



# AME User Guide

CENTRAL BATCH

VERSION 1.0 – OCTOBER 2015



## Contents

About AME .....	3
AME Central Batch Matching .....	3
FTP Account .....	3
Inquiry File Name & Format .....	4
Encoding .....	4
Inquiry File Size .....	4
Control Section .....	4
The Control Section commands .....	5
#AUTH Authentication .....	5
Countries .....	5
Languages .....	6
Return Archive Format .....	6
Field Names .....	7
Inquiry Data Format .....	8
Sample Inquiry File .....	8
Response from AME Central .....	8
Structure of Matched file .....	9
MatchGrade Reports .....	10
Terminology .....	11
Getting more information or assistance .....	11



## About AME

D&B's Asia Match Environment ("AME") is a platform designed to enable D&B's best-in-class Entity Matching in Asian languages. AME currently supports native-language matching on Japan, Taiwan, mainland China (PRC), and South Korea (ROK).

MATCHING ON	IN THIS LANGUAGE
Japan	Japanese
China (PRC)	Simplified Chinese
Taiwan (ROC)	Traditional Chinese
South Korea (ROK)	Hangul

## AME Central Batch Matching

AME allows batch input of match requests by FTP.

Some key points:

- Inquiries must be on countries/languages supported by AME.
- Each file must contain inquiries for one country only.
- Inquiry file should be in **UTF-16** (Unicode) format.
- Inquiry file must contain an AME **Control Section** (see below).
- A dedicated account at [ftp.dnb.com](http://ftp.dnb.com) will need to be set up.
- Recommended maximum file size is **150,000** records.

## FTP Account

You will need an account on [ftp.dnb.com](http://ftp.dnb.com) which has been configured to connect to AME Central. Your D&B Sales representative can have this set up for you.

You will FTP files to [ftp.dnb.com](http://ftp.dnb.com), into your "puts" directory.

The system will notify you by e-mail when your matched files are ready for pickup from your "gets" directory.

Filename /	Filesize	Filetype	Last modified	Permissions	Owner / Group
..					
gets		File Folder	10/07/2008 2:2...	drwxrwx---	bdeprod bde
pull		File Folder	9/12/2007	drwxrwx---	bdeprod bde
push		File Folder	28/09/2007	drwxrwx---	bdeprod bde
puts		File Folder	8/07/2008 11:0...	drwxrwx---	bdeprod bde



## Inquiry File Name & Format

You must submit the inquiry file to <ftp.dnb.com/puts> as a **zip archive** (ie compressed using a program like WinZip, 7-Zip etc).

Inside the zip archive the inquiry file may have any name desired, but it must have a “.txt” extension.

There can only be one inquiry file inside the zip archive.

filename	.txt
----------	------

Example: filename: AME.Matching02-Jul-09.txt → zip filename: AME.Matching02-Jul-09.zip

## Encoding

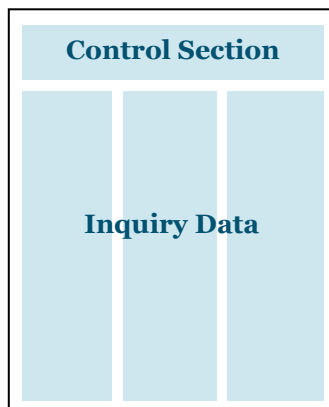
The inquiry file should be in **UTF-16** (aka “Unicode”) format.

## Inquiry File Size

There is no “hard limit” on the number of records that a file can contain. It is, however, recommended that files be kept to **150,000** records or less.

## Control Section

The inquiry file must have a **Control Section** which contains user credentials, report preferences and also information for AME about the layout of the inquiry data. It’s very simple and much of the information will be the same for all of your inquiry files.





## The Control Section commands

COMMAND	MEANING
#AUTH	Authentication (username & password) line
#CUST_NAME	Customer's name – used in MatchGrade reports
#JOB_NAME	Name of the match job – for MatchGrade Reports
#LANG	Language of the Inquiry file. See “ <b>Countries &amp; Languages</b> ” below.
#COUNTRY	Country of Inquiry file data. See “ <b>Countries &amp; Languages</b> ” below.
#RETURN_ARCHIVE	This is an <b>optional</b> command used to specify the archive format for matched files being returned to the user. Default is ZIP format. The other available formats are TARGZIP, TAR and TARBZIP2. See “ <b>Return Archive Format</b> ” below.
#FIELDS	The data fields of the actual Inquiry file. The fields must be listed in the same order as the columns of the inquiry data. See “ <b>Field Names</b> ” below.

### #AUTH Authentication

The #AUTH command tells AME which authentication method is being used and provides the user credentials.

```
#AUTH AME username password
```

Your D&B Sales representative will assist you with creation and setup of the appropriate user credentials

### Countries

AME uses “ISO 2” codes for countries (specifically ISO 3166-1 alpha-2). These are used with the **#COUNTRY** command.

