

DATA SHEET

Pitney Bowes Spectrum™

Enterprise Data Quality Solution

DATA NORMALIZATION MODULE – FEATURING OPEN PARSER

IDENTIFY, EXTRACT AND STANDARDIZE ANY DATA ELEMENT TO ENSURE CONSISTENT USE ENTERPRISE-WIDE



Summary

The Data Normalization Module with Open Parser allows businesses to easily create and maintain standards and dictionaries for any domain – industry terms, company name derivatives, nicknames, maturity suffixes, business terms, product names, and more – to provide consistency across all touchpoints.

Benefits

- Leverage your data to create a complete, most up-to-date view of your customers
- Apply terminology in your preferred formats – presenting a uniform customer experience
- Increased international support including:
 - > Multiple languages
 - > 61 high level cultures
 - > 143 region-specific cultures
 - > Enhanced tables for given/family names
 - > All in same data input

OVERVIEW

Now with new features and capabilities, including expanded international support of the Spectrum Data Quality Solution, the Data Normalization Module will increase your data quality capability beyond traditional North American customer data.

Consistent Use Of Terms Becomes Consistent Communications

The Data Normalization Module can identify, extract and standardize any data element – ensuring consistent terms are used across a given domain. In addition the newly enhanced Open Parser allows the creation, management and deployment of cultural specific or cultural neutral grammars to identify and isolate key data from streaming data fields. It can support any type of data – customer, product, business. These capabilities enable you to generate the uniform data essential to managing relationships effectively as well as parse any defined domain in any defined language or culture based on a defined grammar.

The Open Parser provides parsing capabilities that are expanded beyond more accurately parsing customer name and address. The new capabilities can transform unstructured,

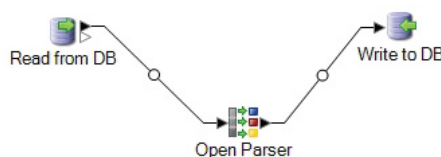
mismatched content and metadata to structured content. It offers multi-domain, culture and language specific parsing enabling users to have full control over definition, behavior and insight into defining the appropriate parsing grammar for data from around the world, giving your organization the agility it needs to expand into and support your customers around the world.

By Applying Standards, You Can Know Your Customers Better

The style and format of your customer data is often subject to the interpretation of the person entering the data. Customers can confound the problem. Sometimes they will use their legal name, other times their nicknames. Nicknames, abbreviates, or misinterpreting data can pollute your database.

The Pitney Bowes Spectrum Enterprise Data Quality Solution Data Normalization Module can meet your needs to create and maintain more accurate, rich customer information. With the Data Normalization Module you can leverage your data to create a complete, most up-to-date view of your customers.

Normalize Your Customer Data – Higher standards. Uniform guidelines. Meaningful brands. The Data Normalization Module makes it easy to standardize terms within your customer data base. This allows you to consistently apply terminology in your preferred formats – presenting a uniform customer experience at all times. and in its preferred form.



Provides quality to more than traditional customer data.

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DATA NORMALIZATION MODULE

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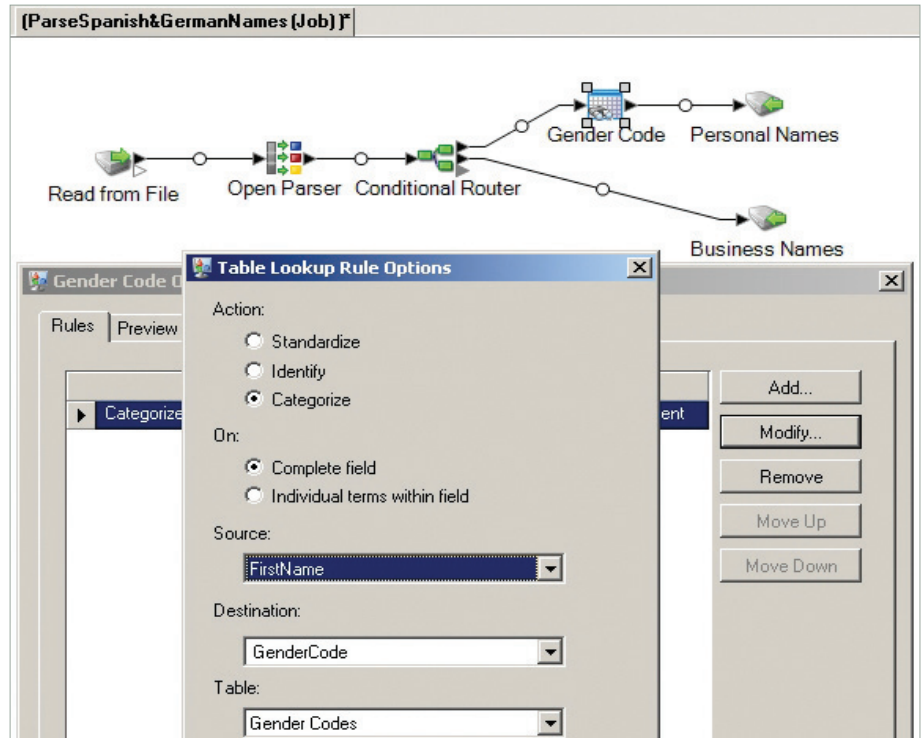
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Our drag-and-drop interface lets you graphically manage complex data flows, making it easier for you to standardize any data element.

Capitalize on More Consistent Data – Knowing your customers is key to growing customer relationships – and that means using the same terminology consistently.

User-defined Domains – Companies can easily create and maintain standards and dictionaries for any domain, including product names, branding elements and business-specific terms.

Multi-level Standardization – Includes changing full words to abbreviations, changing abbreviations to full words, changing nicknames to full names or misspellings to corrected spellings.

Easy Comparisons – Creates non-unique keys which are shared by similar records – and unique IDs for distinct records.

Know Your Data Better – Understand your focus, choosing one or more cultures. Ability to look for patterns in data and common terms. Ability to standardize around tokens.

FOR MORE INFORMATION ON SPECTRUM ENTERPRISE DATA QUALITY SOLUTIONS, CALL US TODAY OR VISIT OUR WEBSITES.

SPECIFICATIONS

Now with 64-bit operating system support along with 64-bit runtime support. For additional information, please visit us at:
<http://www.pbinsight.com/products/data-management/data-quality-and-enrichment/enterprise-data-quality/spectrum-data-normalization-module/>