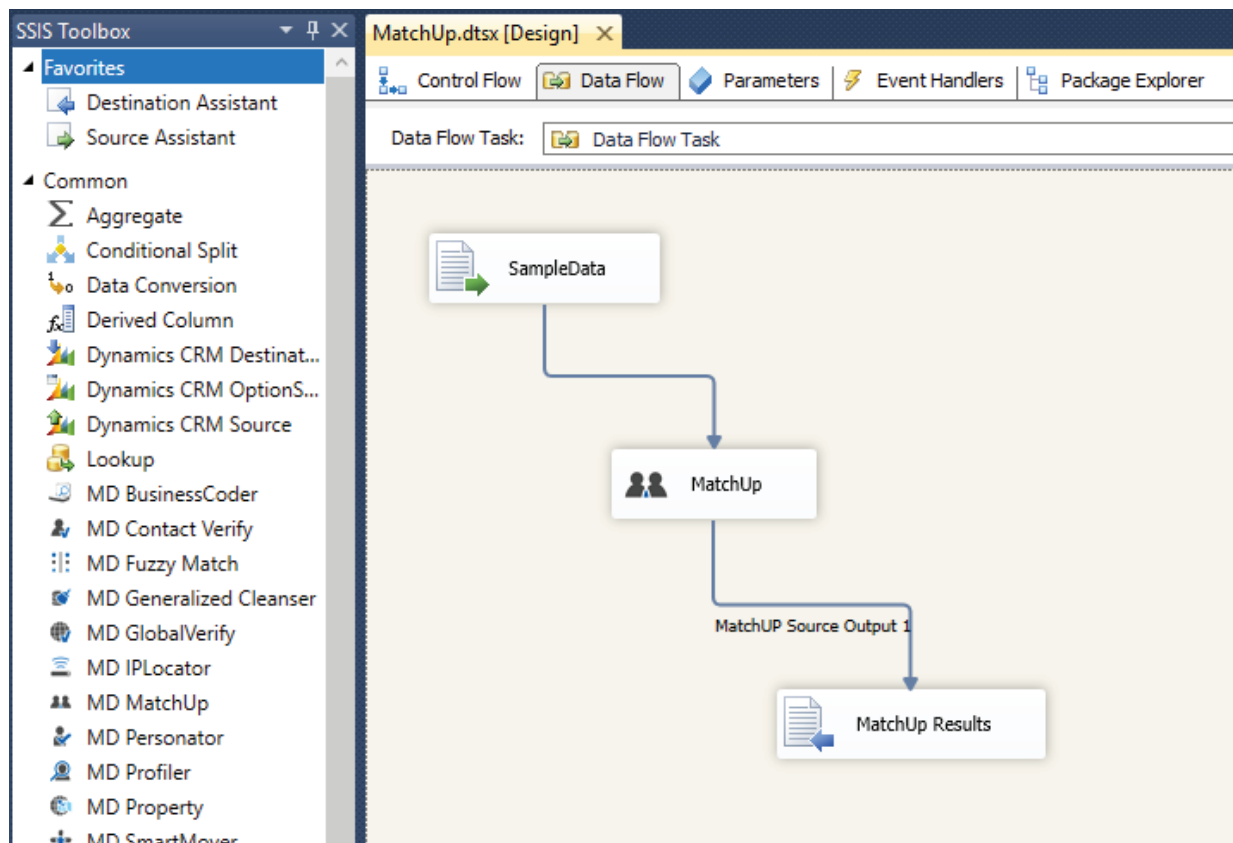


# Data Quality Components for Microsoft® SQL Server

## Verify, Standardize & Cleanse Global Customer Data

Data Quality Components for Microsoft® SQL Server (SSIS) is Melissa's full spectrum contact data quality toolkit that's perfect for organizations needing consistent, trusted, accurate data across the enterprise. Our solutions make 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 (MDM) success and better integration.

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



# Get Started Today!

>> Request a Free Trial: [www.melissa.com/dqSSIS](http://www.melissa.com/dqSSIS)

## Melissa Components Available for SQL Server:



### Profiling

- Identify data that fails to comply with business rules & standards (discover database problems and fix them)



### Personator®

- Verify name corresponds to address, email, and phone data to identify customers' true identities
- Append missing name, phone, and email address
- Enhance data with valuable demographic info like household income, occupation, marital status, and more



### Global Contact Verify

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



### General Cleansing

- Clean, standardize, and reformat any data type: change casing or capitalization; add/remove punctuation; expand/contract abbreviations
- Search and replace parts of a string
- Create your own rules (triggering) to standardize any data type



### SmartMover<sup>SM</sup>

- U.S./Canadian change-of-address processing to update addresses of people or businesses that have moved



### MatchUp®

- Dedupe records with domain-specific knowledge of contact information
- Match records with data inconsistencies



### Fuzzy Match

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



### IP Locator

- Identify web visitor's geographic location



### 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



### BusinessCoder®

- Enrich contacts with valuable firmographics from 25 million multisourced business records
- Over 25 return fields such as StockTicker, phone numbers, employee size, and sales estimates



### Property

- Enrich contacts with comprehensive property and mortgage data from over 140 million records
- Add information from over 160 fields such as parcel details, prior sales, owners, and more

## Melissa

22382 Avenida Empresa RSM, CA 92688-2112 | 1-800-MELISSA | [www.melissa.com](http://www.melissa.com)

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