



FlexiQuery™

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Version 3.6

# Portal User Guide



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## About this Guide

This guide provides an overview of PacificEast's FlexiQuery service, our premium grade, web-based contact information service allowing users to search for contact information and research business and consumer identity in real-time. This guide explains how the product functions and provides specific instructions about how the user interface works. The intended audience is any person who uses the FlexiQuery portal for consumer or business contact information research.

### Purpose and Scope

The purpose of this guide is to introduce the product, explain its functionality and describe how clients can best use FlexiQuery to research business and consumer contact data.

### Contents and Organization

This guide is organized in the following manner:

Introduction to FlexiQuery

The User Interface

Using FlexiQuery

Advanced Searches

### Conventions

For the purpose of clarity, sets of instructions are bulleted or numbered. Warnings and important notes are highlighted in grey boxes.

## Terms and Acronyms

The following table lists terms common to FlexiQuery, directory information and internet directory searches:

Term	Definition
<b>Case Sensitive</b>	Refers to whether or not a computer distinguishes between a word typed in lowercase letters (e) and the same word typed in uppercase letters (E). In a case-sensitive system <b>apple</b> , <b>Apple</b> and <b>APPLE</b> are identified as unique items and cannot be used interchangeably. Generally speaking, FlexiQuery searches are NOT case sensitive.
<b>Component Field</b>	Search information is entered in separate component fields.
<b>Drop-down Menu</b>	A menu that enables the user to make a selection. The user clicks an arrow and a drop-down list displays, allowing the user to click an item, selecting it.
<b>Keyword</b>	A word describing the subject or main points in a document. A keyword is necessary when using search tools; it tells a search engine what to look for.
<b>Listing Set</b>	Returned listings are displayed on lines 1 - 30 in the results section. If there are more than thirty listings, the user must use the results. A result set of up to 30 from a single query is one charge only.
<b>Per-Match or Per-Query</b>	Some FlexiQuery searches are billed per-match, and some are billed on a per-query basis. Per-Match means you are only charged when we find a result. Per-Query means you are charged when you do the search, regardless of results. However, any search billed on a per-query basis will almost always return a result.
<b>Reverse Lookup</b>	The user enters a phone number; the search engine locates the other contact information (name and address) associated with that phone number.

Table 1: FlexiQuery Terms and Acronyms

## Minimum System Requirements

### BROWSERS

Microsoft Internet Explorer 8.x or newer

Firefox 3.x or newer

Chrome 11.x or newer

Browser must be set to accept cookies

### CONNECTION SPEED

Broadband Access (DSL, Cable or Network Access) is recommended

56K Dialup (Minimum – works but may perform slowly)

## Help

If you see an underlined word or result value just click on it for additional information or an explanation. This guide is available for download from a link on the header section bar.

## How to Contact Us

If you have questions that are not addressed by the guide please contact your account manager or send an email to: [support@pacificeast.com](mailto:support@pacificeast.com).

# Chapter 1: Introduction to FlexiQuery

***Learn why this search engine is so accurate and easy to use!*** FlexiQuery searches the most accurate and enhanced business and consumer contact data available and acts as a single point of access for typical interactive searches. Common uses for FlexiQuery include online or telephone order validation, manual order review, employee and applicant information verification and skip-tracing. FlexiQuery makes finding this information easy and fast, generally returning results in sub-second time.

To ensure accuracy, the contact information contained in FlexiQuery is pulled from the most current and reliable data in the market. That doesn't mean it's perfect; just that it's the best thing out there. FlexiQuery provides real-time access to an estimated 5 billion contact records for consumers, business and governments across the United States and Canada. FlexiQuery is unique from most of our other "Interactive" services because it provides access to both public data, such as directory assistance listings, and non-public, restricted access information. Because of its power and the wide variety of information resources used PacificEast requires any company or organization to sign a data-use agreement.

FlexiQuery's search flexibility allows clients to implement searches that match their business needs. FlexiQuery is an intuitive Web-based service for professionals who need the nation's most accurate and broad information at their fingertips. This guide explains FlexiQuery and the Web interface. For information on other interactive services, please contact PacificEast.

## How does FlexiQuery Work?

Simply fill in what you know about the consumer or business you are searching for and click the search buttons as described in the sections below.

