

# Data Quality and eCommerce

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## ISO 8000 International Data Quality Conference

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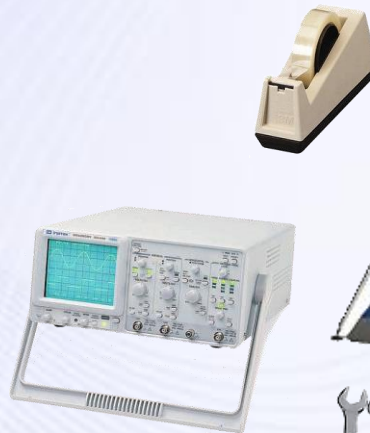
# PARTNET

- ✓ University of Utah in 1992
- ✓ DARPA – Pioneered Internet Sourcing Service
- ✓ Incorporated in 1994



# The eCommerce Challenge

- How can my products be easily identified?
- What would give me an advantage over my competitors?

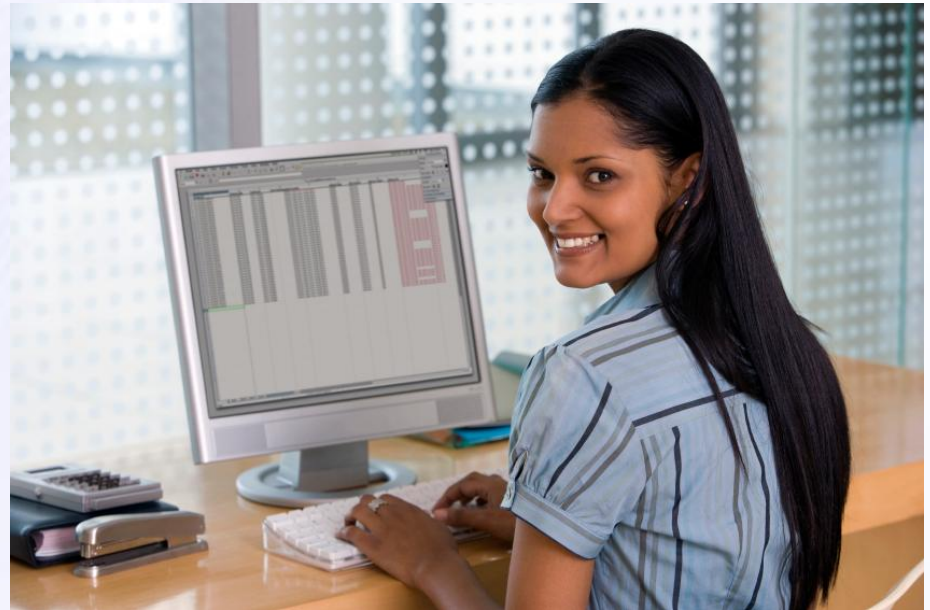


# The Solution

- Detailed attribute based descriptions
- Images
- Adoption of the eCommerce Standards
  - eOTD
  - ISO Standard 8000
  - ISO Standard 22745

# Advantages

- Increased Visibility
- Improved Findability
- Increased Sales
- Happier Customers



# How it Works

- All major commercial and government commerce sites use classification systems
- Detailed descriptions and attributes are vital to distinguish items
- Searches have moved from number-based to word-based

