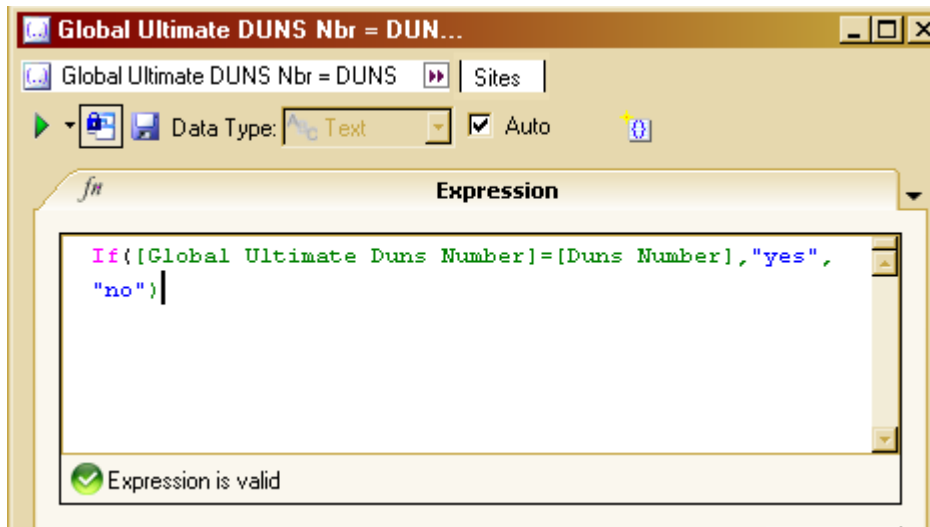


Note that at the bottom of the above screen it is telling us that if we are done with this expression a ) expected. Now lets add a) to the expression after "no". See the next screen below to view the final expression.

Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight



Note that I have changed the name of the expression to Global Ultimate DUNS Nbr = DUNS and at the bottom of your screen it now shows Expression is valid .



Don't forget to save this expression into your private and or public folder. Remember your can also drag this to your **My Templates** located in your **Toolbox** .

Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight



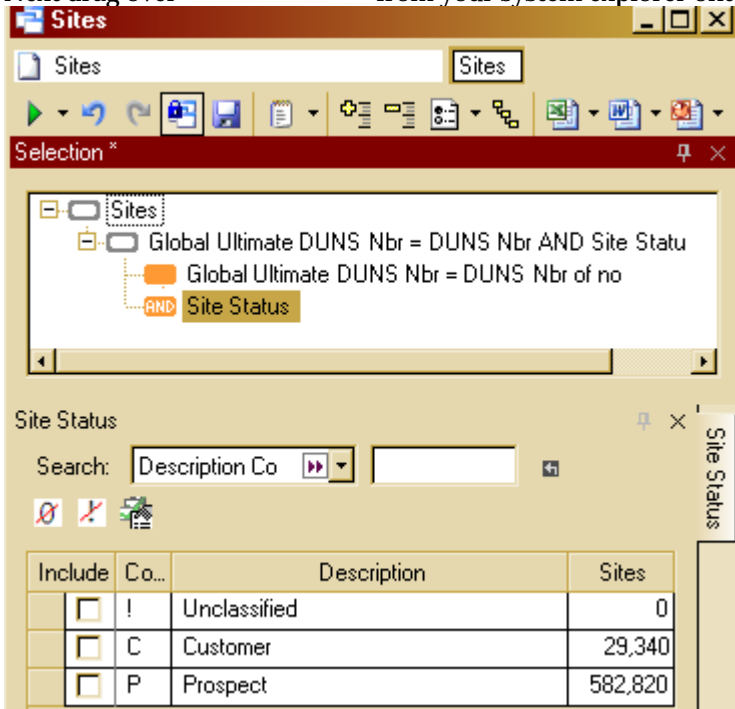
Now, how to make this actionable, drag a Selection into your workspace, drag your expression called Global Ultimate DUNS Nbr = DUNS that you just created. In the lower half of the screen type NO. By typing no, we are asking to bring back records that are NOT equal to the Global Ultimate DUNS Number.

The screenshot shows the Market Insight interface. At the top, a window titled 'Sites' contains a toolbar and a 'Selection *' window. The 'Selection *' window displays a tree view with 'Sites' and a sub-item 'Global Ultimate DUNS Nbr = DUNS Nbr of no'. Below this, a larger window titled 'Global Ultimate DUNS Nbr = DUNS Nbr' contains the text 'Enter your list of values in the space below.' and 'The selection requires an exact match with any one of these values.' A text input field contains the word 'no'. At the bottom, there are controls for 'Include', 'Match Case', and 'Ex', along with a status bar showing '7,881 Sites'.

Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight



Next drag over  from your system explorer onto your selection:



The screenshot shows the Market Insight software interface. At the top, a window titled "Sites" contains a selection expression: "Global Ultimate DUNS Nbr = DUNS Nbr AND Site Status". Below this, a smaller window titled "Site Status" displays a search dropdown set to "Description Co" and a table of data.

| Include | Co... | Description | Sites |
|--------------------------|-------|--------------|---------|
| <input type="checkbox"/> | ! | Unclassified | 0 |
| <input type="checkbox"/> | C | Customer | 29,340 |
| <input type="checkbox"/> | P | Prospect | 582,820 |

Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight



Click on customer:

The screenshot shows the 'Sites' window in Market Insight. The selection expression is: Global Ultimate DUNS Nbr = DUNS Nbr AND Site Status of Customer. Below the expression is a table with the following data:

| Include | Co... | Description | Sites |
|-------------------------------------|-------|--------------|---------|
| <input type="checkbox"/> | ! | Unclassified | 0 |
| <input checked="" type="checkbox"/> | C | Customer | 29,340 |
| <input type="checkbox"/> | P | Prospect | 582,820 |

Go ahead and execute the running of this selection by clicking on

Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight



Note, there are 7,881 Sites in our result where the Global Ultimate is not equal to the DUNS Number and are customers.


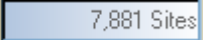

The screenshot shows the Market Insight interface. At the top, a selection expression is defined: `Global Ultimate DUNS Nbr = DUNS Nbr AND Site Status of Customer`. Below this, the 'Site Status' data grid is displayed with the following data:

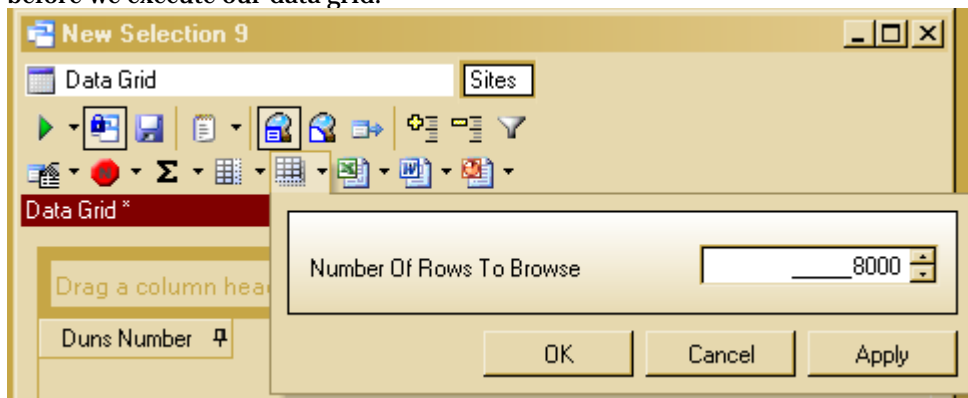
| Include | Co... | Description | Sites |
|-------------------------------------|-------|--------------|---------|
| <input type="checkbox"/> | ! | Unclassified | 0 |
| <input checked="" type="checkbox"/> | C | Customer | 29,340 |
| <input type="checkbox"/> | P | Prospect | 582,820 |


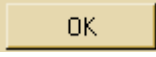
At the bottom of the window, a status bar shows the total count: 7,881 Sites.

Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight



Next place a  Data Grid onto your selection. Because we know that the results from our selection were  we will want to change the  (rows to browse) to a number higher than our selection results, before we execute our data grid.



Once you have changed the number of rows to browse click on , then click on . Then from your system explorer drag the data elements onto your data grid.

In this example from system explorer we dragged over the Duns Number, Global Ultimate Duns Number and Site Status.

| Duns Number | Global Ultimate Duns Number | Site Status |
|-------------|-----------------------------|-------------|
| 001013556 | 008381758 | Customer |
| 001019970 | 108024050 | Customer |
| 001036982 | 095849568 | Customer |
| 001102263 | 022472468 | Customer |
| 001122410 | 015051258 | Customer |

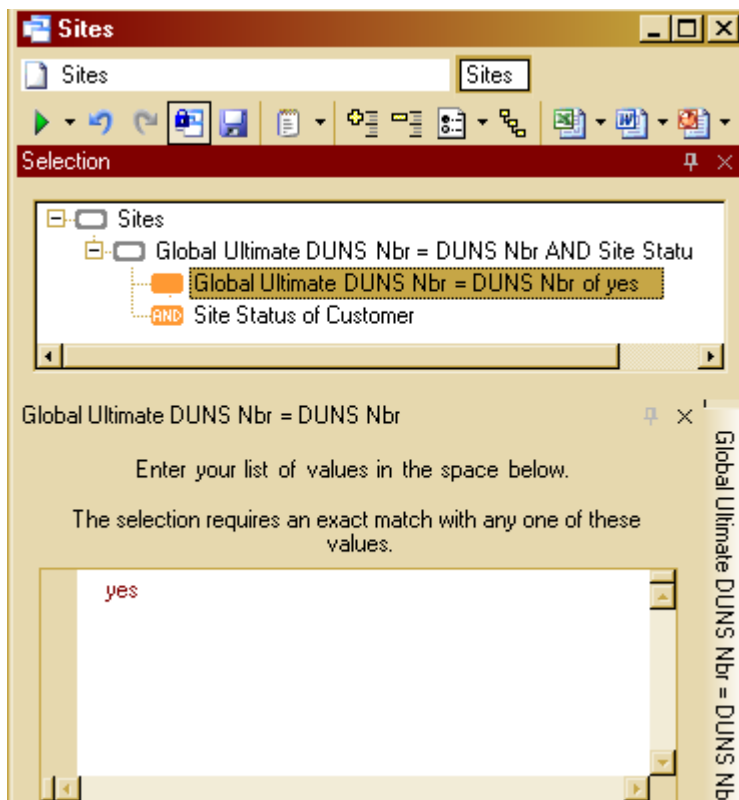
In this example you are seeing where your DUNS Number is not equal to your Global Ultimate for your customers. It is a way to view those records that are customers and are linked to a global ultimate. You can add other data elements like business name, global ultimate business name and etc to your data grid.

Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight



Lets look at the same set of customers from our demo Market Insight data base, but this time we want to see the records where the Global Ultimate Duns Number and the Duns Number are equal.

We are going to repeat what we did above, but this time when we drag our expression onto selection, in the lower half of the screen we are going to type yes. See the example below.



Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight



The results came back with a total of **21,459 Sites**. Next we will drag a **Data Grid** and remember to adjust your rows to browse to reflect the total of records from your selection. Drag over the data elements you would like to see in your data grid.

| Duns Number | Business Name | Global Ultimate Du... | Global Ultimate Business Name | Site Status |
|-------------|---------------------|-----------------------|-------------------------------------|-------------|
| 137306999 | Zipp Delivery, Inc. | 137306999 | Zipp Delivery, Inc. | Customer |
| 018412478 | Zata Corporation | 018412478 | Zata Corporation | Customer |
| 825356207 | Your Personal Va... | 825356207 | Your Personal Vault, Inc | Customer |
| 783540818 | Young Men's Chri... | 783540818 | Young Men's Christian Associatio... | Customer |

Now in looking at the results there are a lot of records where the DUNS Number equals the Global Ultimate Duns Number. So let's take this a step further and eliminate those records that are not a subsidiary. These would be records that are not linked and there are no family members.

Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight



We will go to system explorer and drag Subsidiary Indicator on to the selection that we had used in the prior example. We will check off 0 NOT A SUBSIDIARY SITE 603,871. In addition drag Location Type onto your selection and click on 1 HEADQUARTERS. Our selection now looks as follows:

The screenshot shows the 'Sites' window in Market Insight. The selection expression is:

- Global Ultimate DUNS Nbr = DUNS Nbr AND Site Status
- Global Ultimate DUNS Nbr = DUNS Nbr of yes
- AND Site Status of Customer
- AND Location Type of HEADQUARTERS
- AND Subsidiary Indicator of NOT A SUBSIDIARY SITE

The data grid below shows the results of this selection:

| Include | Code | Description | Sites |
|-------------------------------------|------|-----------------------|---------|
| <input type="checkbox"/> | ! | Unclassified | 0 |
| <input checked="" type="checkbox"/> | 0 | NOT A SUBSIDIARY SITE | 603,871 |
| <input type="checkbox"/> | 3 | SUBSIDIARY SITE | 8,289 |
| <input type="checkbox"/> | U | UNDEFINED - U | 0 |

The bottom of the window shows a status bar with '742 Sites'.

Since we are using the same selection and data grid that we did in the prior example all we need to do is to click on to execute this request.

Using Expressions to determine if a Global Ultimate DUNS Number is the same as a DUNS Number in a particular field in Market Insight



Here is a sample of the data grid:

| Duns Number | Business Name | Global Ultimate Du... | Site Status | Glc |
|-------------|----------------------|-----------------------|--------------|-----|
| 001024314 | Berkshire Hathaw... | 001024314 | GLOBAL UL... | Cus |
| 001272665 | Mc Keon Rolling... | 001272665 | GLOBAL UL... | Cus |
| 001315530 | Acura Pharmaceu... | 001315530 | GLOBAL UL... | Cus |
| 001374479 | Master Woodcraft... | 001374479 | GLOBAL UL... | Cus |
| 001426667 | Pacific Packaging... | 001426667 | GLOBAL UL... | Cus |
| 001863794 | Pricewaterhousec... | 001863794 | GLOBAL UL... | Cus |
| 002112423 | Niagara Blower C... | 002112423 | GLOBAL UL... | Cus |
| 002130508 | Buffalo Sheet Met... | 002130508 | GLOBAL UL... | Cus |
| 002176980 | Paramount Wood... | 002176980 | GLOBAL UL... | Cus |
| 002876233 | Green Brothers G... | 002876233 | GLOBAL UL... | Cus |
| 003142320 | Main Street News... | 003142320 | GLOBAL UL... | Cus |
| 003175213 | The Masa Corpor... | 003175213 | GLOBAL UL... | Cus |

Notice that we started with **21,459 Sites** and now we have **742 Sites**, we eliminated the single sites that are not linked to a family.

You can use this for other applications within Market Insight. When building your expression you could always substitute Global Ultimate DUNS Number for Domestic Ultimate DUNS Number and etc. You could substitute DUNS Number for a DUNS Number that is unique to your system and in your customer folder.