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## Chapter 2: The User Interface

The FlexiQuery user interface is intuitive and simple to use. The interface consists of:

- a header with a help and close button and a job code field to help organize and label your searches
- the search button area and,
- the search criteria section where you enter what you know about your search target
- the results section.

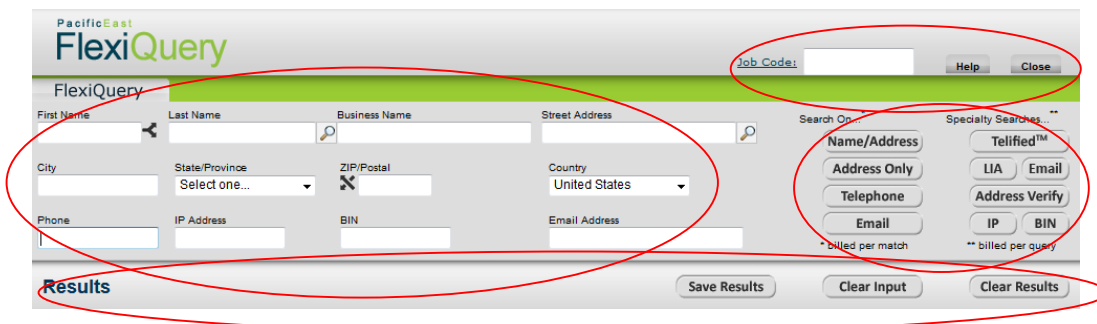


Figure 1: Top header of the FlexiQuery User Interface

Component	Description
<b>Header</b>	The header consists of the FlexiQuery logo, a Job Code field and a Help Button. The Help Button will link to a copy of this document.
<b>Job Code</b>	The Job Code field is located in the upper right-hand corner of the FlexiQuery browser window. You can use the Job Code field to enter a client or a project code, employee name, employee number, business unit, or any other information of up to 40 characters. For example, you can associate a FlexiQuery search to a specific job for billing purposes. The Job Code will remain in place until you change it, or until you log out. The Job Code will (cont'd) be printed out along with your results when you use the



	browser’s print function to make a hardcopy of your work.
<b>Search Criteria</b>	The Search Criteria fields are places for you to enter the information you already know about your search target. Note that not all search criteria is used by all searches. A good rule of thumb with searches is “when in doubt, leave it out”. In other words, if you know you’re looking for a person with the last name of Smith, put Smith in the Last Name field, but if you aren’t sure her first name is Mary, just leave the First Name field empty. We’ll talk more about search nuances a bit later.
<b>Search Buttons</b>	There are nine (9) search buttons. Details on which Search Criteria is used by each Search Button is below.
<b>Clear Buttons</b>	There are two (2) clear buttons. Clear Input blanks out all the Search Criteria fields and the Job Code. Clear Results will blank out the search results area.
<b>Save Results</b>	As soon as a result is generated, the Save Results button will appear. Clicking this button will allow you to open the file directly in an application like Microsoft Excel® or save the file. If you choose to save the file it will be downloaded to your browser’s default download folder and can be saved or copied from there.
<b>Results</b>	The Results section contains the results of up to 100 searches you’ve executed or since the last time you’ve hit the Clear Results button.

**Table 2: User Interface Components**

## **Performing a Search**

FlexiQuery supports two search systems: 1) internal FlexiQuery searches; and, 2) Call-Out Searches. Internal searches are those performed directly by the FlexiQuery system against our network of sources. However, over time our customers have requested direct access to specific external searches such as those that provide maps of address, property values or general internet searches. We call these Call-Out searches because FlexiQuery passes selected search fields to an external search provider and opens a new browser window to contain those search results.

## Internal FlexiQuery Searches

Internal searches are those performed by FlexiQuery itself and not passed to an external search system. To initiate a search, enter known information in the appropriate Search Criteria fields and click the button corresponding to the type of Search you want to execute. One of two things will happen. Either a result will be inserted at the top of the results area, or, if we can't find the information you're looking for, a "No Results Found" message will be displayed to the right of the word "Results".

## Search Results

Type	No.	Name	Street Address	Location	ZIP/Postal	Phone	Date	NonPub	PST	Carrier	Ported
<a href="#">RPA</a>	1	Pacific East Research	4900 SW Griffith Dr	Beaverton	OR 97005-2977	(503) 747-4474	08/18/2012	N	VOIP	Comcast	N

Figure 2: Search Results Section

To "push" any part of a result back into the appropriate search field, just click on it.

