

**MELISSA DATA®**

Your Partner in Global Data Quality



01234 EXAMPLEVILLE FRANCE

João Jorge, 11 2, ap. 31 Vila Industrial Campinas - SP'inas - SP 13

дом 5 кв. 15г. Москва 123456Р

Imbreras 4 03201 ELCHE (Alicante)cante)

an Sur Yvette Cedex 91957 France

邮编 528-400 00

区名都路恒大花园花园

da Empresa RSM, CA 92688 USA USA

**Data Quality Solutions for  
a Global Marketplace**

# Welcome to Melissa Data – Your Partner in Global Data Quality

Contact data quality. It's all we do – and we do it better than anyone in the industry. Since 1985, Melissa Data has provided organizations with a leading suite of software, developer tools, and Web services to achieve the highest level of data accuracy and completeness – everything you need to improve customer communications, increase revenue, and fuel growth.



## Why Melissa Data?

- Unlimited technical support
- Free trials with absolutely no risk
- Affordable solutions that scale to fit your business needs
- Unlimited Proof of Concept (POC)
- Professional Consulting Services

## Customers & Partners



# Consume Our Solutions the Way YOU Want

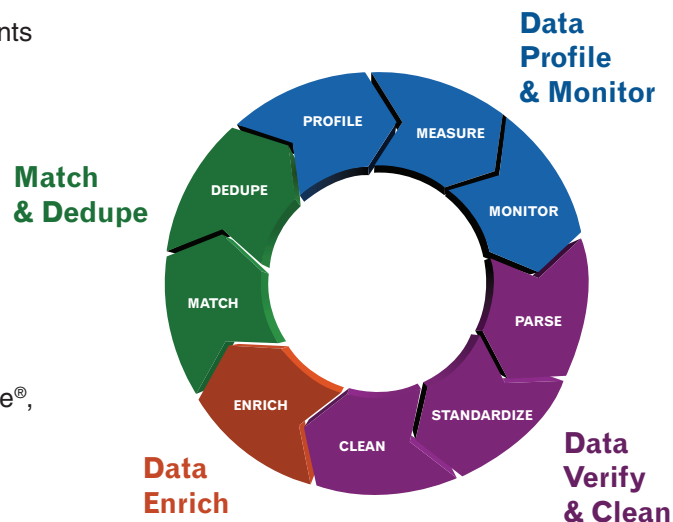
We have solutions covering the Full Spectrum of Data Quality – from profiling to data verification, data enrichment, and matching. No matter what the size of your organization or the sophistication of your IT/development team, we offer a solution that is right for you.

## Developer Tools:

- **Cloud Services** - Hosted solutions for Data Quality without any maintenance headaches
- **Multiplatform APIs** - Fast, on-premise solutions for any OS or Development Language
- **SSIS Components** - Custom data cleansing transformation components for Microsoft® SQL Server® Integration Services

## Business Tools:

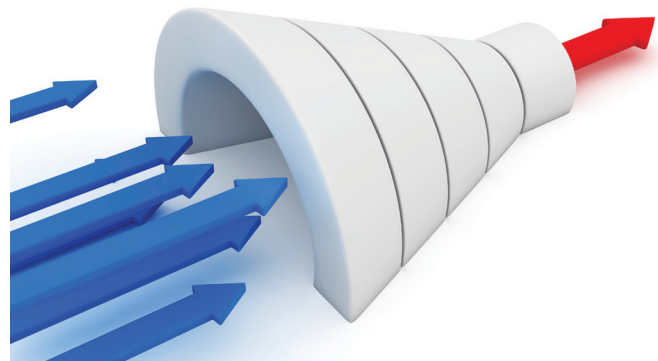
- **Software** - GUI-based matching, mailing, & list hygiene software
- **Batch Processing Services** - The fast & easy way to clean, update, & enhance your contact database; ask about our Full Automation Option for processing day or night, 24/7/365
- **Via Plugin** - Clean & enrich data in Excel®, Dynamics CRM, Salesforce®, Pentaho®, and Magento®



## Discover Database Weaknesses with Data Profiling

Profiling your data is the process of data assessment and continuous data monitoring; and along with data cleansing, matching/deduping, and appending data, it is a critical step in completing the Data Quality Circle. Our profiling solutions analyze new data before it's merged into a data warehouse, and then help ensure data quality once it has been warehoused. It provides a great number of statistics, at varying levels of details, allowing users to develop informed strategies on how best to manage and employ their data. Profiling is available as a multiplatform API or SQL Server component.

