

SOLUTION DATA SHEET

Pitney Bowes Spectrum™ Enterprise Data Quality Solution

UNIVERSAL ADDRESSING MODULE—
VALIDATES AND CORRECTS ADDRESSES
FOR OVER 240 COUNTRIES

Solution overview

With the Universal Addressing Module you can easily format, standardize and validate addresses for over 240 countries and territories. You can relax knowing that your international addressing solution fully complies with the applicable postal authority guidelines, Universal Postal Union standards and produces CASS, SERP, SNA, AMAS and SendRight certified output where your needs require it. The Universal Addressing Module automatically corrects, completes and formats address data in batch or real time based on your specific requirement. Whether your need is to ensure accurate and consistent address data globally or to earn the greatest postal discounts while assuring that your valuable communications reach the intended recipients, the Universal Addressing Module can help.

The Universal Address Module provides support for:

- Coding Accuracy Support System (CASS®), Delivery Point Validation® (DPV™), Residential Delivery Indicator® (RDI™)
- Early Warning System® (EWS™) – weekly updates from the postal service of new addresses not yet part of the USPS® monthly cut
- LACS Link™ – Locatable Address Correction System as part of the E911 street name conversion initiative (Pitney Bowes Software can automatically identify and update the street names)
- SuiteLink™ – appends suite numbers to business addresses
- Corrects formats for every country in the world
- International characters with umlauts and accents
- Transliterate between roman characters and 9 other character sets
- Assign a geocode (latitude and longitude) to addresses for mapping and analytics

Capabilities

- Validate Address: standardizes addresses using the appropriate postal data
- Get City State Province: returns the city and state/province for a given postal code
- Get Postal Codes: returns the postal codes for a given city
- Get Candidate Addresses: returns a list of possible matches for a given address

SUMMARY

The Pitney Bowes Spectrum Universal Addressing Module ensures accurate capture of customer addresses at the point of data entry by automatically correcting, completing and formatting address data in real time for all your mailings.

Added value

Increase accuracy, meet standards and save time & money

The Universal Addressing Module ensures accurate capture of customer addresses at the point of data entry. By preventing bad addresses from becoming part of your database, you can improve customer satisfaction, and your profitability, month after month. The Universal Addressing Module can be used in batch mode, real-time mode, or as a hosted service (i.e., SaaS capability), depending on which option you need. All hosted services provide the same features and functionality as do the local services.

The CASS®-Certified™ advantage

The Spectrum Enterprise Data Quality Solution Universal Addressing Module is CASS®-Certified™ by the USPS and meets all requirements of the Coding Accuracy Support System.

Enhance productivity and user experience

The Spectrum Universal Addressing Module can help customer facing employees (e.g. CSRs, Agents, etc.) assist customers more quickly, improve user satisfaction and decrease data entry errors while reducing keystrokes by auto-completing addresses as they are being entered. The Universal Addressing Module can play a vital role in improving your organization's data at the time of entry.

The screenshot shows the Enterprise Designer interface. On the left is a 'Palettes' window with various data processing tasks like 'Read Spatial Data', 'Spatial Calculator', 'Spatial Union', 'Universal Addressing', 'Get Candidate Addresses', 'Get City State Province', 'Get Postal Codes', 'Validate Address', 'Validate Address AUS', 'Validate Address Global', 'Universal Name', 'Name Parser', and 'Name Variant Finder'. The main workspace displays a workflow diagram: 'Read from File' -> 'ValidateAddress' -> 'Point' -> 'Conditional Router' -> 'Write Validated' and 'Write Failed'. Below the diagram is an 'Inspection Results' window with a table of data.

File Name	AddressLine1	AddressLine2	AddressLine3	AddressLine4	City	State/Province	Country	PostalCode	ProcessedBy	Confidence	CountryLevel	RecordType
Acme Widgets L.	5525 South Maple				Houston	TX	United States Of	77229-2524	USA	99	A	HighRisk
Acme Widgets L.	9288 Mission Center Rd				San Diego	CA	United States Of	92122-2975	USA	99	A	HighRisk
Acme Widgets L.	9040 Rainbow Dr				Houston	TX	United States Of	77070-4526	USA	98	A	HighRisk
Acme Widgets L.	101 Ridge St				Blaine Falls	NY	United States Of	12801-3624	USA	98	A	HighRisk
Acme Widgets L.	11525 Stonehollow Dr #A				Austin	TX	United States Of	78790-3362	USA	95	A	HighRisk
Acme Widgets L.	11525 Stonehollow Dr #A				Austin	TX	United States Of	78790-3362	USA	95	A	HighRisk
Acme Widgets L.	175 Water St Fl 24				New York	NY	United States Of	10038-4918	USA	95	A	HighRisk
Acme Widgets L.	175 Water St Fl 24				New York	NY	United States Of	10038-4919	USA	95	A	HighRisk
Acme Widgets L.	5400 Laguna Dr				Plano	TX	United States Of	75024-9105	USA	100	A	Normal
Acme Widgets L.	4321 N Ballard Rd				Appleton	WI	United States Of	54919-0001	USA	100	A	FirmRecord
Acme Widgets L.	4321 N Ballard Rd				Appleton	WI	United States Of	54919-0001	USA	100	A	FirmRecord

Windows-based tools and drag-and-drop interface make it easy for you to quickly parse and format information into usable data fields.

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Capitalize on more reliable address data

Knowing your customers is key to growing customer relationships—and that means you need accurate, properly formatted addresses. The Pitney Bowes Spectrum Enterprise Data Quality Solution provides the data quality tools you need to create and maintain accurate rich customer information. With this solution, you can clean, match and consolidate customer data to leverage the most up-to-date, complete view of your customer across your organization.

For additional information, please visit us at: <http://www.pbinsight.com/products/data-management/data-quality-and-enrichment/enterprise-data-quality/spectrum-universal-addressing-module/>

For more information call 800.327.8627 or visit us online: www.pb.com/software

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Every connection is a new opportunity™



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