# Vendor Catalog Data Quality

NSN 7530-00-990-8884  
FOLDER,FILE



# The NSN Description

CHARACTERISTICS	
MATERIAL	ANY ACCEPTABLE
PULP TYPE	PRESSBOARD
COLOR	RED
THICKNESS	0.025 INCHES NOMINAL
REINFORCED TOP	NOT INCLUDED
OIL IMPREGNATION FEATURE	NOT INCLUDED
HORIZONTAL LENGTH	11.750 INCHES NOMINAL
VERTICAL LENGTH	9.500 INCHES NOMINAL
BOTTOM TYPE	DOUBLE-FOLD
EXTENSION LENGTH	2.000 INCHES NOMINAL
TRANSPARENT INSERT	NOT INCLUDED
SIZE DESIGNATION	STRAIGHT OUT
ANGULAR TAB FEATURE	NOT INCLUDED
FASTENER DESIGN TYPE	TWO 2-3_4-IN. PRONG
FASTENER LOCATION	ONE LOCATED ON INSIDE TOP OF LEFT SIDE ONE LOCATED ON INSIDE TOP OF RIGHT SIDE
SPECIAL FEATURES	W_2 0.018 IN. THK KRAFT,1_3 CUT INNER LEAVES OR DIVIDERS W_2 BROWN ORBLACK BUILT IN PRONG FASTENERS LOCATED ON TOP OF BOTH SIDES OF INNER LEAVES OR DICIDERS
ENVIRONMENTAL ATTRIBUTE CODE	COMPREHENSIVE PROCUREMENT GUIDELINE – PAPER AND PAPER PRODUCTS – PAPER AND PAPER PRODUCTS
IIII TOTAL RECOVERED MATERIALS PERCENTAGE	50.0
IIII POST-CONSUMER RECOVERED MATERIALS PERCENTAGE	20.0
MANUFACTURERS CODE	83148
NON-DEFINITIVE GOVERNMENT SPEC_STD REFERENCE	UU-F-1206



# Vendor Descriptions in DOD EMALL

7530009908884 (30 total)	NAME	DESCRIPTION
Company A	Classification Folder, Letter	Classification Folder, Letter
Company B	CLASSIFICATION FILE FOLDER (EACH)	Folder contains a letter size 3 section pressboard and includes 2 prong fasteners inside and have 1/3" cut tabs.
Company C	7530 FOLDER,CLASS,RD	
Company D	JWOD-Folder, File, Pressboard	File Folder, Pressboard, 3 sections with 2-prong fasteners
Company E	FLDR CLASSIF LTR RD	Contains 30% post-consumer content. Extra heavy duty three section letter sized pressboard file; cloth gusset bottom expands to 2"; Kraft inner dividers have 1/3 cut tabs; all inside surfaces have two prong fasteners.

# Amazon.com Classification

Level I

amazon.com

Shop All Departments

- Books >
- Movies, Music & Games >
- Digital Downloads >
- Computers & Office >

- Electronics
  - > Audio, TV & Home Theater
  - > Camera, Photo & Video
  - > Cell Phones & Service
  - > MP3 & Media Players
  - > GPS
  - > Video Games
  - > Home Appliances
  - > Musical Instruments
- > Kindle  
Amazon's wireless reading device
- > All Electronics

Level II

## Digital Cameras

- Point-and-Shoots
- Digital SLRs
- Kids' Cameras
- Underwater Cameras
- Cases & Bags
- Batteries & Chargers
- Memory Cards
- Underwater Photography
- > All digital cameras

## Camcorders

- Digital Camcorders
- High-Definition Camcorders
- Professional Camcorders
- Cases & Bags
- Batteries & Chargers
- Blank Media
- > All camcorders

Level III

## Category

< Camera & Photo

### Camcorders

- Flash Memory
- Hard Disk Drive
- High Definition
- Professional Camcorders
- Analog 8mm & Hi8
- VHS-C
- Digital DVD
- Digital MiniDV
- Digital8

## Shipping Option

### Any Shipping Option

Can be shipped within one business day from Amazon.com

## Brand

### Any Brand

- Pure Digital
- Flip Video
- Canon
- Aiptek
- Sony
- Panasonic
- JVC
- > See more...

Level IV

## Category

< Camera & Photo

< Camcorders

### High Definition

## Shipping Option

### Any Shipping Option

Can be shipped within one business day from Amazon.com

## Brand

### Any Brand

- Canon
- Aiptek
- Sony
- Panasonic
- Sanyo
- Samsung
- JVC
- > See more...

## Optical Zoom

### Any Optical Zoom

- 2.0x to 3.9x
- 4.0x to 5.9x
- 10x to 19x
- 20x to 29x

## Megapixels

### Any Number of Megapixels

- 1.9 MP & Under
- 2 to 2.9 MP
- 3 to 3.9 MP
- 4 to 4.9 MP
- 5 to 5.9 MP
- 6 MP & Up

## Display Size

### Any Display Size

- 2 to 2.9 in.
- 3 to 4.9 in.