## Copying Listings

Here's how to copy the results of a search to another application like Word™ or Excel™: Using your mouse, highlight a group of search results on the page, use your Windows copy function to copy ALL the highlighted results. At this point, you can paste the information into any Windows application using that application's text "Paste" functionality.

## Call-Out Searches

FlexiQuery supports 3 types of external Call-Out searches. These searches will open up a new browser window and display any results in that window. There is no charge for executing these searches but PacificEast cannot guarantee the quality or usefulness of the external search results. External search results are not listed in the results area of FlexiQuery nor are they saved when the "Save Results" button is pressed.

The three external Call-Out searches supported are:

- 1) General Name Internet Search - To execute this search, enter a name and city/state, then left click on the search button (the small magnifying lens) to the right of the Last Name field and select Search Web. FlexiQuery will open a new browser window and execute a Google™ search for the Name and Location information entered.
- 2) Internet News Name Search - To execute this search, enter a name and city/state, then left click on the search button (the small magnifying lens) to the right of the Last Name

field and select Search Web News. This search is similar to the General Name Internet Search, but it is passed to the Google™ News search instead of a general Google™ search.

- 3) Address Mapping - To display a Google™ map of the street address, enter the street address and either a city and State or a zip code, then left click on the search button to the right of the Address field and select Map Address from the drop down list. FlexiQuery will open a new browser window and execute a Google™ Maps search for that street address.

## Chapter 3: Using FlexiQuery

This chapter describes how you should conduct a search that will ensure fast and accurate results. We have included specific **how-to** steps for each of the nine (10) types of FlexiQuery searches:

Name/Address (FPA)  
 Address Only (ADD)  
 Telephone (RPA)  
 Email (Search) (REM)  
 Telified™ (TEL)  
 LIA - (Line Identification Append)  
 Email Risk Score (EMV)  
 Address Verify (ADV)  
 IP Address (IP)  
 BIN Number (BIN)

When a result is displayed for each of these searches a Search type is in the first column of the result line. The abbreviation to the right of the nine search names, above, indicates the search type that will be displayed.

### Name/Address Search

Name/Address searches start with a known name and address and try to find a related telephone number. Name/Address searches need to know, at a minimum, a **surname** (or a **business name** if you are looking for a business), a **street number** and **street name**, **city** and **state** or a **zip** or **postal code**. If you select a specific State or Province FlexiQuery will choose the appropriate country for you. Once you've entered that information, click on the **Name/Address** button. If we find a match, you'll see the following values added to your Results area:

Search Type (as noted above)

Result number for a given search (if a single search returns two (2) results, the first result will have a 1 in this field and the second result a 2. The first result for the next search will go back to 1, and so on.

Name (name is returned in last, first format for people)

Street address

City

State

Zip/Postal

Phone

Date (this is the most recent date this record was updated or verified, depending on the source.)

NonPub (a value of N means the listed telephone number is in the phone book)

PST - Phone Service Type (PST indicates the type of device: Landline, Wireless, VoIP (a subtype of landline), Beeper (beeper/pager), Special Service Number, Invalid/Unknown if the number is not really a valid phone number.

Carrier (The telephone company responsible for that phone number)

Ported (Whether or not the phone number has been ported to another carrier and/or device)

## Address Only Search

Use Address Only searching when you've already tried and failed using the Name/Address search. Address Only searching doesn't require any name information in order to execute a search. Address only searches need to know, at a minimum a **street number** and **street name, city and state** or a **zip** or **postal code**. Like the Name/Address search, if you select a specific State or Province FlexiQuery will choose the appropriate country for you. Once you've entered that information, click on the **Address Only** button. If we find a match the Address Only search returns the same values to your results area as does the Name/Address Search above.

## Telephone Search

A Telephone search (sometimes called a "Reverse Phone Search") finds the most recent known name and address information for the telephone entered. Telephone searches in the US and Canada require a full, 10-digit phone number. Enter the phone number, then click on the **Telephone** button. If we find a match the Telephone search returns the same values to your results area as does the Name/Address Search above.

