



# Web portals for acquiring SBR data

**UNECE Group of Experts on Business Registers**

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Delivering insight through data for a better Canada



Statistics  
Canada

Statistique  
Canada

Canada

# Three portals at different stages

## Existing

Business Register update module included on all of Statistics Canada's online business surveys

## Being developed

Central industry coding portal and API to support industry coding

## Envisioned

Web portal for profiling of business locations

## Existing

# Business Register update module included on all of Statistics Canada's online business surveys

- Implemented in 2013
- Requirement for all Statistics Canada's 200+ business surveys
- Respondents asked to verify, and update as necessary, key SBR variables:
  - Business operating and legal names
  - Operating status
  - Contact information
  - North American Industry Classification System (NAICS) code for main activity
  - NAICS for Secondary activity in some cases
  - For *some* surveys: updates to individual business locations within the enterprise structure

**Existing**

**Business Register update module included on all of Statistics Canada's online business surveys**

Screen images

[Start of questionnaire](#) → Business or organization and contact information

### Survey title

17%

Options ▾

## Business or organization and contact information

1. Please **verify or provide** the business or organization's **legal and operating name** and correct where needed.



**Note:** Legal name modifications should only be done to correct a spelling error or typo.

**Note:** Press the help button (?) for additional information.

Legal name

Jamie's Furniture Store

Operating name (if applicable)

Jamie's Furniture Store



2. Please **verify or provide the contact information** of the designated business or organization **contact person** for this questionnaire and correct where needed.

**Note:** The designated contact person is the person who should receive this questionnaire. The designated contact person may not always be the one who actually completes the questionnaire.

First name	Last name
<input type="text" value="Jamie"/>	<input type="text" value="Brunet"/>
Title	Preferred language of communication
<input type="text" value="Manager"/>	<input type="text" value="English"/> <input type="button" value="v"/>
Mailing address (number and street)	
<input type="text" value="999 Main Street"/>	
City	Province, territory or state
<input type="text" value="Somewhere"/>	<input type="text" value="Ontario"/> <input type="button" value="v"/>
Postal code or ZIP code	
Example: A9A 9A9 or 12345-1234	
<input type="text" value="K1A 0T6"/>	
Country	
<input type="text" value="Canada"/> <input type="button" value="v"/>	
Email address	
Example: user@example.gov.ca	
<input type="text" value="sdf sdf@sdfsd.ca"/>	
Telephone number (including area code)	
Example: 123-123-1234	
<input type="text" value="999-999-9999"/>	
Extension number (if applicable)	
<input type="text"/>	

3. Please **verify or provide the current operational status** of the business or organization identified by the legal and operating name above.

☒ Operational

☐ Not currently operational

➤ e.g., temporarily or permanently closed, change of ownership

4. Please **verify or provide the current main activity** of the business or organization identified by the legal and operating name above. 

**Note:** The described activity was assigned using the North American Industry Classification System (NAICS).

**Note:** Press the help button (?) for additional information, including a detailed description of this activity complete with example activities and any applicable exclusions.

NAICS description text

➤ Description and examples

☒ This is the current main activity.

☐ This **is not** the current main activity.

Save and finish later

◀ Previous

Next ▶



4. Please verify or provide the current main activity of the business or organization identified by the legal and operating name above. ?

Note: The described activity was assigned using the North American Industry Classification System (NAICS).

Note: Press the help button (?) for additional information, including a detailed description of this activity complete with example activities and any applicable exclusions.

**#{NAICS\_Title\_E.Prefill}**

**B05002**

► **Description and examples**

- 1 ☒ This is the current main activity.
- 2 ☐ This **is not** the current main activity.

↳ Please provide a **brief but precise description** of this business or organization's main activity.

e.g. breakfast cereal manufacturing, shoe store, software development

**B05003**

Hidden related field

Save and finish later

◀ Previous

Next ▶



## Main activity

Options ▾

5. You indicated that **NAICS description text** is not the current main activity.


Was this business or organization's main activity ever classified as: **NAICS description text**?

☒ Yes

↳ When did the main activity change?

Date

Example: YYYY-MM-DD

☐ No

## ▶ Survey title

0%

[Reset](#)

## Main activity

**6. Please search and select the industry classification code that best corresponds to this business or organization's main activity.****How to search:**

- if desired, you can filter the search results by first selecting this business or organization's activity sector
- enter keywords or a brief description that best describes this business or organization main activity
- press the Search button to search the database for an activity that best matches the keywords or description you provided
- then select an activity from the list.

**Select this business or organization's activity sector (optional)**Retailer ☒

B05023\_ist

**Enter keywords or a brief description, then press the Search button**furniture 

B05023\_ist\_kit

**Please select an activity.**

- ☐ Furniture stores (442110)
  - ▶ [Show Details](#) B05023\_ist\_idt\_Code
  - B05023\_ist\_idt\_Desc
- ☐ Used merchandise stores (453310)
  - ▶ [Show Details](#)
- ☐ Window treatment stores (442291)
  - ▶ [Show Details](#)
- ☐ All other home furnishings stores (442298)
  - ▶ [Show Details](#)
- ☐ Print and picture frame stores (442292)
  - ▶ [Show Details](#)
- ☐ Floor covering stores (442210)
  - ▶ [Show Details](#)
- ☐ Hardware stores (444130)
  - ▶ [Show Details](#)
- ☐ None of the above - A Statistics Canada representative may call you to confirm the main activity.