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Search

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[Categories](#) ▾ [Motors](#) [Express](#) [Stores](#)

[eBay Security & Resolution Center](#)

[Home](#) > [Buy](#) > [All Categories](#)

## All Categories

Search

Search titles & descriptions

### Browse Categories

Category	Format	Listings	Location	
<a href="#">All Categories</a> ▾	<a href="#">All Items</a> ▾	<a href="#">All Active</a> ▾	<a href="#">Available on: eBay.com</a> ▾	<a href="#">Show</a>

Show number of items in category     Show category numbers

- [Antiques](#) (161885)
- [Antiquities](#) (4233)
- [Architectural & Garden](#) (8899)
- [Asian Antiques](#) (28666)
- [Books & Manuscripts](#) (2193)
- [Decorative Arts](#) (27238)
- [Ethnographic](#) (2665)
- [Furniture](#) (12393)
- [Home & Hearth](#) (472)
- [Linens & Textiles \(Pre-1930\)](#) (6442)
- [Maps, Atlases & Globes](#) (6784)
- [Maritime](#) (2687)
- [Mercantile, Trades & Factories](#) (234)
- [Musical Instruments \(Pre-1930\)](#) (567)
- [Periods & Styles](#) (4112)
- [Primitives](#) (12679)

- [Collectibles](#) (1482614)
- [Advertising](#) (81528)
- [Animals](#) (68054)
- [Animation Art & Characters](#) (52887)
- [Arcade, Jukeboxes & Pinball](#) (5005)
- [Autographs](#) (4585)
- [Banks, Registers & Vending](#) (4779)
- [Barware](#) (9069)
- [Beads](#) (543)
- [Bottles & Insulators](#) (13088)
- [Breweriana, Beer](#) (27165)
- [Casino](#) (14342)
- [Clocks](#) (8702)
- [Comics](#) (92006)
- [Cultures & Ethnicities](#) (41743)
- [Decorative Collectibles](#) (162579)

- [Jewelry & Watches](#) (1193885)
- [Children's Jewelry](#) (3483)
- [Designer Brands](#) (18646)
- [Engagement & Wedding](#) (33444)
- [Ethnic, Regional & Tribal](#) (24941)
- [Fashion Jewelry](#) (532788)
- [Fine Jewelry](#) (14298)
- [Handcrafted, Artisan Jewelry](#) (29397)
- [Jewelry Boxes, Cases & Display](#) (14573)
- [Jewelry Design & Repair](#) (41592)
- [Loose Beads](#) (124968)
- [Loose Diamonds & Gemstones](#) (82259)
- [Men's Jewelry](#) (37694)
- [Vintage & Antique Jewelry](#) (80639)
- [Watches](#) (130569)
- [Other](#) (2737)

# PARTNET

All Items Auctions Buy It Now

 We've created a new search experience. [Try it now.](#)

Laptops & Notebooks  [Advanced Search](#)

Search title **and** description

Related Searches: [dell](#), [laptop](#), [laptops](#), [dell laptop no reserve nr](#), [hp](#)

### PC Laptops Finder

Brand

Screen Size

Processor Type

Processor Speed (per Core)

Memory (RAM)

Hard Drive Capacity

Condition

Search Keywords

### Search Options

19522 items found in: Laptops & Notebooks [\(Save this search\)](#)

[Sell in this category](#)

List View | [Picture Gallery](#)

Sort by:  [Customize Display](#)

