

# The DUNS Number Will Soon Be DONE

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## What is a DUNS Number?

DUNS stands for Data Universal Numbering System and is a unique nine-digit code given to every physical location of a business. This system was developed and held under contract by the Dun & Bradstreet Corporation for twenty years.

In order to do business with the U.S. federal government, a company must be registered in the System for Award Management (SAM), and SAM requires a DUNS number. Furthermore, the federal government uses a business's DUNS number to track and validate the identity of each entity wanting to do business with it.

## What is Happening with DUNS Numbers and Why?

The General Services Administration (GSA) is discontinuing its use of DUNS. The move away from the DUNS number began about seven years ago. On June 12, 2012, the [Government Accountability Office \(GAO\)](#) issued [a report](#) that stated:

*"GSA believes that Dun & Bradstreet effectively has a monopoly for government unique identifiers that has contributed to higher costs. This effective monopoly results in part from government regulations and directives that require contractors, grantees, and other entities seeking to do business with the government to obtain a DUNS number."*

## SAMMI Who?

DUNS will be replaced by a unique identifier called SAMMI. SAMMI stands for:

- SAM (System for Award Management)
- Managed
- Identifier

We don't have many details, but we do know that it will be handled by Ernst and Young LLP.

## Ernst and Young LLP

On March 15, 2019, GSA awarded Ernst and Young LLP a \$41.75 million contract for five years of Entity Validation Services. Ernst and Young LLP is a multinational professional services firm based in London, England. They provide assurance, tax, consulting and advisory services.

BMSS, LLC will continue to monitor the changes to GSA's unique-entity-identifier numbering system and post updates as they become available.