



Data Quality for Talend®

Complete Data Quality for Every Integration

As enterprises continue to take in more data from more sources and use it in more ways than ever, data quality is becoming difficult, yet crucially important. That's why Melissa makes data quality easy by building our solutions right into Talend Open Studio for Data Integration. With the combination of Melissa and Talend, you can leverage:



Robust ETL and Customer Data Integration

Read/write to relational databases, fixed or delimited text files, XML, JSON, COBOL and other file formats including Avro® and Parquet®, or Hadoop®-based NoSQL stores such as HBase® and Hive®.



Identity Verification

Verify ID including name, address, email, phone, age, SSN, and more to improve customer onboarding and risk assessment.



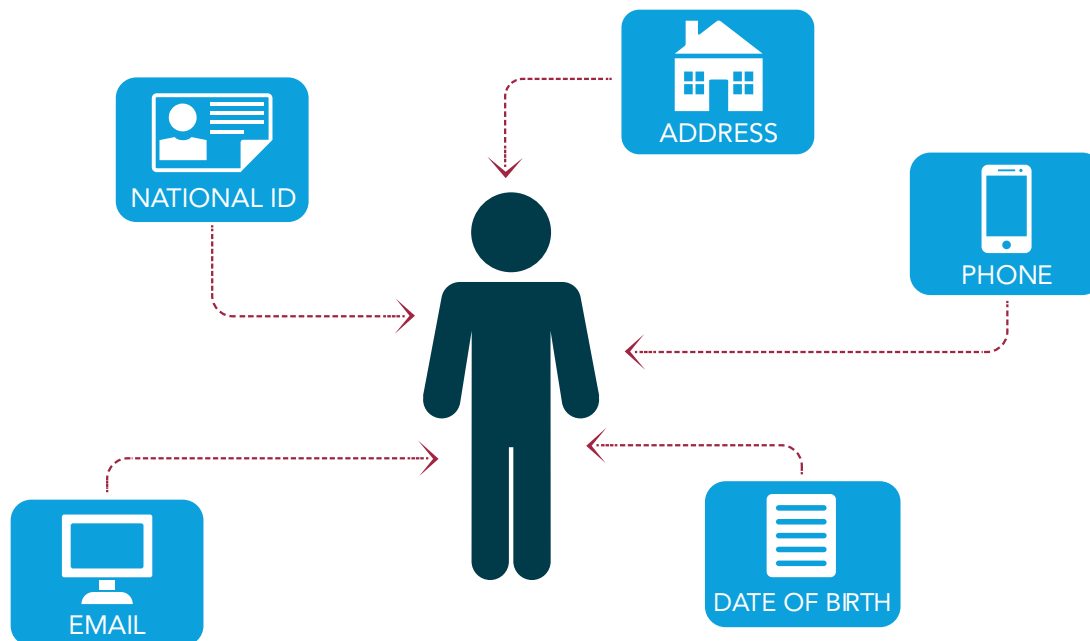
Contact Enrichment

Add missing name, address, phone and email data, geocoding, and demographics to improve communications and analysis.



Global Address Verification

Correct, verify, standardize, and format addresses for 240+ countries and territories.



Melissa provides full contact data quality by verifying data against authoritative reference data so you can attain and enhance a single view of the customer – and stay connected with them.

Get Started Today!

>> Request a free trial at: www.melissa.com/talend

Melissa Data Quality Components for Talend

Melissa Data Quality Components empower users to transform and cleanse data from anywhere to help reduce costs, increase sales, and improve decision making.

Personator®

The Personator® component taps a multisourced dataset containing billions of records to validate each element of a U.S. or Canadian contact record: name; address; phone; and/or email – and match a name to an address to verify identity.

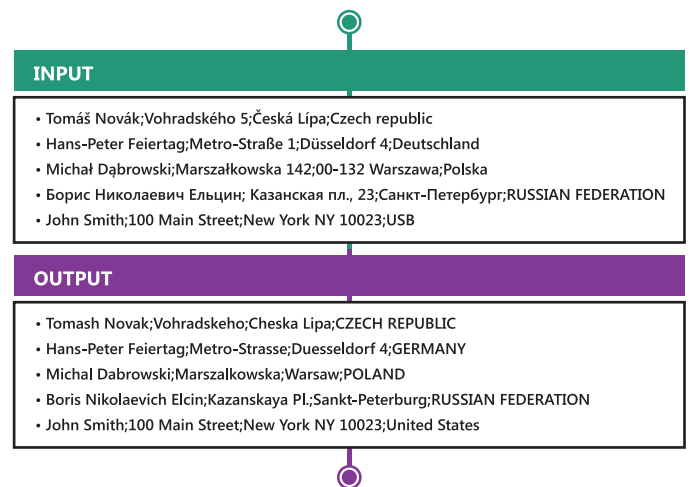
Personator also enriches your contact records by:

- Filling in missing contact information like business/consumer emails, addresses, phones, and names.
- Adding current addresses for customers and prospects that have moved in the U.S. or Canada – matching your records against a proprietary database of address changes going back 20+ years.
- Adding detailed consumer demographics including data of birth, gender, presence of children, marital status, occupation, income, and more.
- Appending records with the most accurate Geopoints (lat/long coordinates) at the rooftop level for U.S. properties.

Global Address Verification (GAV)

The GAV component verifies addresses for 240+ countries to ensure only valid billing and shipping addresses enter your systems. GAV will:

- Return a complete and standardized USPS® address including ZIP+4® using a USPS CASS Certified™ engine.
- Correct international addresses by adding missing components such as postal codes, regions, etc.
- Standardize addresses to meet local country formatting specifications.
- Transliterate many popular native character sets into Latin for easy validation.



GAV supports many different language sets and can transform non-Latin writing systems into Latin characters so addresses in foreign languages like Chinese, Russian, Greek, Japanese, and others can easily be validated and standardized.

Melissa

22382 Avenida Empresa RSM, CA 92688-2112 | 1-800-MELISSA | www.melissa.com

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