Item Title	Bids	Price*	Shipping to USA	Time Left
<b>Featured Items</b>				
 <b>NEW HP Pavilion dv9700z 17" Notebook Laptop Dual Core</b>  Dual Core 2.0 GHz 2GB RAM Free Shipping 1 Year Warranty	P 28	\$610.00	Free	4d 08h 46m
 <b>DELL LATITUDE D420 CORE 2 DUO 1.2GHZ LAPTOP WIRELESS</b> 1,5GB RAM / OFFICE / ANTI-VIRUS / 1YR WARRANTY	P 2	\$1.30	<a href="#">Calculate</a>	4d 10h 46m
 <b>Lenovo ThinkPad X300 1.2GHz 2GB RAM 2 BATTERIES 13.3"</b> XP UWB Bluetooth 64GB Solid State With Lenovo Warranty!	P <a href="#">Buy It Now</a>	\$1,599.00	Free	2d 22h 53m
 <b>Dell XPS M1730 laptop w/ BLUERAY,Dual 8700GT SLI &amp; more</b>  DELL XPS M1730 with SLI, PYSX, BLUE RAY, MYSTERY SHOP	P 8	\$102.50	\$45.00	2d 08h 25m

**Change Corridor** ?

All of DOD EMALL

**Start A Search** ?

**Keywords**

paper

**NSN/Item Number**

Equals

**Refinements**

Keep  Discard

**Clear** **Search**

**Refine Your Search** ?

**By Category**

All NSNs

Commercial (UNSPSC)

Federal Catalog System

**By General Attribute**

MIL CC SBA JWO

**DAYS ARD**

**PRICE**

Price per Unit of Issue

**SUPPLIER**

Alphabetic

**Current Search:** Search History: 1 2 3

Keyword: paper in Corridor: All of DOD EMALL

**Product Categories With the Most Frequent Matches** ?

<a href="#">SHAFT, SHOULDERED</a>	<a href="#">CAPACITOR, FIXED, METALLIZED, PAPER-PLASTIC DIELECTRIC</a>	<a href="#">CAPACITOR, FIXED, PAPER DIELECTRIC</a>
<a href="#">PAPER, PHOTOGRAPHIC</a>	<a href="#">PAD, WRITING PAPER</a>	<a href="#">BINDER, LOOSE-LEAF</a>
<a href="#">PAPER, BOND</a>	<a href="#">TELETYPEWRITER SUBASSEMBLY</a>	<a href="#">PAPER, BOOK</a>

**Add Selected To Cart** **Compare Selected**

**Products Found (127912):**

Sort By: Search Ranking 1 2 3 4 5 6 7 8 9 10

<b>PAPER</b>	Category: MISCELLANEOUS Supplier: <a href="#">DLA</a> Mfr. Part #: 33-82950 NSN: 7530003826738	\$XX.XX EA	<input type="text" value="1"/>	<input type="checkbox"/>
		In Stock: 0 Days ARD: Std Depot Shpg		
<b>PAPER</b>	Category: MISCELLANEOUS Supplier: <a href="#">DLA</a> NSN: 7530010591558	\$XX.XX EA	<input type="text" value="1"/>	<input type="checkbox"/>
		In Stock: 0 Days ARD: Std Depot Shpg		
<b>PAPER</b>	Category: MISCELLANEOUS Supplier: <a href="#">DLA</a> Mfr. Part #: 3790 NSN: 7530012050355 Unit of Issue: 100 Each	\$XX.XX EA	<input type="text" value="1"/>	<input type="checkbox"/>
		In Stock: 0 Days ARD: Std Depot Shpg		

By General Attribute



DAYS ARO

PRICE

Price per Unit of Issue

SUPPLIER

Alphabetic

By Characteristic Attribute

(NON-CORE DATA) POST-CONSUMER RECOVERED MATERIALS PERCENTAGE

BRIGHTNESS

COLOR

ENVIRONMENTAL ATTRIBUTE

FEATURES PROVIDED

JWOD

LENGTH

MANUFACTURER

MINIMUM COTTON FIBER CONTENT IN PERCENT

NOMINAL BASIS WEIGHT

NUMBER OF REAMS PER CASE

PULP MATERIAL

REPRODUCTION PROCESS

SPECIFIC USE

UNIT PACKAGE

QUANTITY

USAGE FORM

WIDTH

Contract #: W911SE04A0025 [Army BPA](#)

Description: PAPER,36X150 24#BOND

PAPER,DIAMD24#LTR,WE

Category: PAPER, BOND  
Supplier: [RGH Enterprises, Inc.](#)  
Min. Order: \$XX.XX  
Mfr. Part #: SOU3122410  
Catalog #: SOU3122410  
Contract #: W911SE04A0025 [Army BPA](#)

