



Data Quality Components for Microsoft® SQL Server

Verify, Standardize, and Cleanse Global Customer Data

Data Quality Components for Microsoft® SQL Server (SSIS) is Melissa Data's full spectrum contact data quality toolkit that makes it easy for you to create a strategy for data validation, correction, and consolidation – and extract entities or data points from unstructured Big Data for master data management success.

What can DQ Components for SSIS do for you?

- **Profile & monitor your data** to identify weaknesses in your data and collection efforts, and maintain a high level of data quality over time
- **Verify U.S. & international addresses for over 240 countries** to improve deliverability and increase response rates
- **Add valuable demographic, firmographic, & property information** to blend big data for analytics and boost omnichannel marketing
- **Update addresses of those who have moved** to build stronger customer relationships & stay in contact with customers
- **Add rooftop lat/long coordinates** for precise targeting & profile traffic by geographical location
- **Eliminate duplicates and merge multiple records through survivorship** to gain a single, accurate view of your customer – the Golden Record

Benefits:

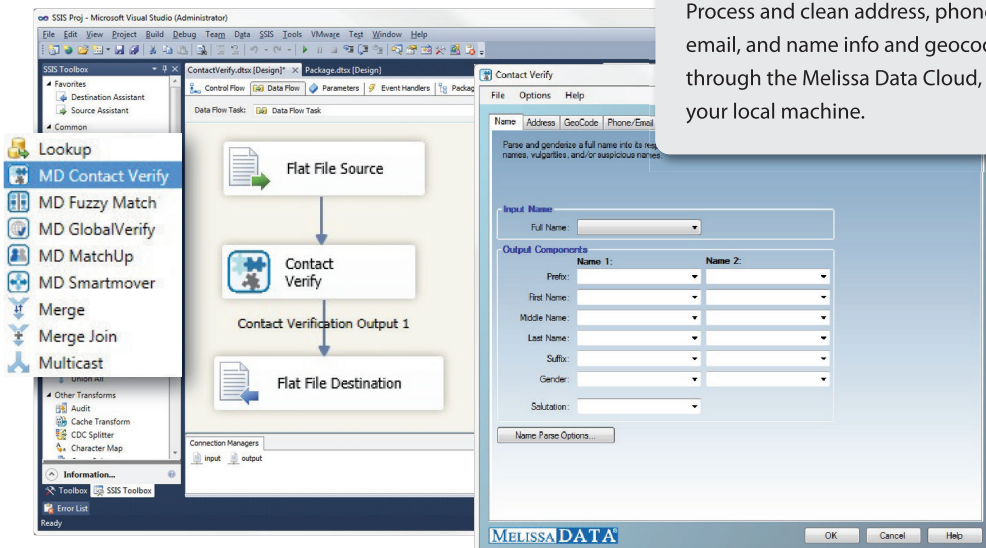
- Improve data quality across the enterprise
- Deliver trusted data for analytics and BI
- Enhance data governance and data warehousing efforts
- Standardize data for easy ETL

Features:

- Free Full, Lite and Community Editions available
- Free unlimited technical support
- On premise and Cloud
- Easy drag and drop configuration
- USPS CASS Certified engine for address accuracy

Contact Verify:

Process and clean address, phone, email, and name info and geocode through the Melissa Data Cloud, or your local machine.



System Requirements

Microsoft SQL Server 2008/2012/2014; .Net Framework 3.5; Windows 7/8, Windows Server 2003/2008 (32/64-bit).

Try Data Quality Components for Microsoft® SQL Server for FREE with No Obligation

>> REQUEST A FREE TRIAL: www.MelissaData.com/ssis-trial

Our Data Quality Components



Global Contact Verify

- Verify, correct & standardize addresses, phones, & emails for U.S & Canada, plus over 240 countries (including real-time email mailbox validation)
- Geocode addresses by adding rooftop lat/long coordinates
- Transliterate 8 major alphabets & display in native or Roman characters
- Enrich U.S. data with census information (congressional district, county, time zone & more)



SmartMover®

- Update addresses of individuals, families, & businesses that have moved
- Search up to 48 months of U.S. move-update records & 72 months of Canadian move-update records



MatchUp®

- Find & consolidate duplicate records within or across multiple datasets
- Match using multiple contact-specific or fuzzy matching algorithms
- Advanced matching capabilities like householding & geographic proximity
- Automated Golden Record Selection



Fuzzy Match

- Perform fuzzy string matching with over 15 algorithms
- Industry-accepted plus Melissa Data proprietary algorithms



Profile & Monitor

- Identify data quality issues for immediate attention
- Monitor conformance of source data to specified requirements of pre-set limits



Personator

- 4 levels of service to authenticate an identity: Check; Verify; Append; Move Update
- Correlate verified contact data to a single individual
- Append accurate, current missing contact info
- Perform change-of-address updates



Property

- Comprehensive U.S. property & mortgage data (over 140 million records)
- 12 main categories & 165 information fields available
- Weekly updates
- Include Basic or Detailed output



Demographics

- Includes nine selects, such as gender, occupation, & household income
- Craft personalized message & increase response rates
- Improve business intelligence by gaining true insight into your customers

About Melissa Data Corp.

Since 1985, Melissa Data has been a leading provider of data quality and address management solutions. Melissa Data's data quality software, Cloud services and data integration components verify, standardize, consolidate, enhance and update U.S. and global contact data, including addresses, phone numbers and email addresses for improved communications and ROI. More than 10,000 companies worldwide rely on Melissa Data to gain and maintain a single, accurate and trusted view of critical information assets.

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