

## DATA SHEET

# Pitney Bowes Spectrum™

## Enterprise Data Quality Solution

## UNIVERSAL NAME MODULE



### Summary

The Pitney Bowes Spectrum Enterprise Data Quality Solution Universal Name Module breaks down strings of data into multiple fields, so you can standardise data elements with greater accuracy. This module enables you to parse personal names, company names and many other terms and abbreviations—so you can perform automated data quality operations far more effectively.

### Key Components

- **Name parser** – Breaks down personal names, business names and other terms in the name data field into their component parts. These parsed elements can be used by other automated operations such as name matching, name standardisation or multi-record name consolidation.
- **Name variant finder** – Works in either a first name or last name mode in order to query the names database and return name variations.

### OVERVIEW

#### Turn data into usable components so you can know your customers better

Shakespeare once asked “What’s in a name?” A better question for many companies may be “What’s in a name field?” Names are rarely formatted using a consistent structure; and with joint ownership and legal entities such as DBAs and Trusts (not to mention nicknames and typographical errors), it is difficult to apply data with certainty. This matter is compounded with business records, where company names, contact names, titles and job functions add to the complexity, making it even more challenging to perform simple data quality tasks. The Universal Name Module, part of our Spectrum Enterprise Data Quality Solution, offers flexible name parsing capabilities. So you can match, standardise, analyse or consolidate even complex records with confidence.

#### Parse names into their component elements – for consistent, flexible data management

##### Sophisticated parsing

The Spectrum Enterprise Data Quality Solution Universal Name Module provides you with the flexibility to enhance in-house data files as well as purchased mailing list files, quickly and easily parsing information into a range of usable data fields.

##### Data formatting

You decide, with the Universal Name Module you can string data together to

form a single field or break up strings into usable components. It provides you with the flexibility you need to build a clean record format for further processing.

##### Name separation

The Spectrum Enterprise Data Quality Solution Universal Name Module allows names to be separated into multiple elements including title, first name, middle name, surname, suffix (Jr., Sr.) and business title.

##### International knowledgebase

With the Universal Name Module your records are compared against referential data that includes millions of name variations across 204 cultures. Optional name libraries with extensive knowledge of Arabic and Asian names are also available.

##### Name variants

Finds variations, which may have been introduced into your database as a result of typographical errors, letter substitution, alternate spellings and abbreviations. Also considers different spellings based on country of origin (e.g. Michael, Mikhail, Mykolas).

##### Gender and ethnicity

Provides gender and ethnicity information that can be useful for targeting or customised marketing.

##### Custom terms

Create your own list of custom terms to use as the basis for scan/extract operations.

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### UNIVERSAL NAME MODULE

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**PITNEY BOWES BUSINESS INSIGHT  
IS HEADQUARTERED OUT OF  
THE UNITED STATES**

#### PITNEY BOWES BUSINESS INSIGHT

With the industry's most comprehensive set of solutions for maximising the value of customer data, Pitney Bowes Business Insight helps organisations more effectively locate, connect with and communicate to their customers in today's global markets.



The following tables show the number of given (first) names and variation within each culture set. Given name counts include both script and roman characters. Also shown are the surname (last name) counts, which do not include variations. To provide some perspective on breadth of coverage, according to the U.S. Census bureau, the most common 5,000 first names are used by over 90 percent of the U.S. population.

| Culture Set Name Counts | Given | Surname |
|-------------------------|-------|---------|
| Roman*                  | 100K  | 1.2M    |
| Arabic                  | 800K  | 1.2M    |
| Chinese                 | 200K  | 3K      |
| Japanese                | 2.8M  | 650K    |
| Korean                  | 13K   | 300     |
| Russian                 | 29K   | --      |

| Last Name Counts – Roman* | Surname          |
|---------------------------|------------------|
| Africa                    | 40,000           |
| Anglo-Saxon               | 123,000          |
| Central Europe            | 97,000           |
| Balkans                   | 93,000           |
| English                   | 3,000            |
| French                    | 64,000           |
| Germanic                  | 200,000          |
| Greek Orthodox            | 38,000           |
| Hindu/Indian              | 12,000           |
| Iranian                   | 2,500            |
| Irish                     | 1,500            |
| Italian                   | 80,000           |
| Japanese                  | 30,000           |
| Jewish                    | 10,000           |
| Muslim/Arabic             | 100,000          |
| Nordic                    | 88,000           |
| Portuguese                | 6,000            |
| Scottish                  | 1,500            |
| Various Asian             | 186,000          |
| Spanish                   | 35,000           |
| <b>TOTAL</b>              | <b>1,210,500</b> |