Description: PAPER,DIAMD24#LTR,WE  
Unit of Issue: 500 Box

SBA \$XX.XX BX (\$XX.XX EA)    
   
Days ARO: 2 days

PAPER,LTR25%COT24#LAID,GY

Category: PAPER, BOND  
Supplier: [RGH Enterprises, Inc.](#)  
Min. Order: \$XX.XX  
Mfr. Part #: SOU3132831  
Catalog #: SOU3132831  
Contract #: W911SE04A0025 [Army BPA](#)

Description: PAPER,LTR25%COT24#LAID,GY  
Unit of Issue: 500 Box

SBA \$XX.XX BX (\$XX.XX EA)    
   
Days ARO: 2 days

PAPER,34X150 20#BOND

Category: PAPER, BOND  
Supplier: [RGH Enterprises, Inc.](#)  
Min. Order: \$XX.XX  
Mfr. Part #: 8650000010  
Catalog #: OCE8650000010  
Contract #: W911SE04A0025 [Army BPA](#)

Description: PAPER,34X150 20#BOND

SBA \$XX.XX RO    
   
Days ARO: 2 days

PAPER,BOND,24"X150

Category: PAPER, BOND  
Supplier: [RGH Enterprises, Inc.](#)  
Min. Order: \$XX.XX  
Mfr. Part #: Q1396A  
Catalog #: HEWQ1396A  
Contract #: W911SE04A0025 [Army BPA](#)

Description: PAPER BOND 24"X150

SBA \$XX.XX RO    
   
Days ARO: 2 days

**What are you looking for?**

Enter keywords, part#/NSN, manufacturer, contractor, contract #

Look in...

All Categories

- All Categories
- Building & Industrial
- Furniture & Furnishings
- Hospitality, Cleaning, & Chemicals
- IT Solutions & Electronics
- Laboratory, Scientific, & Medical
- Law Enforcement, Fire, & Security
- Office Solutions
- Recreation & Apparel
- Services
- Tools, Hardware, & Machinery
- Vehicles & Watercraft
- Special Categories**
  - Environmental
  - AbilityOne Program
  - Disaster Relief
  - Wildland Fire preparedness



**Wildland Fire**  
quickly locate available approved NFES products



**Homeland Security**  
locate critical Homeland Security products and services

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- ▶ How do I get order status?
- ▶ About overseas ordering
- ▶ How do I get a GSA Supply Catalog?

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- ▶ Furniture & Furnishings
- ▶ Hospitality, Cleaning, & Chemicals
- ▶ IT Solutions & Electronics
- ▶ Laboratory, Scientific, & Medical
- ▶ Law Enforcement, Fire, & Security
- ▶ Office Solutions
- ▶ Recreation & Apparel
- ▶ Services
- ▶ Tools, Hardware, & Machinery
- ▶ Vehicles & Watercraft

**Services**

- ▶ Credit Card Services
- ▶ Facilities Services
- ▶ Financial Services
- ▶ Fleet
- ▶ Office Services
- ▶ Professional Services
- ▶ Property Disposal
- ▶ Security Services
- ▶ Technology Services
- ▶ Transportation Services
- ▶ Travel Services

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find the status of any GSA requisition

▶ **NSN Quick Order**  
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▶ **FEDSTRIP**  
use this tool to submit FEDSTRIP requisitions

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▶ learn more about e-Buy

**State & Local**

Purchase Products and Services For:

- Disaster Recovery
- Information Technology

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**Contractor Info**

- ▶ How do I get a GSA contract?
- ▶ How do I get on GSA Advantage or e-Buy?

More Contractor Info...

**Get my Orders!**

GSA Advantage Sales

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# Recap of the Issues

- All ecommerce sites are categorizing data
- Many of these sites are going to attribute based searches
- Catalogs without identified attributes are being left behind
- Catalogs with detailed descriptions and images get 5 times the sales

# Conclusion

Good Descriptions = Better Findability

Better Findability = Increased Sales

How to get Findability = Adopting eOTD standards  
(ISO 8000 and 22745)