

Datamyne

Mining for Trade Data

by Ruth A. Pagell

In the exhibition area at SLA in Chicago last year, a friend asked me to visit the table for Datamyne, Inc., a company that compiles transactional trade data and was a first-time exhibitor. Although it's been in business since 1992, 2012 was its initial attempt to woo the library market.

I have not written about products for some time, but the old killer instinct kicked in immediately. "What can your product do?" I asked, putting on my skeptical New York persona. With three clicks on his computer, the exhibitor (Moises Bonet Jr., Datamyne's business development manager and data specialist) showed me the bill of lading (B/L) for my move from Singapore to Honolulu. I was hooked! It turned out, however, to be the easiest search I could do.

I wanted to know more, to evaluate what Datamyne could do for me, for my students, and for those engaged in business research. I wanted to explore from surface mining to subterranean gems.

TRADE DATA BACKGROUND

Before beginning my exploration, I refreshed my knowledge of different types of trade data available from an international flow of funds to the individual merchandise shipments featured in Datamyne and of shipping vocabulary. I even went back to *International Business Information* to brush up on exporting, importing, and international transactions (Pagell, Ruth A. and Halperin, Michael, *International Business Information: How to Find It, How to Use It*. Phoenix, AZ: Oryx Press, 1998, 445 pp.). I was pleased that our chapter on this

hasn't aged badly at all, although the TradStat database we mentioned no longer exists.

Merchandise trade data report the movement of goods in and out of a country's ports including transactions, usually by ship. The data answer questions such as who is importing Egyptian carpets into and out of Georgia or where Dole is exporting its

BILL DETAIL	
Bill of Lading Number:	RENQHN181211201
Port of Departure:	SINGAPORE,SINGAPORE
World Region by Port of Departure:	SOUTH-EASTERN ASIA
Port of Arrival:	HONOLULU,HI
US Region:	WEST
Carrier:	(RENQ) RENUS LOGISTICS PTE LTD
Bill Master Carrier:	(NYKS) NYK LINE (NIPPON YUSEN KAISHA)
VOCC Code:	NYKS
VOCC Name:	NYK LINE (NIPPON YUSEN KAISHA)
NVOCC Code:	RENQ
NVOCC Name:	RENUS LOGISTICS PTE LTD
Arrival Date:	03/14/2011
Estimated Arrival Date:	03/14/2011
Vessel:	NYK LAURA
Vessel Country:	PANAMA
Voyage:	3104E
IMO Code:	
Master/House:	H
Bill of Lading Master:	NYKS3000972100
Weight:	3,102 KG
Quantity:	102 PKG
Measure:	0
In bond entry type:	
Foreign Destination:	
Mode of Transport:	VESSEL, NON-CONTAINER, OR UNABLE TO DETERMINE IF CONTAINER.
Place of Receipt Declared:	SINGAPORE

The bill of lading for a shipment from Singapore to Honolulu

pineapples. The U.S. data comes from the B/Ls from CBP (U.S. Customs and Border Protection; cbp.gov/xp/cgov/trade). Datamyne also includes all port level data reported by the census and culled from the subscription service USA Trade Online (usatradeonline.gov).

Even though you may not be a regular user of this information, it is important to know what is available, should the need arise. Regular users of trade data associate these statistics with the PIERS Imports and Exports database from *The Journal of Commerce (JOC)*; piers.com). The databases are available through Dialog (Files 571, 572, 573, and 574) and on JOC's own platform. PIERS is now part of a billion-dollar conglomerate, UBM, as is *The Journal of Commerce*.

Datamyne grew out of a project in Uruguay, hence its continued emphasis and strength in Latin America. It is a small, privately held enterprise in Miami, backed by private equity. Some Datamyne staff migrated from PIERS, including CEO Brendan R. McCahill.

TRANSACTIONAL TRADE DATA APPLICATIONS

With the recent focus on logistics, these transactions represent the microlevel record of the cross-border supply chain. Datamyne suggests the following applications:

- Gauge supply and demand for the products or commodities you buy or sell.
- Locate new sources and diversify your supply chain.
- Research new markets and identify strategic partners.
- Track your competitors' cross-border activities.
- Benchmark your performance.
- Detect illicit trading activity.

