



RightFielder Object®

Move Jumbled, Disorganized Contact Data into its Proper Fields

Free Form Contact Parsing

Get control of your data and save money. RightFielder is a programming API utilizing powerful entity recognition and identification algorithms to extract contact information from free form or unfielded textual data. The parsing logic analyzes the input data, recognizes where fields begin and end, and assigns the contents to the correct output property using your predefined layout and field names.

Input Text Stream	Output Result	
Bob Jones 334 warren lane Inglewood CA 90302 9495551212 bob@hotmail.com	Field	Data
	Name	Bob Jones
	Address	334 Warren Lane
	City	Inglewood
	State	CA
	Zip Code	90302
	Email	bob@hotmail.com

Data Types Recognized

RightFielder recognizes up to three lines of street addresses, city, state, postal code, and country. It also recognizes and extracts multiple instances of the following data types: personal names; company and department names; email and Web addresses; and phone numbers. RightFielder provides the flexibility to define and re-field custom data types like social security numbers (SSN), IP addresses, dates, and proprietary account number formats.

Benefits:

- Standardize your database & understand your customers
- Free yourself from re-keying legacy data
- Prevents costly errors due to unfielded data
- Fast-processes about 10 million records per hour

Features:

- Extracts contact information from freeform, textual data
- Recognizes up to three lines of street addresses
- Supports Regular Expressions
- Easily configured to recognize a custom data type
- Free unlimited technical support

What is Unfielded Data?

Unfielded data describes data that is not properly segmented into individual columns within a database. Instead of having one address element per column, for example, you might have a full name and an address in the same column. Disorganized data is difficult to validate and correct and results in poor response rates and costly mailing errors.



Get Started Today!

>> Request a Free Trial: www.melissa.com/data-parsing#demo

Fielded Contact Parsing

RightFielder Object can also parse fielded data, used when the input data is consistently delimited into fields, but the contents of those fields are unknown. RightFielder reorganizes the data into new columns each with a single data type, giving you the control, power and flexibility to transform arbitrary text data without typing, hassles, or delays.

RightFielder examines each field in a record to distinguish between name fields, titles, departments, companies, street addresses, cities, states, ZIP codes, and phone numbers. It then "right fields" the data – moving each line into the correct field using your predefined layout and field names.

RightFielder's parsing logic can reorganize the contents of fields into new columns each with a single data type.

System Requirements

Multiplatform API - Library available for Windows 2003/2008 7/8.x; Red Hat; Solaris: SPARC; AIX: Power, rs/6000, PPC; HP/UX: PA-RISC; and Itanium.

Cloud Web Service - Supports multiple protocols, including: JSON, SOAP, XML, and REST.

IDENTIFY					
	Column 1	Column 2	Column 3	Column 4	Column 5
1	Joey Pars	12345 Main St	joe@aol.com	949-121-3323	91745
2	9823 Collette Ave	10098	232-132-2345	Kim Jones	kim@yahoo.com
3	bill@gmail.com	800-800-1234	2238 Viam Way	92688	Bill Warner
ORGANIZE					
	Column 1	Column 2	Column 3	Column 4	Column 5
1	Joey Pars	12345 Main St	91745	949-121-3323	joe@aol.com
2	Kim Jones	9823 Collette Ave	10098	232-132-2345	kim@yahoo.com
3	Bill Warner	2238 Viam Way	92688	800-800-1234	bill@gmail.com

About Melissa

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. More than 10,000 clients worldwide in arenas such as retail, education, healthcare, insurance, finance, and government, rely on Melissa data quality and ID verification software, including data matching, validation, and enhancement services to gain critical insight and drive meaningful customer relationships.

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