



# Global Name Cloud Service

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## Parse Names and Determine Gender

Identify the gender makeup of your database and create personalized messages with Global Name Cloud Service. It parses names into five components and recognizes 530,000 last names & 132,000 first names so you can correct misspelled names like "Jonh" to "John" or apply a gender code to each name in your database.

## Full, Dual, Inverse, & Mixed First Name Parsing

Global Name Cloud Service takes full names, such as "Mr John James Smith, Jr." and breaks them up into five components. In addition to Full Name parsing, Global Name Cloud Service can also parse:

- Dual Names: Mr. and Mrs. John and Mary Smith
- Inverse Names: Smith Jr., Mr. John James
- Mixed First and Mixed Last: Mr. John L. and Smith, Jr. (when a field is not consistently populated with one format)
- Apply a Gender Code to each name F, M, N (neutral)

## Catch Vulgar Words that Lead to Waste and Fraud

Global Name Cloud Service will also flag names containing possible vulgar words, nuisance names, and associated company words that help you screen out possible hoaxes and pranks.

## Add Casing for Company Names

Global Name Cloud Service recognizes company names (using a special table to understand what are words and what are acronyms in company names) and returns them in Upper or Lower case.

## Create Custom Salutations

Once you've parsed your names, identified gender, and removed non-name or bogus records, Global Name Cloud Service can create the desired custom salutations based on the salutation format you want to use, for instance Formal, Informal, Default Slug, etc.

## System Requirements

**Available Plugins:** Salesforce®, Excel®, SQL Server®, Pentaho®, Scribe, Semarchy®

## Benefits:

- Increase response rates with personalized salutations
- Reduce waste and fraudulent entries
- Remake marketing campaigns according to gender
- Recognize 530,000 last names & 132,000 first names

## Features:

- Flag inappropriate words
- Detect company names in the name field
- Add casing for company names
- Free unlimited tech support
- Supports multiple protocols including JSON, SOAP, XML, and REST

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