## Email Search

New to FlexiQuery 3.6 is an additional style of Email query. The Reverse Email search from prior versions is still a very active part of our platform. We have also added an additional type of Email query that provides an Email Risk Score. We will cover this below.

Email searches (sometimes known as reverse-email searches) use a known email address to find associated name/address and telephone information. Once you have entered an email address into the email search field click on the **Email** button that is in the left

column of search buttons. If we find a match, you'll see the following values added to your Results area:

Search type ("REM")

Result number for a given search (if a single search returns two (2) results, the first result will have a 1 in this field and the second result a 2. The first result for the next search will go back to 1, and so on.

Name (name is returned in last, first format for people)

Street address (if available)

City

State

Zip/Postal

Phone (if available)

Date (this is the most recent date this record was updated or verified, depending on the source.)

## Telified Search

A Telified search uses the telephone number, name and address information supplied in the search criteria fields to determine which telephone company is responsible for that telephone number then, if that phone company supports the capability, asks them to verify that the name and address supplied is what they have in their billing records. (For more information about our Telified search, go to <http://www.telified.com>). Telified searches only need to know a 10-digit phone number. Telified, however, is unlike a Telephone search in that it does not return contact information, but verifies the information you already have is correct and if the Telephone number is active or disconnected. Telified returns the following information into the results area:

Search type ("TEL")

Verification Level (VerificationLevel is a number from -3 to 10 with the following meaning:

- 3 Telephone number is invalid
- 2 The carrier to which that number is assigned does not support any level of verification
- 1 The telephone number is disconnected
- 0 No information provided could be verified
- 2 "Telephone Confirmed" The telephone number provided is active

- 3 The telephone number provided is active but the carrier does not support verification of the supplied name and address information
- 4 “Account Confirmed” The surname matches the account information for the provided telephone number
- 6 “Location Confirmed” The surname and city/state matches the account information provided for that telephone number
- 8 “Household Confirmed” The surname, street address and location all match the account information for the provided telephone number
- 10 “Individual Confirmed” The first name, surname, street address and location all match the account information for the provided telephone number.

Account Age (a code corresponding to the approximate age of the account.) Account Age is only provided when a full name and address are provided as well with the verification request. The current values supported are:

- 2 Less than 6 months
- 3 More than 6 months
- 9 Unknown

## Line Identification Append (LIA)

FlexiQuery accesses our premium Line Identification Append look up which actually queries the telephone network and device information based on the telephone number provided. LIA has some similarities to Telified however, where Telified is interested in verifying if the phone is active and the account information is correct, LIA focused on what kind of device is associated to that telephone number and which carrier is assigned. To execute an LIA query, simply enter the telephone number into the phone search fields and click the **LIA (phone)** button. LIA returns the following values:

Search type (“LIA”)

OCN (Operating Carrier Number) The 4 character OCN code is displayed.

Name (name is returned in last, first format for people)

City (the city and state to which the telephone number is assigned) Note that this is not necessarily the location of the phone, just the registered location for that telephone number

State (as above)

PST - Phone Service Type (PST indicates the type of device: Landline, Wireless, VoIP (a subtype of landline), Beeper (beeper/pager), Special Service Number, Invalid/Unknown if the number is not really a valid phone number.

Carrier

Ported (Whether or not the phone number has been ported to another carrier and/or device)

## Email Risk Score

New to FlexiQuery 3.6 is an additional style of Email query. The Reverse Email search, above, still provides the same great reverse email query as before. New to 3.6 is an Email Risk Score query that provides more information about the type of email account, potential risks associated to that email address as well as how long that email has been known to our system. In addition, we cross check any known email address location from other sources.

In addition to the difference in content displayed by the two different email searches it is important to note that because the Email Risk Score query provides back information over 99% of the time we have placed it under the Specialty Searches group which are billed on a per-query basis. The regular reverse email search that returns name and address is still a standard search and is still only billed when we find a name and address for the email you provide, but the Email Risk Score query is billed on a per-query basis.

Once you have entered an email address into the email search field click on the **Email** button that is in the *right* column of search buttons. Here is what you will see when you issue this Email Risk Score query:

Search type ("EMV")

Name is returned for many emails but not for all.

Risk Level – from 1 (low risk) to 5 (significant risk)

1 = Low Risk

2 = Low to Moderate Risk

3 = Moderate Risk

4 = High Risk - Recommend Review

5 = Very High Risk - Review

Risk Description (this is a general description of what we believe the primary risk is associated to the email address.)