For more information, call us today at  
**+44.1753.848.200** or visit [www.pbinsight.com](http://www.pbinsight.com).

| ARABIC LANGUAGE LIBRARY                              |       |       |         |           |
|--|-------|-------|---------|-----------|
| Arabic listed as Script, Latin as English Alphabet   |       |       |         |           |
| Arabic   | Latin | Given | Surname | Quantity  |
| •  |       |       | •       | 23,382    |
| •  |       | •     |         | 14,385    |
|  | •     |       | •       | 1,024,145 |
|  | •     | •     |         | 685,000   |
| •  | •     | •     |         | 830,629   |
| •  | •     |       | •       | 1,281,968 |
|  | •     | •     | •       | 1,277,749 |
| •  |       | •     | •       | 31,524    |
| •  | •     | •     | •       | 1,619,295 |
| CHINESE LANGUAGE LIBRARY                             |       |       |         |           |
| Chinese listed as script, Latin as English Alphabet  |       |       |         |           |
| Chinese  | Latin | Given | Surname | Quantity  |
| •  |       |       | •       | 794       |
| •  |       | •     |         | 42,880    |
|  | •     |       | •       | 1,596     |
|  | •     | •     |         | 104,697   |
| •  | •     | •     |         | 219,698   |
| •  | •     |       | •       | 3,121     |
|  | •     | •     | •       | 105,111   |
| •  |       | •     | •       | 43,414    |
| •  | •     | •     | •       | 222,084   |
| JAPANESE LANGUAGE LIBRARY                            |       |       |         |           |
| Japanese listed as Script, Latin as English Alphabet |       |       |         |           |
| Japanese   | Latin | Given | Surname | Quantity  |
| •  |       |       | •       | 91,620    |
| •  |       | •     |         | 288,878   |
|  | •     |       | •       | 333,130   |
|  | •     | •     |         | 309,351   |
| •  | •     | •     |         | 2,886,644 |
| •  | •     |       | •       | 656,788   |
|  | •     | •     | •       | 573,162   |
| •  |       | •     | •       | 364,062   |
| •  | •     | •     | •       | 3,487,291 |
| KOREAN LANGUAGE LIBRARY                              |       |       |         |           |
| Korean listed as Script, Latin as English Alphabet   |       |       |         |           |
| Korean   | Latin | Given | Surname | Quantity  |
| •  |       |       | •       | 331       |
| •  |       | •     |         | 13,152    |
|  | •     |       | •       | 332       |
|  | •     | •     |         | 13,031    |
| •  | •     | •     |         | 13,157    |
| •  | •     |       | •       | 339       |
|  | •     | •     | •       | 13,233    |
| •  |       | •     | •       | 13,358    |
| •  | •     | •     | •       | 13,370    |

#### The Pitney Bowes Spectrum™ Solutions and Business Services

##### Spectrum Enterprise Data Quality Solution

- Address Now
- Advanced Matching
- Universal Addressing
- Data Normalisation
- Universal Name

##### Spectrum Enterprise Location Intelligence Solution

- Enterprise Geocoding
- Enterprise Location Intelligence
- Enterprise Routing

##### Spectrum Enterprise Data Integration Solution

- Data Services for Oracle
- Data Services for Siebel
- Data Services for SFDC
- Data Services for SAP
- Sagent Data Flow

##### Spectrum Enterprise Data Governance Solution

- Profiler Plus
- Monitor Plus

##### Spectrum Business Services

- Spectrum OnDemand
- Enterprise Routing
- Global Sentry
- Enterprise Tax Management
  - Sales & Use
  - Payroll
  - Personal Property
  - Insurance Premium Tax
- Business Application Connectors
  - Data Quality Connector for:
    - MySAP CRM v.5.0, v.6.0
    - MySAP ERP v.5.0, v.6.0
    - Siebel Enterprise Apps v.7.8, v.8.0
    - Siebel Industry Apps v.7.8, v.8.0