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Clean Suite
for Microsoft Dynamics® CRM

Clean and Enrich Your CRM to Transform Your Business

Maintaining high-quality data is a challenge in today's ever-changing business environment. Many companies have incomplete information about customers, and their existing information changes or goes stale at a rate of 2-4% each month. Melissa's Clean Suite for Dynamics CRM makes your customer data clean and reliable, turning stale data into a valuable asset for sales and marketing success.
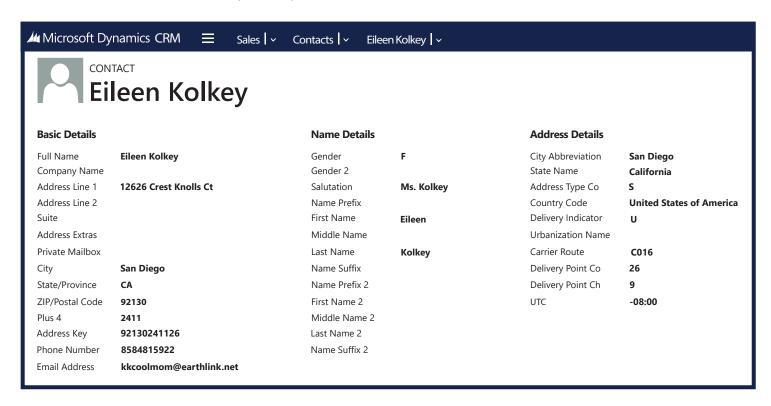
- **Verify, correct and append contacts** before they enter the CRM
- **Improve lead scoring,** sales follow up, and marketing initiatives with up-to-date contact information
- **Protect the quality of your customer data** with data cleansing in real-time at point of entry or in batch

Melissa Add-Ons:

Personator® – a unique, all-in-one service that verifies, updates and completes U.S. and Canada contact data in real-time.

- **Identity:** matches a name to an address for quick, simple customer identity verification
- **Verification:** validates, corrects and standardizes contact name, address, phone, and email
- **Update:** move updates the addresses of U.S. and Canadian customers that have moved – 10+ years of move history
- **Data Append:** adds missing consumer and business name, phone, and email to fill in the gaps in your customer records
- **Enrichment:** adds detailed demographic information like date of birth, deceased info, marital status, household income, as well as rooftop geographic data (latitude-longitude coordinates) associated with an address

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Microsoft Dynamics CRM ☰ Sales | ⌄   Contacts | ⌄   Eileen Kolkey | ⌄

CONTACT
Eileen Kolkey

Basic Details		Name Details		Address Details	
Full Name	**Eileen Kolkey**	Gender	**F**	City Abbreviation	**San Diego**
Company Name		Gender 2		State Name	**California**
Address Line 1	**12626 Crest Knolls Ct**	Salutation	**Ms. Kolkey**	Address Type Co	**S**
Address Line 2		Name Prefix		Country Code	**United States of America**
Suite		First Name	**Eileen**	Delivery Indicator	**U**
Address Extras		Middle Name		Urbanization Name	
Private Mailbox		Last Name	**Kolkey**	Carrier Route	**C016**
City	**San Diego**	Name Suffix		Delivery Point Co	**26**
State/Province	**CA**	Name Prefix 2		Delivery Point Ch	**9**
ZIP/Postal Code	**92130**	First Name 2		UTC	**-08:00**
Plus 4	**2411**	Middle Name 2			
Address Key	**92130241126**	Last Name 2			
Phone Number	**8584815922**	Name Suffix 2			
Email Address	**kkcoolmom@earthlink.net**				

Personator returns a wealth of information associated with a contact leveraging a multi-source database of more than 2 billion records.

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Melissa Add-Ons:

Global Verify – validates contact data as it is entered.

- **Address:** verifies, corrects and standardizes addresses for 240+ countries
- **Email:** pings email mailbox in real-time to ensure it is real
- **Phone:** verifies phone number and authenticates ownership for mobile phones
- **Name:** parses, corrects, and genderizes names from all over the world, plus flags suspicious/vulgar names

Global Express Entry – autocompletes an address as it is entered to save 50% on keystrokes and ensure only the perfect addresses enter your system.

Address 1: Street 1	**111 Andrew**
Address 1: Street 2	
Address 1: City	111 Andrew Road, St, Neots, Cambridgeshire, PE19 2PP,...
Address 1: State/Province	111 Andrew Road, Leicester, Leicestershire, LE7 7BD, Unit...
Address 1: ZIP/Postal Code	111 Andrew Road, Penarth, South Glamorgan, CF64 2NU,...
Address 1: Country/Region	111 Andrew Paton Way, Hamilton, Lanarkshire, ML3 0GA,...
Address 2: Street 1	111 Andrew Lane, Stockport, Cheshire, SK6 8JD, United K...
Address 2: Street 2	111 Andrew Lane, Stockport, Cheshire, SK6 8JD, United Kingdom
Address 2: City	111 Andrew Crescent, Waterlooville, Leicestershire, LE7 7BD, Unit...
Address 2: State/Province	111 Andrews Street, Leicester, Leicestershire, LE3 5PA, U...
Address 2: ZIP/Postal Code	
Address 2: Country/Region	7 results Express Entry - UK

Business Coder – adds detailed firmographic data to business records including company, job title, contact information (name, address, phone, email), employee size, sales estimate, NAICS/SIC code, and more. Covers 25 million U.S. businesses.

About Melissa

Our 35 years of address expertise started with ZIP+4 and turned into so much more. Melissa is a single-source vendor of global address management, data quality and identity verification solutions that help organizations harness accurate data for a more compelling customer view. Our industry-leading solutions have processed over 1 trillion address, name, phone and email records, making it clear why thousands of businesses worldwide trust Melissa with their data quality needs.