COUNTRY	#COUNTRY
Japan	JP
China (PRC)	CN
Taiwan	TW
South Korea	KR



## Languages

AME uses “ISO 15294” codes for languages. These are used with the **#LANG** (matching language) command.

See <http://www.unicode.org/iso15924/iso15924-codes.html>

LANGUAGE	#LANG
Japanese	JAPN
Simplified Chinese	HANS
Traditional Chinese	HANT
Korean (Hangul)	HANG
English	ENG*

\* **Note:** the code “ENG” for English is not actually an ISO code. The official ISO name of the script in which English is written is the Latin alphabet (“LATN”) language. For simplicity we have adopted “ENG” as this is much better understood as representing “English”.

## Return Archive Format

This is an optional command – you do not need to include it in the Control Section. If it is omitted, Zip format will be used.

The available options are:

- **ZIP**  
Files are returned in a ZIP archive with standard compression. This format is the AME default so there is technically no need to use the RETURN\_ARCHIVE command if you will accept files in this format.
- **TARGZIP**  
TAR archive which is then compressed using GZIP.
- **TAR**  
TAR archive only (no additional compression).
- **TARBZIP2**  
TAR archive which is then compressed using BZIP2.



## Field Names

Below are the fields which can be included in an AME Inquiry file. Each field will correspond to a “column” in the file. The fields/columns can be in any order, but the AME Field Names listed in the **#FIELDS** line of the Control Section must be in the same order as the actual columns of data.

**BusinessName** and **LookupNumber** are mandatory.

The field names are case-sensitive, so you must specify “BusinessName”, rather than “businessname” or “BUSINESSNAME”.

Field names can be delimited using Space or Tab characters (unlike inquiry data which must be delimited by Tab characters).

DATA ELEMENT	AME FIELD NAME	REQUIRED?	MAX LENGTH (CHARACTERS <sup>3</sup> )
Customer lookup number <sup>1</sup>	LookupNumber	Yes	50
Business Name	BusinessName	Yes	255
Street Address <sup>2</sup>	BusinessAddress		255
Telephone Number	TelephoneNumber		50
Postal Code	PostalCode		50
City / Town	City		50
Prefecture (Japan)	Prefecture		50
Province (China/Korea)	Province		50
County / Municipality (Taiwan)	County		50

### Notes:

1. LookupNumber must be unique and no longer than 50 alphanumeric characters.
2. Street Address: in Asia addresses are often stored as “un-parsed” in single strings, in the following hierarchy: State + City + Street name + Street number. e.g. 北海道札幌市南郷通14丁目3-11, with 北海道 (Hokkaido) as the State and 札幌市 (Sapporo-shi) as the City. It is not necessary to manually parse out the State and City from the Street Address. However, if the address already comes as a separate State and City field, it is advisable not to include them again in the Street Address Field. If the address is incomplete, the hierarchy must still be maintained, with the missing field just being skipped, eg. State + Street name + Street number
3. Characters includes characters in any language, and is different from bytes. So 北海道 is 3 characters.



## Inquiry Data Format

Inquiry data must be delimited text: this means that the columns of data must be separated by a delimiter, which for AME is the Tab character (U+0009).

So, columns of data must be separated by tabs and the order of the columns must follow the layout specified in the **#FIELDS** command.

## Sample Inquiry File

Below is a sample inquiry file for a match of Japanese data.

CONTROL SECTION	#AUTH AME username password
	#LANG JAPN
#CUST_NAME "CustomerCorp"	
#COUNTRY JP	
#JOB_NAME "BatchMatch 001"	
#FIELDS LookupNumber BusinessName BusinessAddress TelephoneNumber PostalCode	
INQUIRY DATA	792599 大分キャノン株式会社 大分県国東市安岐下原710 873-0292
	792672 サンプルイン 兵庫県尼崎市西昆陽2-8-3 661-0047
	792766 快癒館 富山県富山市大町南台1-1 939-8074
	792769 株式会社アイティーエム 群馬県伊勢崎市中央町2 0-2 4 372-0042
	792796 ぶらすアルファデザイン 京都府京都市西京区桂朝日町66-2 615-8027
	792809 株式会社イフ 栃木県下野市小金井122-1 329-0414
	792855 関彰商事株式会社 298557738

## Response from AME Central

Once a file has been matched, AME Central will place a zip archive in your “**gets**” directory on [ftp.dnb.com](http://ftp.dnb.com).