- Discovers existing data quality weaknesses in your database
- Enforces business rules on incoming records at point-of-entry and in batch so you can maintain data standardization
- Allows the building of metadata repository that aids in data governance and building strategic datamarts



**Demo &  
Free Trial**

[www.melissadata.com/  
catalog-profiler](http://www.melissadata.com/catalog-profiler)



## Correct & Complete Contact Data Via the Cloud

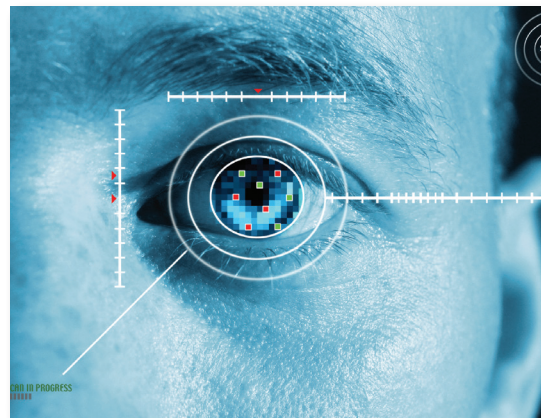
Our Full Contact Data Quality solution-- Personator®--goes beyond simple contact data validation and performs cutting-edge Data Quality Uplift. This Cloud Service cross-references the validity of contact data by verifying your customer record is deliverable, and that names correspond to address, email, and telephone data.

We created it for both large-scale organizations to freshen legacy data and e-commerce retailers wanting to verify contact data at the point-of-entry. Personator features four powerful functions:

- **Check** - Parse & validate all types of contact data & geocode addresses
- **Verify** - Ensure name, address, phone, & email connect to one contact
- **Append** - Add geocodes & demographic info, email addresses, phone numbers, names, & company names to your records
- **Move** - Get the current addresses for individuals & companies that have moved in the last 10 years

**Demo &  
Free Trial**

[www.melissadata.com/  
catalog-personator](http://www.melissadata.com/catalog-personator)



## Address Auto-Completion Solution

Speed up address entry on Web forms and back-end applications and get the correct address 100% of the time. Express Entry® is an auto-completion tool that integrates easily into CRM and Call Center applications. It validates addresses as they are entered, speeds up e-commerce checkout, and improves data quality.

Express Entry's type-ahead search functionality makes it easier for users to enter addresses with up to 50% fewer keystrokes.

- Save money - reduce returned or misdirected invoices & shipments
- Auto-complete addresses for 240+ countries & territories
- Reduce lost leads due to form abandonments
- Upgrade the user experience by making address entry easier



## Demo & Free Trial

**www.melissadata.com/  
catalog-express**





# Address Verification Solutions

Melissa Data's Global Address Verification solutions ensure you have the most accurate address information for over 240 countries and territories. Our global solutions validate and cleanse addresses from all over the world to increase shipping and mailing accuracy, lower costs, and improve overall effectiveness of your marketing initiatives.

- Cover 240+ countries and territories
- Put addresses in standardized mailing format for each specific country
- Correct and standardize global addresses for better matching and consolidation
- Support for 8+ alphabets
- Add missing components such as postal codes, region, etc.
- Country detection for addresses not specifically tagged
- US and Canada change-of-address services

**Demo &  
Free Trial**

[www.melissadata.com/  
catalog-address](http://www.melissadata.com/catalog-address)



## Phone Verification Solutions

Melissa Data's Phone Verification solutions enable accurate verification and correction of worldwide phone numbers for over 200 countries and territories. Update area code and prefix combinations and identify the type of phone number – to reach customers quickly and enhance telemarketing efficiency.