INTO THE MYNES

Datamyne collects data from 22 individual countries, including the U.S., China, India, Japan, South Africa, and 17 Latin American countries, and collectively for the 27 countries in the European Union, using Eurostat data. Except for the EU, the datasets differ from country to country and within countries depending on the search method chosen. Subscribers select countries and databases. Nonsubscribers can purchase reports on demand.

Datamyne includes half of the top U.S. trading partners. It states, "Based on World Trade Organization estimates, this trade accounts for approximately 57% of global exports and 68% of global imports" (ww1.prweb.com/prfiles/2011/05/13/8795725/77014850_1_11DA043_HowOurProdWorks_cm_p3.pdf). Details of consignees and shippers are only available for the countries with B/Ls, none of which are top trading partners. Compare the U.S. Department of Commerce, International Trade Administration's statistics (ops.fhwa.dot.gov/freight/freight_analysis/nat_freight_stats/docs/11factsfigures/table2_7.htm) with Datamyne's chart of current fields available (datamyne.com/countries_covered_2.html).

Searching begins by selecting a country. There are two modes of entry, rankings and queries, and two search methods, basic and advanced. There are also original B/Ls and Premier B/Ls, which have a week's delay and have been enhanced by Datamyne.

Bonet noted that Datamyne is "feature rich." This is an advantage for users who know their products and locations and would not find the task of looking for "ahi" (a type of tuna) or selecting a port in Taiwan as daunting as I did before I received training. As Datamyne reaches out to SMEs and the academic market, users may be less knowledgeable about navigating the trade waters. Since there are too many permutations for a review article, I will

focus on straightforward searches for the nonspecialist, using U.S. bills of lading.

Without training, reading the help pages, watching YouTube, or engaging in live chat, the novice can be efficient just knowing the name of the consignee, Pagell for example. Other filters such as "defining commodities" and selecting what I would call original country of origin were frustrating. It was only after my one-on-one training, which all new clients receive, that I learned to use Premier B/Ls (Datamyne's enhancement) and advance search, which provide additional search options such as HS codes and the taxonomy.

VARIETIES OF RANKINGS

A novice might want to start in the rankings module, but rankings are available at every step of the way in all modules. After hours of playing, I realized that the default metric for ranking varied according to selections and modules. For example, China is Honolulu's No. 1 partner (2012) based on bills of lading and containers but number 10 on metric tons.

Example 1: Being new to Hawaii, I wanted to know where Honolulu ranks as a port, Honolulu's major trading partners, and the merchandise being imported. Here's the strategy to answer the question:

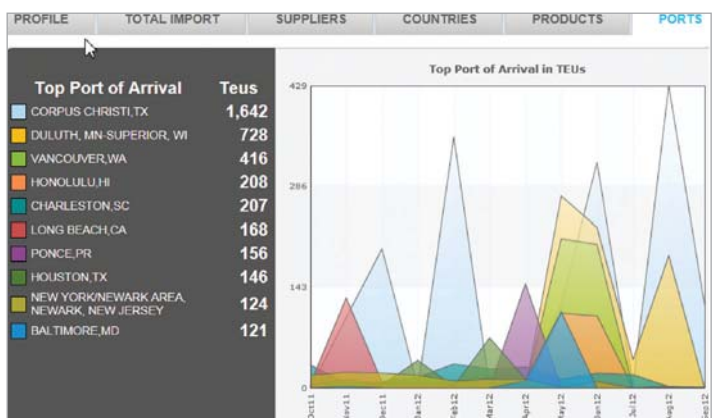
- Select Country US, Database bills of lading—maritime Imports houses and Rankings
- Rank by US ports; select Honolulu (#30 as of Dec. 19, 2012)
- From the options by US port, rank on country of origin
- Select a country and rank by consignee

Denmark was the only non-Pacific country of Honolulu's top 15 partners. Clicking Denmark, I unearthed two major shipments of wind farm equipment consigned by a branch of Siemens in Florida. Selecting Siemens provides graphic information about the company, such as top U.S. ports. By searching Google (and yes I did this), I found articles that talked about First Wind buying the products.

SOPHISTICATED SEARCH QUERIES

Queries offer more search and display options such as Boolean (AND, OR, NOT); Sort, Download to Excel, Save search; and Alerts.

Enter your choice and ADD it to the query; results appear sorted by date of transaction. Keep adding and removing choices until you are satisfied with your results. View on the screen or modify output records for downloading.



This is a graphic representation of top ports used by Siemens for its imports into the U.S. Note the shipments of wind power equipment to Honolulu in June 2012.



