MELISSA DATA

CASE STUDY

"The Address Object toolkit has played a vital role in scrubbing address data as it comes in – creating consistent addresses for logical integrity within the data warehouse."

- Keith Stepp
Business Analyst with the City of Tempe

City of Tempe Utilizes Address Validation Tool to Build Data Warehouse

Company
City of Tempe, Arizona

Industry
Governmental Agency

Challenge
The City of Tempe is Arizona's seventh largest city with a population of 160,000 people. To communicate with its constituency, Tempe sends thousands of pieces of mail each week.

And that's where the challenge begins. The city's mailing labels are produced from the address information stored in the city's application database, which is not central in nature. There are several systems in the city that maintain address information and produce mass mailings – utility billing, sales tax, and permitting. Each system is a separate departmental application. Some of these systems are proprietary, others are not.

But the problem lies in the fact that some of the city's contact data contains inaccurate or incomplete address information. Some addresses are improperly spelled, abbreviated, or have the wrong ZIP Code™.

Keith Stepp, a business analyst at City of Tempe, said this is because most line-of-business (LOB) applications have proprietary data structures without a consistent format to store addresses. "The results are inconsistent addresses that cannot be related to each other across systems," Stepp said.

On top of that, the city's mailings have to conform to USPS® CASS™ standards to ensure the highest rate of deliverability.

About City of Tempe

The City of Tempe, Arizona is the state's seventh largest city and is located in the center of the Valley of the Sun. Tempe is bordered by Phoenix, Scottsdale, Mesa and Chandler.

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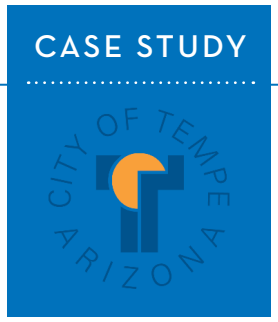

Solution

Address Object – a multiplatform API – validates addresses to the highest level of accuracy, the physical delivery point.

Benefits

- Verifies addresses in batch or point-of-entry to streamline data warehousing
- Standardizes data for faster processing
- Saves money on postage and shipping by eliminating bad addresses
- Appends USPS CASS Certified™ postal codes

Results

Tempe needed to develop an extract, transform and load (ETL) process to standardize and consolidate data into a data warehouse. “The primary purpose of the data warehouse will be to enforce address consistency and then establish logical relationships between disparate systems,” Stepp said. “The goal is to provide a comprehensive information and analysis system that allows users to view information by address.”

That’s why Address Object was integrated into the city’s custom application to feed the data warehouse. “The Address Object toolkit has played a vital role in scrubbing address data as it comes in – creating consistent addresses for logical integrity within the data warehouse,” Stepp said.

By having consistent addresses, the city can now develop relationships between applications that were not possible in the past. The city also is moving forward with its plans to integrate Address Object with its enterprise geographical information system (EGIS). Stepp projects that with this integration, it will be possible for the city to perform spatial analysis on business data.

About Melissa Data

Melissa Data is a leading provider of data quality, marketing and mailing solutions. Melissa Data helps companies acquire and retain customers, validate and enhance data, improve marketing ROI, and save money on postage and mail processing. Since 1985, Melissa Data has helped companies like Mercury Insurance, Xerox, Disney, AAA, and Nestle improve customer communications.

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