

HARLAND FINANCIAL SOLUTIONS DEMOGRAPHIC DATA ENHANCEMENT EXTRACT INSTRUCTIONS

1. Create a file of all households with a Household Number GREATER than 0 if you wish to have ALL households included in the enhancement

Summary Level Research By Household: HHNUM > 0

OR...

Create a research file containing just the households you wish to have appended (new households only, households only within your state, etc.). You still need to include the restriction criteria HHNUM > 0 and make sure your last research pass is performed at Summary Level By Household to ensure that we capture the primary account within the household. For NEW Households only perform the following Summary Level Research By Household:

HHNUM > 0 AND STARTDATE >= MM/YYY

Note: You may wish to exclude business/commercial households from your extract file, as they will not be enhanced with demographic data (they will receive Geocode information).

2. Create an Export File – PRODUCTION\OUTSIDE PRODUCTION\CREATE EXPORT FILES: (Use the Copy From in the top tool bar and select the HFSDEMOG template then pull in your research file)

RESEARCH FILE NAME:	use your final research file created in step #1
SAMPLING PERCENT:	100
NO-MAIL CUSTOMERS?:	INCLUDE
FORMAT:	FIXED
NAME/ADDRESS CASE:	ALL UPPER
STANDARD NAME/ADDRESS?:	YES
EXPORT FIELDS:	C:NAME1, C:NAME2, C:ADDRESS1, C:ADDRESS2, C:CITYSTATE, C:ZIP, C:HHNUM

3. Transfer your Export File to CD, Diskette, or FTP. Go to My Computer or Windows Explorer, find your profile directory (or where Touché Analyzer resides) and drag the .TXT filename to the appropriate media drive – BE CAREFUL NOT TO SELECT THE .ROF FILE.
4. Include the Export Transmittal Form with your file – PRODUCTION/OUTSIDE PRODUCTION/PRINT EXPORT TRANSMITTAL

The Transmittal Form

Transmittal Form

TO: Harland Financial Solutions
Data Enhancement Services
FROM: Institution Contact Name
Institution Name
Note: Demographic Data Enhancement

-----Record Format-----

Offset	Field Name	Description	Type	Size
1-40	C:NAME1	Customer name 1	Character	40
41-80	C:NAME2	Customer name 2	Character	40
81-120	C:ADDRESS1	Address 1	Character	40
121-160	C:ADDRESS2	Address 2	Character	40
161-200	C:CITYSTATE	City,State,Zip	Character	40
201-210	C:ZIP	Zip Code	Character	10
211-218	C:HHNUM	Household #	Numeric	8

Total Record Length: 218*

Records Per Block: 20

Block Length: 4360

Tape Density: 1600/6250

Character Set: EBCDIC

***Please verify that the Total Record Length is equal to 218 before you send the transmittal form and your extract tape.**

Please be sure to label your tape(s) with the following:

Institution Name and Number of Households

Send your tape and documentation to:

Harland
Data Enhancement Services
605 Crescent Executive Court, Suite 600
Lake Mary, FL 32746

In order to meet the processing deadlines, it is imperative that all materials are received by the deadline date, in the proper format. If you have any questions, please contact Product Support at 800/778-5667.