## Details on this business's location 1

Options ▾



The following questions ask for details on each of this business's 2 locations that were operational during the reporting period from **DateFrom** to **DateTo**. For each location, please verify and update the address and provide the requested details.

## 1. Please verify the location address and correct where needed.

Operating name:

The Big Cheese Pizza Palace

Address (number and street):

111 Canadian Drive

City:

Ottawa

Province, territory:

Ontario



Postal code:

Example: A9A 9A9

K1A 0T6

Total operating revenue:

\$ 10,879 ,000

## 2. Was this business location operational for the full year?

- ☒ Yes, full-year operation
- ☐ No, part-year operation **OR** non-operational

## Existing

# Business Register update module included on all of Statistics Canada's online business surveys

### Benefits and challenges:

- Efficient feedback of useful information with significant number of updates
- So far for 2019:
  - 130,000 updates to business survey contacts
  - 15,100 industry code updates
  - 13,900 Operating name updates
  - 7,200 businesses re-assessed as no longer in operation
  - 4,500 updates to business locations
- Quickly identifies out-of-scope and no-longer operational businesses for survey and frame purposes
- On-going challenges with NAICS self-selection
- For some surveys, including the industry verification can create confusion (and adds unnecessary response time)
  - The NAICS component is excluded in some situations



**Being developed**

## **Central industry coding portal and API to support industry coding**

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- Designed to support any type of programs requiring businesses to find and identify their NAICS code
  - Statistics Canada surveys
  - Tax agency business registrations
  - Corporate and sole proprietor income tax forms
  - Government portals for search and discovery of relevant services
  - Any other applications
- The two components will work together to provide consistent and robust coding using common methods and also search phrase learning
  - Web portal will provide a common interface, as the ‘wrapper’ or interface for the API, accessible on the open web
  - API will also be usable on its own as a ‘plug-and-play’ solution that can be built into standalone applications such as tax software
- Planned implementation: Fall 2020

# Central industry coding portal being tested

The screenshot displays the 'Industry Code Lookup Tool' interface, which is bilingual and standards compliant. The header includes the Government of Canada logo and the text 'Government of Canada / Gouvernement du Canada'. The main content area is titled 'Industry Code Lookup Tool' and 'Determine an industry code for a Canadian business'. It features a 'Powerful search' bar and a 'Navigation tree' on the left. The 'Industry code' section shows '511310' selected, with a 'Detail description' on the right. The 'Navigation tree' lists various industry categories, with 'Manufacturing (31)' expanded to show 'Sugar manufacturing (511310)'. The 'Detail description' section includes a 'Do not use this code if the business includes...' list and a 'Typical illustrative examples' list. A 'DRAFT' watermark is visible across the center of the page.

**Bilingual and standards compliant interface**

**Access to most common industry codes**

**Industry code**

**Access to reference material**

**Powerful search**

**Navigation tree**

**Detail description**

**specific excluded related activities**

**typical illustrative examples**

**DRAFT**



## Being developed

# Central industry coding portal and API to support industry coding

### Benefits for administrative and statistical programs

- ✓ One single “whole of government” approach
- ✓ Rich user experience through adoption of latest technology and industry practices
- ✓ Standards based familiar and consistent interface
- ✓ More informed
- ✓ Reduced delays and errors from inaccurate NAICS assignment
- ✓ Always referencing latest NAICS release and adaptable to changes as they occur
- ✓ More efficient and reduced follow-up contact
- ✓ Elimination of maintenance related to new versions of the coding systems (i.e. new NAICS releases)
- ✓ One-time introduction:
  - User contextual text and link to end-point of self-coding portal
  - Validation mechanism for user provided NAICS code (API)



Being developed

## Central industry coding portal and API to support industry coding

### Challenges/issues

- Must work with multiple partners to ensure adoption and usage:
  - Multiple software vendors for annual corporate and personal income tax reporting
  - Federal and provincial partners for tax agency registration processes

## Envisioned

# Web portal for business profiling of medium-sized enterprises

- Would enable '**self-profiling**' for medium-sized complex businesses (for example: 10 locations or less)
  - Would present the business manager or representative with the existing profile of operating entities (i.e. establishments and locations) on the SBR and request it be corrected or updated as necessary
  - Aspects to be updated would include: the organizational hierarchy of the entities, and for each entity: the operating status, location address, the NAICS code, number of employees and annual revenues (turnover)
- Would require a secure online access with user names and passwords
- Budget has been earmarked for detailed needs assessment starting April 2020, development would start soon after

## Envisioned

# Web portal for business profiling of medium-sized enterprises

- There are some **key questions** we are asking ourselves:
  1. How will we coordinate with Statistics Canada's existing online data collection systems?
  2. How do we see the self-profiling portal fitting into a broader plan to:
    - a) make use of open data on the internet?
    - b) allow individuals and businesses to access their own information held by Statistics Canada?
  3. How would the design be affected by the need to integrate business profiling with the profiling that will be required for the national Statistical Building Register currently being developed by Statistics Canada?



# Merci!

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