Filename /	Filesize	Filetype	Last modified	Permissions	Owner / Group
..					
gets		File Folder	10/07/2008 2:2...	drwxrwx---	bdeprod bde
pull		File Folder	9/12/2007	drwxrwx---	bdeprod bde
push		File Folder	28/09/2007	drwxrwx---	bdeprod bde
puts		File Folder	8/07/2008 11:0...	drwxrwx---	bdeprod bde

The archive will contain:

- Matched File
- MatchGrade Reports (see below)

The zip archive will be called: ***inquiry\_filename.out.zip***

The matched file inside will be called ***inquiry\_filename.Matched.txt***





Example:

1. Inquiry Filename	AME.Matching01-Jul-15.txt
2. Zip Archive submitted to AME	AME.Matching01-Jul-15.zip
3. Zip Archive returned by AME	AME.Matching01-Jul-15.out.zip
4. Matched file inside archive	AME.Matching01-Jul-15.Matched.txt

## Structure of Matched file

The returned file will be **UTF-16** and **tab-delimited**. The first line of the file will be the headings for the columns.

INQUIRY DATA	LookupNumber	Unique ID of inquiry record
	BusinessName	Name from inquiry
	BusinessAddress*	Address from Inquiry (if any)
	PostalCode	Postal code from inquiry (if any)
	TelephoneNumber	Telephone number from Inquiry (if any)
MATCH / D&B DATA	MatchDUNS	The DUNS of the matched business (if any)
	MatchBusinessName	The name from the D&B database of the matched business
	MatchState	The State/Province/Prefecture/County of the matched business
	MatchCity	The city of the matched business
	MatchAddress	The street address of the matched business
	MatchPostalCode	The postal code of the matched business
	MatchTelephoneNumber	Telephone number of the matched business
	MatchGrade	MatchGrade pattern for the match
	ConfidenceCode	Confidence Code for the match
	MDP	Match Data Profile of the match

\* **Note on BusinessAddress** : where an inquiry has provided address data in separately fielded format, AME will concatenate this data in the matched file. This does not apply to the actual D&B reference data, which will always be separately fielded.



## MatchGrade Reports

AME Central is able to produce 3 MatchGrade reports: MatchGrade Samples Report, Match Data Profile Report, Confidence Code & MatchGrade Summary, Sample Analysis Report (Excel format).

Reports are generated on-demand. To generate reports:

1. Open <https://apla.dnb.com/AMEAdmin/Reporting> in an Internet browser.
2. Enter your AME user ID and password
3. You will then see a screen with a top section like this:

[Home](#) > Reporting My Reports

---

**1. Jobs**

Show jobs in the last  day(s)

Filter:

		JMID	Receive Date	User Id	Customer Name	FileName	Inquiry Count	
	<input type="checkbox"/>	Z044	18/04/2014 5:08:40 AM				5330	<input type="checkbox"/>
	<input type="checkbox"/>	Z043	18/04/2014 5:08:24 AM				5517	<input type="checkbox"/>
	<input type="checkbox"/>	Z042	18/04/2014 5:08:23 AM				330	<input type="checkbox"/>

4. Select job(s) for which you wish to run reports by clicking in check boxes.
5. Next select the report(s) modules you wish to include in your report:

**2. Modules**

Template:

Modules:

- CC Distribution Summary (CCDS)
- MG Summary (MGSM)
- MDP Distribution Summary (MDPDS)
- MDP Guide (MDPG)
- MG Samples Layout Distribution Summary (MGSLS)
- Excel Chart Summary\* (EXCELCHART)

\* Limited to the first 30,000 inquiries

6. Select languages for the reports:

**3. Languages**

Languages:

- English
- Simplified Chinese
- Traditional Chinese
- Japanese
- Korean

7. Click the "Create Report" button.
8. You will then see your "My Reports" with the reports requested for the last 7 days.

[Home](#) > [Reporting](#) > My Reports

	Report Name	Request Date	Type	Modules	Language	
	CONFIDENCE CODE SUMMARY	18/04/2014 5:08:40 AM	CONFIDENCE CODE	CCDS	ENG	

\*Reports are kept for 7 days

9. Click the PDF or HTML icon to download a report in that format.



## Terminology

TERM	EXPLANATION
Inquiry file	The file containing data to be matched
FTP	File Transfer Protocol
AME Central	D&B's unified environment which supports the AME matching systems.
AME Central Batch	AME Central Batch is the route into AME that enables batch (file-based) matching via FTP. Most matching using AME Central Batch is performed by D&B teams on behalf of customers, although it is possible for customers to use AME Central Batch as a "self-service" system in certain circumstances
AME Online	AME Online provides transactional (single-inquiry) Asian language matching in real-time. AME Online is available via a number of web service APIs - D&B contacts can provide more information on existing APIs and creation of new ones to suit individual customer needs.
Zip, zipped	The ZIP file format is a popular lossless data compression and archival format. A ZIP file contains one or more files that have been compressed (or "zipped"), to reduce their file size, or stored as-is. A Zip file is often called an "archive"

## Getting more information or assistance

The "AME FAQ" contains answers to many common questions about AME.

Ask your D&B Sales contact if you need specific help with any aspect of using AME. Chances are there is a sample, demo or guide that can help you to integrate D&B's unique Asian Entity Matching into your systems quickly and efficiently.