- Determine what country the phone number is from
- Provide geographic information & lat/long coordinates
- Return the predominant language spoken in the phone number region to help prevent the call from being lost in translation
- Return the time-zone code to manage customer relations
- Identify numbers as cell, landline, VOIP, & residence, business, or home office

**Demo &  
Free Trial**

[www.melissadata.com/  
catalog-phone](http://www.melissadata.com/catalog-phone)





# Email Verification Solutions

Our Email Solutions provide real-time email mailbox verification to remove up to 95% of the bad emails in your list and help you avoid blacklists and spam folders. Our solutions utilize cascading levels of verification to provide the quickest, most accurate results possible. Verifying email validity uplifts your campaigns, protects sender reputation, reduces bouncebacks, avoids blacklists and spam traps, and ultimately reduces costs. We also correct general formatting and syntax errors to turn undeliverable addresses into deliverable ones.

- Correct general formatting and syntax errors (i.e., change “@ @” to “@”)
- Verify the domain exists and is responsive using a Web Service  
Domain Lookup
- Find misspelled domains and correct them  
(i.e., correcting joe@version.net to joe@verizon.net)
- Validate and correct top level domain names (TLD)
- Connect directly to SMTP server for verification
- Validate email addresses in real-time or batch

**Demo &  
Free Trial**

[www.melissadata.com/  
catalog-email](http://www.melissadata.com/catalog-email)



## Name Parsing Solutions

Create personalized messages and identify the gender makeup of your database with Name Object®. Name Object, will parse full names and multiple names into five components: Prefix, First, Middle or Initial, Last, and Suffix. Name Object recognizes approximately 536,000 U.S. and German last names and 131,000 U.S. and German first names so you can correct misspelled names like “Jonh” to “John”. You can also apply a gender code to each name in your database. Name parsing helps you reduce waste on fraudulent entries.

- Available as a multiplatform API or Web service
- Flag inappropriate/vulgar words
- Detect company names in the name field
- Add casing for company names
- Increase response rates with personalized salutations
- Customizable – add your own names

**Demo &  
Free Trial**

[www.melissadata.com/  
catalog-name](http://www.melissadata.com/catalog-name)



# Free-Form Parsing Solutions

RightFielder® converts name, address, phone, and email text into structured contact data for use with an RDBMS. RightFielder turns unorganized data into accurately-fielded data using powerful entity recognition and identification algorithms to recognize where fields begin and end, and assign the contents to the correct output property.

## How RightFielder Recognizes and Organizes Contact Data

This solution recognizes up to three lines of street addresses (city, state, postal code and country) and extracts names, company names, email and Web addresses, and phone numbers. It grabs contact info from free-form or unfielded textual data as well as reorganizes inconsistent fielded data into new columns with a single data type.

RightFielder can also define and re-field custom data types like IP addresses, dates, and proprietary account number formats.



**Demo &  
Free Trial**

[www.melissadata.com/  
catalog-rightfielder](http://www.melissadata.com/catalog-rightfielder)



## Geocoding Solutions

Melissa Data's Geocoding solutions assign latitude and longitude coordinates to international addresses for a better understanding of your customers based on location, and to improve business analytics, logistics, and critical decision-making. Our Geocoding solutions incorporate spatial data from multiple private and government sources – a process called conflation – to deliver the most accurate rooftop/delivery point geocoding available.

- Geocoding for 40+ countries
- Rooftop precision for 95% of all U.S. addresses
- Pinpoint customer locations & clusters
- Develop store locator lookup routines
- Map consumer demand trends for effective marketing
- Improve service call response times & delivery schedules

### Reverse Geocoding

In addition, we offer Reverse Geocoding that appends one or more of the closest addresses based on latitude and longitude coordinates.

**Demo &  
Free Trial**

[www.melissadata.com/  
catalog-geocoder](http://www.melissadata.com/catalog-geocoder)



## IP Location Solutions

IP Locator helps you identify an Internet user's geographic location by using an IP address lookup database that employs more than 20 different techniques to determine the physical location of an IP address – including the country, region, city, latitude, longitude, ZIP Code™, ISP, and domain name. The data information is updated and monitored continuously.

- Understand your visitors better by geographic location
- Deliver relevant content to end users
- Redirect users to specific language/country pages
- Reduce credit card fraud
- Prevent password sharing & service abuse
- Ideal for e-commerce & website tracking

**Demo &  
Free Trial**

[www.melissadata.com/  
catlog-ip](http://www.melissadata.com/catlog-ip)



# Identify & Dedupe Duplicate Records

Melissa Data's advance matching solution – MatchUp® – is a powerful tool that helps identify the most difficult-to-detect duplicate records – giving your organization the most accurate, unified view of your contact data across the enterprise. By correctly consolidating your data using MatchUp, you will reduce costs and dramatically increase the effectiveness of any data mining or business intelligence initiative.