TABLE 1: VOCABULARY
COMMONLY USED TERMS IN IMPORT/EXPORT

HS: Harmonized System of codes used to categorize imports and exports, standardized across borders to a six-digit coding level. For a detailed listing, use usitc.gov/publications/docs/tata/hts/bychapter/1211C01.pdf

BILL OF LADING (B/L): A document that establishes the terms of a contract between a shipper and a transportation company
Houses: Freight forwarder-issued bill of lading, details transaction for shipper
Masters: Carrier-issued bill of lading, summarizes shipments for shippers and agents

VALUATION IN CURRENCY:
CIF: Cost, Insurance, and Freight
FOB: Free on Board

TEU: Twenty-Foot Equivalent Unit — the standard container

SCAC: Standard Carrier Alpha Code

CONSIGNEE: In B/L, the person or company to whom commodities are shipped

SHIPPER: Exporter/Seller
 See Export.gov for more definitions (marad.dot.gov/documents/Glossary_final.pdf)

For example, the consignee, Siemens Energy, Florida, purchased wind power parts from the shipper, Siemens Wind Power, A/S, Denmark, both

subsidiaries of Siemens AG (in Germany), that were shipped from Denmark to Honolulu to be used by a Hawaiian company.

Port of Departure:	AARHUS, DENMARK
Port of Arrival:	HONOLULU, HI

Shipper	Consignee Declared
SIEMENS WIND POWER A/S	SIEMENS ENERGY, INC.
BORUPVEJ 16	4400 ALAFAYA
7330BRANDE	TRAIL - KC 410
DENMARK	FL 32826 ORLANDO, USA

DATAMYNE VOCABULARY

Dataset Options:

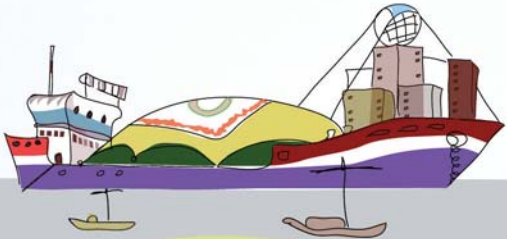
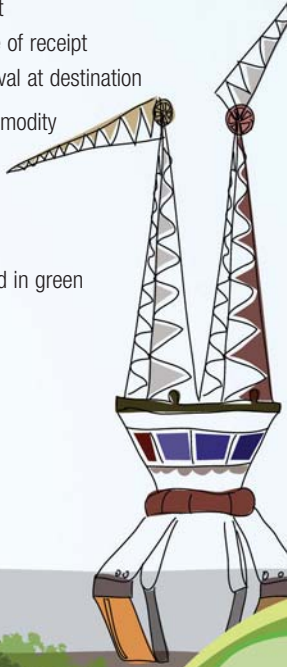
GEOGRAPHY

- Place of Receipt:** The original pick-up point
- Country of Origin:** The country of the place of receipt
- Port of Departure:** The last port before arrival at destination

COMMODITY/DEFINITION: Any word in the commodity field (free text)

PREMIER B/L: Datamyne enhanced with 1 week delay, scrubbed and coded

TDM: Indicates Datamyne added field highlighted in green



Commonly used international trade terms and Datamyne's vocabulary

Example 2: While living in Atlanta, I participated in export workshops for small and medium enterprises for the Georgia Department of Trade and Industry. I wowed them (using PIERS) by showing actual shipments of carpets in or out of Dalton, Ga., from local ports Savannah, Ga., or Charleston, S.C. In Datamyne, I used both the standard import module and the new export module, added Jan. 1, 2013. I simply (a term Datamyne uses over and over again in its promotions and training; datamyne.com/how_our_product_works.html) retrieved listings of carpet shipments in and out of Dalton by doing the following:

- U.S. IMPORT MODULE B/L
- Using *Simple Query*
- Select US Region/Port of Arrival; enter *Savannah, GA*; ADD to query; enter *Charleston, SC* using *OR*;
- AND Select Entire B/L: *Dalton*
- AND type in Commodity: *Carpet* (Datamyne automatically truncates)

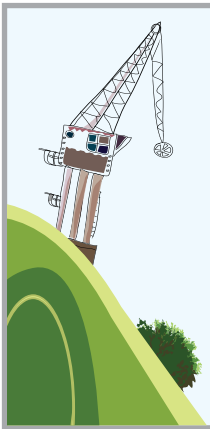


TABLE 2: EXAMPLES OF MENU CHOICES for Basic Search

FILTER OPTIONS FOR IMPORT:

United States	Chile*	Japan	EU
Country of Purchase	Country of Origin	Country of Purchase	Declarant-EU country
Product HS	Product HS	Product HS	Product HS
District of Entry	Custom City	Region of Purchase	Country of Origin
District of Unlading	Delivery Port	Transport Method	
Unit	Unit Type		

*Chile's "Import" module may also include importer, transportation method, shipping port, and brand

Menu choices for Datamyne's Basic Search

To view results, select Field to Total by Consignee declared

EXPORTS (I used the pilot dataset, Dec. 19, 2012)

Select United States and database *Maritime Exports*

Using basic search, select description and type *carpet*

Select advanced search, expand Shipper. Select shipper city, start typing *Dalton, GA*

View by total by shipper *declared*

For both, select Oriental Weavers to see the import and export B/Ls.

CAN YOU FIND GOLD IN THESE MYNES?

If you use PIERS on the Dialog platform, Datamyne will disap-

The screenshot shows the Datamyne 2.1 interface. The 'Database Selection' section is set to 'USA Bills Import HOUSES, 12/20/2012 - 10:06'. The search criteria include 'Country: United States', 'Year: 2012', and 'Commodity: carpet'. The 'Current Search Query' is 'Retrieve all Bills of Lading (Houses) 01/01/2012 to 12/19/2012 where : Us Region/Port Of Arrival: SAVANNAH GA or CHARLESTON SC AND Entire B/L: dalton AND Commodity: carpet'. The results are displayed as 'Totals By: Consignee Declared' with a table showing data for Oriental Weavers USA, Inc., Balta US, Inc., Shaw Industries Group, Inc., and United Weavers of America, Inc.

Consignee Declared	Bills of Lading	Container Quantity	Metric Tons	Tram Quantity
ORIENTAL WEAVERS USA, INC.	197	198	2,697.71	394.00
BALTA US, INC.	78	269	4,043.15	518.00
SHAW INDUSTRIES GROUP, INC.	73	192	2,439.39	384.00
UNITED WEAVERS OF AMERICA, INC.	53	55	812.69	110.00

A search in Datamyne for companies importing carpet to Dalton, Ga., using the ports of Savannah, Ga., or Charleston, S.C., totaled by consignee

point you by its lack of structure and uniformity across countries. You cannot combine countries, and getting used to the different options and terminology takes some time. In exchange, you get an interactive platform that includes the original B/Ls and that

I want to thank **Moises Bonet Jr.**, business development manager and data specialist, and **Lisa Wallerstein**, VP of marketing and product development, for taking the time to introduce me to Datamyne and train me on the product.

combines B/Ls with census data and D&B company records. You can "simply" move across databases and countries within your subscription and modify your search parameters as you go, changing both input and output parameters on the same screen.

Datamyne rolled out the new export module in January 2013, making it more competitive with PIERS. New initiatives to reach the SMEs and casual users include attending conferences, such as SLA, approaching the academic market and partnering with Webport Global (webportglobal.com). It has flexible subscriptions, individual reports that can be purchased on demand, and company profiles as a stand-alone product. The latter will combine Datamyne's consignee information with D&B records and is scheduled for 2013.

One academic librarian who tested the product said, "I was impressed with it and it is on my long wish list. While the number of countries is limited, having company level trade data and product level trade data is really impressive."

I agree with Bonet's email observation to me: "More than anything I saw that our data is on a case by case or assignment by assignment by the professors." If you are a current user of PIERS, give Datamyne a try. If you fall into the casual category, at least take a look at what is available.

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Comments? Email the editor-in-chief (marydee@xmission.com).

Factual update to the article:

Datamyne's country coverage encompasses a broad swath of global trade. Based on World Trade Organization estimates, the trade of its covered countries accounted for approximately 67% of global exports and 72% of global imports in 2011, Datamyne says. Thus Datamyne is a source for trade data on each covered country's trading partners. For example, it's a place to get reliable information on exports from Russia (not covered) to the U.S. or Colombia or Japan (all covered). B/L data, which supplies transaction details such as consignee and shipper names, is not uniformly available across all countries covered by Datamyne; but it is available for the shipments of the 225 or so countries and territories that export to the U.S.

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