Location (city and state if known)



First Date (This date reflects the first time this email address was seen by our system or the current date if it has never been seen before.)

Last Date (This date reflects the most recent date this email address has been seen by our system.)

As a policy, PacificEast does not recommend any particular action based on a given Risk level. However, we strongly urge you to exercise caution proportional to the noted level of risk. Also, bear in mind that a low risk level does not mean this email has no associated risk, only that the email is not known to have been associated to any fraudulent activity in the past and has been associated to previous transactions which have not been shown to be associated to fraud.

## Address Verification (ADV)

Address Verification takes the street address and location information you enter into the search criteria and provides you with address verification information for both the US and Canada and, where available in the US, more detailed information about the property. The Address Verification is a two-step process. First, the address is verified and checked for syntactical correctness then verified by the relevant US or Canadian postal system. If the address is within the US, additional information is retrieved for the property itself. The property information is selected from public records related to the current mortgage or property tax statement and generally includes the name of the mortgage holder, the property and/or zoning type, the date of the most recent mortgage and either the assessed or appraised value of that specific property.

The ADV response includes a list of any processing codes returned by the associated Postal Service. These codes are listed in Appendix A at the back of this document. For ease of use, we've added quick reference labels for specific types of postal verification responses. If the address, as written, is valid and complete from the postal system then the word "Verified" will appear in the ADV results. For some higher-risk address types the word "**Caution**" may also appear. This does not mean the address is a known high-risk address; only that the particular type of address can often be associated with higher rates of fraud. For example, commercial mail receiving agency, or CMRA, addresses are an example of addresses noted with caution.

## IP Address (IP)

For this search FlexiQuery accesses three different IP-centered information sources with the click of a single button. When you enter the IP address click the **IP** button and FlexiQuery will find the geographic location of the IP address and report any risk

indicators associated to that IP address. The two risk indicators are if the IP address is likely behind a proxy server or if the IP address is a “TOR” (see additional comments on Proxy and TOR address, below). An IP query returns these values:

Search type (“IP”)

Name – Company name or ISP (Internet Service Provider) to which the IP Address is assigned.

Risks – Displays the likelihood that the IP address is hiding behind a proxy address as well as whether or not it appears that the IP address is a “TOR”. (See Proxy and TOR notes below.)

Location – The country name and optional postal code in which that IP address is physically located.

Tor stands for “The Onion Router”. A Tor is a method for transmitting data anonymously over the Internet. Run by volunteers, there are approximately a thousand TOR proxy servers on the Internet that provide the routing paths. You can imagine how much a fraudster would enjoy this type of program. It would be kind of like becoming invisible and walking into any store and just picking up what you want and walking out. Note however, that TOR’s can be used legitimately. People who use a TOR address for legitimate reasons may just not want any eCommerce retailer spamming them. As popular as they may be and although there are legitimate reasons for using a TOR, it is a consideration if you are looking for potentially higher fraud risk situations.

A Proxy is like a TOR but instead of hiding your IP address and making you invisible it works using the art of misdirection. You will search the IP address using the lookup and it may tell you it belongs to a church in Texas. However, a **Proxy** check will demonstrate that this IP is being rerouted to the server that belongs to the church in Texas and that its real origination is completely unknown. Again, some people do this on purpose as they want to stay anonymous but they aren’t truly out to do any harm. But this is another potential red-flag for you to take into consideration.

## **BIN Number (BIN)**

A BIN number is the first 6 digits of a credit or debit card number. The BIN tells you which bank owns a particular card. By looking up the BIN number you can usually obtain the phone to call in order to verify account information. You can also verify which country that particular bank is associated with. Enter the BIN Number from the card into the BIN field and click the **BIN** button. FlexiQuery returns the following values:

Search type (“BIN”)

Name – Name of the bank or Credit Card Company to which the card is assigned.


Location – The country in which this bank is registered

Phone Number – The phone number to call to verify account information. Note that this phone is only formatted if it is a valid phone number in the US or Canada.


International phone numbers are displayed as a series of digits with no formatting.