## How MatchUp Works

MatchUp leverages advanced fuzzy matching algorithms and deep domain-specific knowledge to granularly identify matches between names and nicknames, street/alias addresses, companies, cities, states, postal codes, phones, emails, and other contact data components.

- Identify related entries within or across multiple datasets to discover profitable relationships
- Eliminate excessive “rules-based” matching
- Find & link data despite content errors & omissions
- Dedupe U.S., Canadian & International records

**Demo &  
Free Trial**

[www.melissadata.com/  
catalog-matchup](http://www.melissadata.com/catalog-matchup)





# Golden Record/Survivorship

Melissa Data's unique approach to determining the most accurate view of the customer – known as the Golden Record – is based on a relevant data quality score, derived from the validity of data such as address, phone number, email and name. Most businesses use generic survivorship rules, but unlike its competitors, Melissa Data incorporates reference data to identify the best record based on several criteria – most complete; best overall quality; and most frequent.

During this survivorship process, duplicate entries are collapsed into a single customer record while retaining any additional information that may also be accurate and applicable.

**Example: The following three records are duplicates.**

NAME	ADDRESS	CITY	STATE	ZIP	PHONE	LAST_VISIT	SALE_AMOUNT
John Doe	22382 Avenida Emp.	RSM	CA	92688		4/16/2013	45
John Doe	22382 Avenida Empresa	RSM	CA	92688	800-800-6245	10/22/2008	
John Doe	22382 Ave. Empresa	RSM	CA	92688	949-2007	8/4/2011	560

The Golden Record selection criteria of the best Data Quality Score (based on Name, Address, and Phone) would select the second record as the **Most Complete**.

NAME	ADDRESS	CITY	STATE	ZIP	PHONE	LAST_VISIT	SALE_AMOUNT
John Doe	22382 Avenida Empresa	RSM	CA	92688	800-800-6245	4/16/2013	560

The Survivorship process allows you to gather column data from one duplicate and gather another column value from another record. In this graphic, incomplete matching records – the most recent sales date (Last Visit) and the highest purchase amount (Sale Amount) – are collapsed to fill in the blanks – to form a complete, accurate, single record.

# Cleanse CRM Data in Salesforce® & Microsoft® Dynamics®

Now it's easy to cleanse your global contact data in two of the world's leading CRM platforms—Salesforce and Dynamics—using a convenient Melissa Data plugin that seamlessly integrates into your CRM.

Our CRM plugins for Salesforce and Dynamics verify international and domestic address, name, phone, and email information. You can quickly and easily verify, check, and update information in real-time or batch, and you can also geocode address data for over 40 countries.

In addition, our Salesforce plugin features an address auto-completion component to save up to 50% in keystrokes.

- Increase sales when your prospect info is clean and up-to-date
- Reduce waste and returned mail and shipments
- Expand your sales territory globally by verifying international addresses
- Map your customer base by adding lat/long geocodes to your records

**Demo &  
Free Trial**

[www.melissadata.com/  
catalog-crm](http://www.melissadata.com/catalog-crm)

The Salesforce logo, which consists of the word 'salesforce' in white lowercase letters inside a blue cloud shape.

salesforce

The Microsoft Dynamics logo, featuring a colorful sailboat icon above the text 'Microsoft Dynamics' in white.

Microsoft Dynamics

# Address Quality Plugins for Shopware® & Magento®

Melissa Data offers address verification and address auto-completion plug-ins for two of the world's leading e-commerce platforms--Shopware and Magento. These plugins feature two powerful address quality components:

**Global Express Entry** - Auto-completes pre-verified addresses in real time and speeds up form entry.

**Global Address Verification** - Validates and cleanses domestic and international addresses after checkout for over 240 countries and territories.

