Practical aspects of profiling and collecting data on large, complex enterprises

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The EPM Program and its scope

➢ Although complex enterprises represent just 1% of all businesses in Canada, they account for about 52% of the total business income.

➢ Canada's Enterprise Portfolio Management (EPM) program is responsible for managing relationships with 300 of the largest and most complex enterprises in Canada.

➢ EPM enterprises are selected using an algorithm that incorporates indicators of complexity such as revenue, employment, number of legal entities, as well as number of industries and provinces covered.

➢ The Program consists of 10 individual enterprise portfolio managers (EPM's), supported by 5 researchers and 4 coherence analysts.

Roles of an Enterprise Portfolio Manager

Managing Business Relationships

❑ EPMs provide a single focal point for complex enterprises which ensures quick response to many issues (data, concepts, relevance).

❑ Developing a positive (mutually beneficial) professional relationship with large respondents results in :

✓ Ensuring data are collected on time and are complete (95% response rate); obtaining better quality and coherent data; and reducing overlap and duplication of effort.

✓ Reducing response burden by customizing questionnaires and reporting arrangements (understanding how companies operate).

✓ Allowing EPMs to use their "relationship capital" and company knowledge to facilitate special projects on behalf of Statistics Canada.

Survey collection and response management

❑ EPMs work to reduce burden and maximise survey response from enterprises in their portfolios by:

✓ Managing the overall number of surveys targeted to their enterprises using survey inventories.

✓ Customizing surveys to ensure respondents are clear on what to report, accomplished in part by merging survey questionnaires based on enterprises' requirements

✓ Collecting surveys using a variety of collection methods and tools (EQ, customized question-naires, and transcription of company files).

✓ Using secure file transfer protocols to exchange confidential documents and survey information

Profiling enterprises

❑ Profiling aims to understand how complex businesses operate, in order to properly reflect the structure and reporting capabilities of enterprises on the Business Register.

This activity involves:

✓ Reviewing administrative data, alternative data sources and feedback obtained from respondents and subject matter experts.

✓ Validating structures with company representatives (company visits or by telephone and email).

✓ Updating the frame with accurate and up-to-date business profiles.

✓ A win-win (for companies and survey programs), collecting accurate data as efficiently as possible.

Data coherence

❑ EPM's and coherence analysts work in close collaboration with respondents and subject matter experts to identify and resolve data incoherencies.

Coherence analysis involves:

✓ Compiling related data from survey, administrative and alternative sources.

✓ Identifying areas where the data are incoherent.

✓ Identifying potential issues with reporting arrangements, operating or legal structures.

✓ Implementing changes to improve the global coherence and quality of survey data.

Modernization

EPMs use their "relationship capital" (trust and confidence that builds up with respondents over time) to advance corporate goals related to modernizing how respondent data are accessed and managed.

Current examples:

❑ EPMs are now negotiating with company contacts to gain access to data stored on cloud servers via company Application Programming Interfaces (APIs). As this alternative is implemented across EPM companies and survey programs, it is expected to reduce response burden and save collection costs.

❑ EPM program is working with the Statistics Canada data science team to access new data sources for use in streamlining EPM profiling activity and enhancing coherence analysis.
✓ E.g., have begun working with an external company (that aggregates content from thousands of licensed and free sources) to gain broad access to company-level information for profiling purposes. Have been given direct access to their database through several APIs; and, are using the data to create structured reports that supplement existing research. EPMs and analysts will save time and effort spent manually combing the internet for information.