## Other FlexiQuery Functions:

### Name Splitting

 The Name Splitter function (between the First Name and Last Name fields) parses multiple names in the First Name field and separates them into First and Last names. For example, if you enter “John Smith” in the first name field, clicking the Name Splitter will move Smith from to the Last Name field, removing it from First Name. Name Splitter will also work for names that are formatted in Last, First format. For example, splitting “Smith, John” will produce the same result as “John Smith”.

### Postal/Zip Lookup

 The Postal/Zip lookup function (to the left of the Postal/Zip field) allows you to enter just the postal code or zip code and have the City and State/Province filled in automatically.

## Chapter 4: Tricks and Tips

### Business Names

Enter a business name or government agency name

Examples include: Xerox and Department of Transport

If you enter more than one word in the field, the system searches for listings that include ALL words.

For example, if you enter **Portland Taco Bell** in the business name field:

Taco Bell won't display

Portland Taco won't display

However, the system would return listings for Taco Portland and Bell Taco (if they existed) because all words are present in the record and in your request.

### Street Addresses

Enter only the House/Building Number and Street Name in the Address field.

Avoid using any street identifiers like: St., Court, Rd., etc.

Avoid using any directional identifiers like: SE, NW, E, etc.

Include numerical suffixes with numbered streets, like: 30th, 2nd, 41st, etc.

**Example:** for 135 SE 13th St., enter 135 13th.

### Cities

Avoid abbreviating City names. For example, use Mount Vernon, not Mt. Vernon; use Saint Louis, not St. Louis.

# Appendix A: Postal Service Processing Codes

Field	Description
USPSCodes	<p>Additional information about the input address. The list of possible values is as follows :</p> <ul style="list-style-type: none"> <li>• 5-digit ZIP code has been corrected</li> <li>• City/state spelling has been corrected</li> <li>• City/state/ZIP are invalid</li> <li>• No ZIP+4 has been assigned</li> <li>• ZIP code has been assigned for multiple response</li> <li>• Address not found with the city/state/zip provided</li> <li>• Part of the firm was moved to address</li> <li>• Secondary number was missing for this address</li> <li>• Insufficient/incorrect address data was supplied</li> <li>• PO box address used for dual address</li> <li>• Non-PO box address used for dual address</li> <li>• Delivery address component has been changed</li> <li>• Street name has been changed</li> <li>• Delivery address has been standardized</li> <li>• Delivery address is known by a preferred name</li> <li>• Address is not in current data but will be added in the future</li> <li>• Secondary number does not match</li> <li>• Address has magnet street syndrome (multiple)</li> <li>• City or PO name supplied was not an official last line name</li> <li>• City or state could not be verified as corresponding to the ZIP code</li> <li>• Address was identified as a small town default</li> <li>• Address has a unique ZIP code default</li> <li>• Match made using ZIPMOVE data</li> <li>• Match has been made to a unique ZIP</li> </ul>
DPVCodes	<p>A list of one or more DPV codes. The list of possible DPV codes is as follows:</p> <ul style="list-style-type: none"> <li>• AA - Input matched ZIP+4 file</li> <li>• A1 - Input did not match ZIP+4 file</li> <li>• BB - Input matched to DPV</li> <li>• CC - Input primary # matched, secondary # invalid</li> <li>• F1 - Input matched ZIP+4 file, military</li> <li>• G1 - Input matched ZIP+4 file, general delivery</li> <li>• N1 - Input primary # matched, unit # missing</li> <li>• M1 - Input primary # missing</li> </ul>

	<ul style="list-style-type: none"> <li>• M3 - Input primary # invalid</li> <li>• P1 - Input PO/RR/HC box # missing</li> <li>• P3 - Input PO/RR/HC box # invalid</li> <li>• RR - Input matched to CMRA</li> <li>• R1 - Input matched to CMRA, secondary # missing</li> <li>• U1 - Input matched ZIP+4 file, unique ZIP</li> </ul>
CASSCodes	<p>One or more CASS notes providing additional information about the input address. The list of possible values is as follows:</p> <ul style="list-style-type: none"> <li>• ZIP+4 has been assigned</li> <li>• DPBC has been assigned</li> <li>• 5 digit ZIP has been assigned</li> <li>• Address is a High Rise Default</li> <li>• Address is a High Rise Exact</li> <li>• Address is a Rural Route Default</li> <li>• Address is a Rural Route Exact</li> <li>• Address converted using LACS</li> </ul>