- Reduce form abandonment - Enter address information with up to 50% fewer keystrokes
- Improve address data quality - Only verified addresses enter your system
- Reduce returned shipments, associated charges & customer support issues
- Speed up deliveries & ensure customer satisfaction

**Demo &  
Free Trial**

[www.melissadata.com/  
catalog-e-commerce](http://www.melissadata.com/catalog-e-commerce)



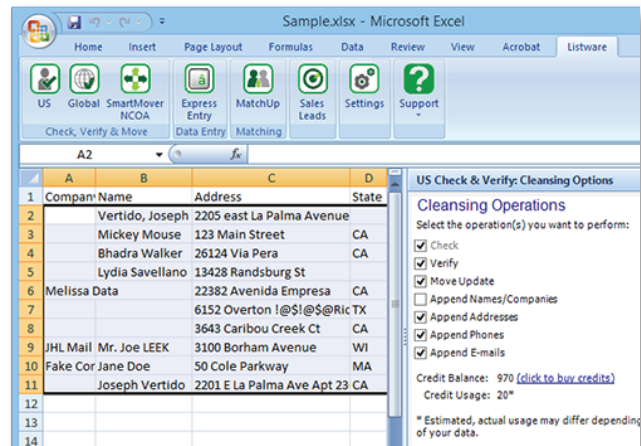
# Data Quality Made Easy in Excel®

This complete data quality suite easily installs into Microsoft® Excel to clean, enrich, and update global contacts in batch and real-time. With just a click, you can clean all of your customer, prospect, and vendor databases to improve communications and ensure responsive sales and marketing campaigns.

- **Data Cleanse** - Verify, correct, and standardize address, name, email, and phone info for 240+ countries.
- **Data Update** - Identify and update the addresses of U.S. and/or Canadian customers that have moved to reduce undeliverable-as-address (UAA) mail and associated waste.
- **Data Enrich** - Add valuable demographic and geographic data to your contact records for better insight and segmentation. Also add missing contact info like email address, phone number, or address for omnichannel marketing success.
- **Unique Entry** - Now, with Express Entry®, you can autocomplete U.S. and international addresses as-you-type ensuring only valid data is entered in less than half the time it normally takes for data entry.

**Demo &  
Free Trial**

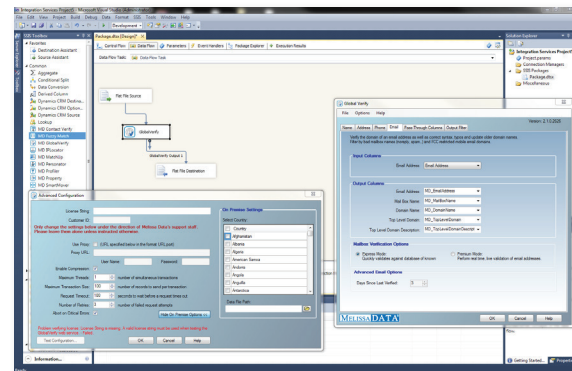
[www.melissadata.com/  
catalog-lwexcel](http://www.melissadata.com/catalog-lwexcel)



# Full Data Quality for SQL Server™ Integration Services (SSIS)

Data Quality Components for SSIS is a suite of data transforms for Microsoft SSIS that deliver the full spectrum of data quality including data profiling, data verification and cleansing, data enrichment, and data matching. With an intuitive interface and drag/drop capabilities, this powerful toolkit makes it easy to unify data into a single version of the truth for Master Data Management (MDM) success.

- **Profiler Transform** - Assess weaknesses in your data that need attention and continuously monitor quality over time.
- **Global Verify and Contact Verify Transforms** - Verify, correct, and standardize global address, name, email and phone data for 240+ countries. Append international geocodes (lat/long coordinates).
- **Personator® Transform** - Utilize multisourced reference data to verify a person's identity and enrich database by adding missing contact information and demographics.
- **SmartMover<sup>SM</sup> Transform** - Update addresses before mailing to reduce undeliverable-as-addresses (UAA) mail and meet the USPS® Move Update requirement for postal discounts.
- **MatchUp® Transform** - Eliminate duplicate records and consolidate similar records (Golden Record & Survivorship) for a single view of the customer.
- **IP and Property Transforms** - Enrich data assets by identifying a Web visitor's geographic location and append property/mortgage information on over 190 million U.S. properties.



