

Tracesmart Brings Directory Enquires Database in House.

Online people search provider improves customer service following OSIS license.

October 10, 2008 (FPRC) -- Tracesmart, a major leader in online electoral roll search facilities, announced they have been granted the licence to hold the directory enquires database in house and have fully integrated it into their services. The database, also known as OSIS, has already been incorporated into their online people search facility and is housed within their secure data centre. The list contains all listed telephone numbers in the UK and will improve the speed at which people can obtain telephone numbers for a missing person such as a lost friends or relatives.

Previously British Telecomm was the only organisation to hold a database of phone listings, with the exception of other licensed phone operators. This meant that many residential numbers were being left out, and as a result it was decided that changes were needed. In 1999 a subdivision of BT, The Directory Solutions Unit (DSU) was set up as an independent body to oversee the collection of listings from numerous sources including BT, cable companies and mobile phone providers. To date the DSU oversee OSIS and provide database licence holders a daily file update of between 30,000-100,000 new, deleted or amended records.

This daily update of OSIS information means that the Tracesmart system will have improved performance – as such telephone listings offered to Tracesmart's customers carrying out an address search will be guaranteed. Paul Weathersby, Tracesmart's Technical Director commented, 'Following an in-depth security audit, which ensured our systems were strong and secure enough to hold this type of data, we are delighted to now be granted direct access to the OSIS data.' Obtaining accurate telephone numbers when carrying out a people search is an essential tool that allows for instant communication with lost friends or relatives – therefore the OSIS data offers Tracesmart's customers better value for money as they won't have to waste time or money using outdated contact details.

Increasing performance is a key part of Tracesmart's commitment to its customer base as Mike Trezise, Managing Director of Tracesmart, commented, "I know firsthand how utilising accurate data is paramount for successfully finding people and as such Tracesmart constantly aims to supply its customers with accurate, instantly accessible data in order to ensure they get the results they need when trying to find relatives find relatives or friends. As a company we are committed to constantly upgrading and improving our service offerings and new data acquisition is a key part of this process.'

Notes to Editors

Tracesmart Limited - Since the launch of its website in 2004 Tracesmart Limited has established itself as one of the UK's leading providers of online people tracing tools. www.tracesmart.co.uk combines state of the art search technology with an extensive collection of consumer data, providing one of the most powerful and successful systems to trace people.

Paul Weathersby – Tracesmart's Technical Director, Weathersby is the driving force behind the development and production of Tracesmart's suite of web-based services, and manages and directs their experienced IT team.p>

Michael Trezise - is the founder and Managing Director of Tracesmart. With over 25 years tracing and fraud analysis experience his unrivalled knowledge provides the company with a distinct competitive advantage.

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