**Demo &  
Free Trial**

[www.melissadata.com/  
catalog-ssis](http://www.melissadata.com/catalog-ssis)



## Address Verification Integrations for Oracle®

Melissa Data offers integrated address verification solutions that seamlessly provide address correction in real-time, at the point of entry, as well as via batch processing for Oracle's E-Business Suite, PeopleSoft® Enterprise, and JD Edwards® EnterpriseOne. Our CLEAN\_Address® integrations help reduce returned mail by up to 99%, make it easy to implement your data standards across your organization, and save keystrokes with address auto-completion.

- Real-time address verification for 240 countries and territories
- Batch processing for your records
- Change-of-address processing so you can keep up with customers who have moved
- Geocoding (add Lat/Long coordinates to address records)
- Open API for custom development

**Demo &  
Free Trial**

[www.melissadata.com/  
catalog-oracle](http://www.melissadata.com/catalog-oracle)





## Data Quality Components for Pentaho®

Our Pentaho data quality plugin is the perfect tool for any size organization – from small start-ups to large enterprises. With its powerful extract, transform, and load (ETL) capabilities, and intuitive graphical interface, Data Quality Components for Pentaho makes it easy to clean, validate, enrich, and integrate Pentaho data without any manual coding. It's this powerful functionality that transforms your data into actionable, valuable information.

Pentaho Data Integration (PDI) works with Melissa Data components to deliver a superior data quality platform.

- Parse, validate & standardize international contact data
- Eliminate duplicate records and/or match records for a single, accurate view of contacts
- Add lat/long coordinates to international postal addresses
- Identify geographic location of website visitors
- Update addresses via change-of-address processing
- Presort for First-Class™ & Standard Mail® discounts

**Demo &  
Free Trial**

[www.melissadata.com/  
catalog-pentaho](http://www.melissadata.com/catalog-pentaho)



# Data Enhancement Services Bureau

Melissa Data offers a full menu of verification and enrichment solutions for U.S. and international data via our Data Enhancement Services Bureau. Our Data Services specialists take your list, in any format, and quickly process it for any service or combination of services you require; low minimums and automation makes sending and receiving jobs easier than ever.

## Data Services:

- **U.S. NCOA<sup>Link®</sup> & Canadian Change-of-Address** - Qualify for postal discounts & reduce undeliverable mail
- **Global Address Verification** - Conform to each country's postal standards
- **Email Appends** - Add consumer & business emails
- **Reverse Email Appends** - Match name & postal address to your email records
- **Deduplication** - Merge/purge duplicate records in different formats
- **Demographic Appends** - Add U.S. & Canadian business & consumer lifestyle types
- **Geographic Appends** - Rooftop geocoding, County FIPS, etc.
- **Suppression** - Identify & purge addresses of deceased individuals, inmates at correctional facilities, & do-not-mail registrees



# Melissa Data Partner Program

Melissa Data offers organizations a great opportunity to earn significant recurring revenue. You can integrate Melissa Data products into your applications to add data quality functionality, deliver a sustainable competitive advantage, and increase profit opportunities.

Leverage the power of Melissa Data's data quality tools to cleanse, consolidate, integrate, update, and enrich critical information assets. Our two partner programs:

- **Referral Partner** - Receive compensation for bringing us new business
- **OEM Partner** - Embed/bundle Melissa Data solutions into your products to expand your functionality

**Join Today**

[www.melissadata.com/  
catalog-partner](http://www.melissadata.com/catalog-partner)



## **Melissa Data Corporation**

Worldwide Headquarters

### **United States**

22382 Avenida Empresa  
Rancho Santa Margarita, CA,  
USA, 92688-2112

**Toll Free:** 1-800-635-4772

**[www.MelissaData.com](http://www.MelissaData.com)**



@melissadata



[linkedin.com/company/melissa-data](https://www.linkedin.com/company/melissa-data)

## **International Offices**

**United Kingdom**, London

**[www.MelissaData.co.uk](http://www.MelissaData.co.uk)**

**Germany**, Berlin

**[www.MelissaData.de](http://www.MelissaData.de)**

**India**, Bangalore

**[www.MelissaData.in](http://www.MelissaData.in)**

**Australia**, North Sydney

**[www.MelissaData.com.au](http://www.MelissaData.com.au)**

