

# WebSmart Services



The **Smart Way** to Validate, Correct and Enrich Contact Data.



# A Single Source for Data Quality Solutions

Harness the power of Melissa Data's WebSmart Services to efficiently handle all of your contact data quality requirements. Ensure that all your contact data – including addresses, names, telephone numbers, and emails – are valid. WebSmart Services can be integrated anywhere into your business chain to ensure the integrity of your database from real-time point-of-entry with Web forms and call centers to batch processing data assets across the enterprise. The Melissa Data WebSmart Services are savvy and enable a level of confidence that transcends ordinary infrastructure to control the capture, maintenance, analysis, and dispersement of critical contact data.

## ADVANTAGES OF USING WEBSMART SERVICES

The ability to purchase and access address verification and data quality solutions in real-time, 24/7, is very appealing because additional IT resources are not needed to integrate and maintain the service, and there is no software to buy or large upfront capital outlays. WebSmart Services eliminate the effort associated with maintaining and updating files – Melissa Data automatically keeps all the data current for you.

### WebSmart Savvy

- Verify, correct & standardize U.S. & Canadian address data
- Validate phone numbers & email addresses
- Catch data entry errors in real time & reduce keystrokes
- Protect against fraud & waste
- Personalize & target communications for enhanced ROI
- Save money on production, postage & shipping
- Enrich existing data for business intelligence & data mining
- Analyze customer information for targeted campaigns

## WebSmart Services

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The ability to maintain clean, reliable marketing data across multiple capture mediums is **essential** for everything we do. Using Melissa Data's products allows us to validate and standardize our data and make it as clean as possible.

- Kevin Parker, Senior Marketing Database Specialist  
Digital Evergreen

WebSmart is fast with sub-second processing speeds that make it ideal for call center, health care, financial, and retail applications.



# The Core Components for Accurate, Enriched Data

Your contact data is without question one of the most valuable assets in your organization. The Data Quality Suite of WebSmart Services includes four core components that allow you to protect your database behind a data quality firewall. Data coming in via a call center or online shopping cart is verified and corrected at point of entry – before it enters your CRM system – minimizing bad contact data- including inaccurate street and email addresses, vulgar names, and incorrect phone numbers.



## WebSmart Address Verifier

Parses, standardizes, corrects, and enriches U.S. and Canadian addresses to increase deliverables, reduce wasted postage and printing, and enhance response and ROI.

- USPS® CASS Certified™
- Adds ZIP + 4®, carrier route & Postal codes
- Adds missing business & residential suite numbers



## WebSmart Name Parser

Parses and genderizes names to enable personalized communications, determine overall gender makeup of database, and create targeted, gender-based campaigns for greater response.

- Parses full names (first, middle, last, prefix, suffix), dual, inverse, & mixed first/last names
- Appends gender code to first names
- Detects company, suspicious & vulgar words



## WebSmart Phone Verifier

Parses and validates U.S. and Canadian phone numbers to the 7 or 10-digit levels to improve telemarketing efficiency, reduce data entry errors, and eliminate redialing and operator assistance.

- Identifies & validates toll-free numbers (800, 866, 877, 888)
- Appends geographic data linked to phone number location
- Identifies numbers as business, residential, SOHO, cell, land line, or VOIP



## WebSmart Email Verifier

Parses, validates, corrects and standardizes email addresses to improve communication performance, increase response rates, and reduce online fraud and chargebacks.

- Checks for general format syntax errors, domain name changes, & improper email address format for common domains
- Removes invalid characters
- Verifies if domain name exists through the MailExchange lookup for real-time feedback

### DATA SUBMITTED TO SERVER

Name ..... Mr John Wayne Brown, Jr  
Company ..... Melissa Data Corp  
Address ..... 22382 Empresa 92688  
Phone ..... 7145895200  
Email ..... john@800miAL.con

### Address Data Returned

Company ..... Melissa Data Corp  
Address ..... 22382 Avenida Empresa  
City ..... Rancho Santa Margarita  
State ..... CA  
ZIP ..... 92688  
+4 ..... 2112  
Carrier Rt ..... C056  
Delivery Pt ..... 821  
CountyName ..... Orange  
Time Zone ..... Pacific

### Name Data Returned

First Name ..... John  
Middle Name ..... Wayne  
Last Name ..... Brown  
Prefix ..... Mr  
Suffix ..... Jr  
Gender ..... Male

### Phone Data Returned on 949-589-5200

Area Code ..... 949  
Prefix ..... 589  
Suffix ..... 5200  
Extension ..... 827  
City ..... Trabuco Canyon  
Latitude ..... 33.635101  
Longitude ..... -117.599602  
Results ..... Verified Business  
Line ..... Landline

### Email Data Returned

TLD ..... com  
Domain ..... melissadata  
TLD Desc ..... Operated by Verisign  
Email ..... JohnB@melissadata.com  
Status ..... V



The strength of WebSmart Services lies in its integration. With just a **click of a button**, an address is verified and corrected. The integration is seamless.

- James Nelson, Director of Software Development  
APX Alarm Security Solutions, Inc.

# WebSmart Services - A La Carte

The modular architecture of the WebSmart Services employed allows you to incorporate additional functionality from a collection of data validation and enrichment components to enhance the power and performance of your contact database. Choose any or all of the following to design the ideal WebSmart Service package for your business applications:



## WebSmart GeoCoder

Appends the latitude and longitude coordinates of U.S. addresses to enable dealer/locator/distance lookup routines and profile customers by common demographic and geographic traits. Geocode to the 9-digit ZIP + 4 or the 11-digit delivery point (rooftop).

- Adds Census Tract & Block numbers
- Adds Census Core Based Statistical Area (CBSA) data
- Adds County Name & FIPS, plus Place Name & Place Code



## WebSmart IP Locator

Provides geographic information on visitors to your website to help you localize and personalize Web content for global visitors, filter access, and target ad campaigns for greater response.

- Identifies city, region & country
- Identifies ISP & domain name
- Provides latitude/longitude



## WebSmart Global Address

Ensures that only accurate global addresses are fed directly into an online shop, a CRM/ERP system, or a call center application.

- Corrects address data for over 240 countries & territories
- International addresses formatted to the postal standards of respective country
- Speeds data entry by as much as 40%



## SmartMover Change of Address

Appends change-of-address information in real time to U.S and Canadian customer records to save money on postage and printing.

- 48-month USPS® NCOALink® Move-Update
- 72-month Canada Post National Change of Address®
- Meet USPS requirements for First-Class™ & Standard Mail® postal discounts

Address Input	22382 Empresa 92688
Latitude	33.638915
Longitude	-117.603858
Census Tract	032026
Census Block	1
CBSA Title	Los Angeles-Lng Bch-Snta Ana
CBSA Level	Metropolitan Statistical Area
CBSA Div Code	42044
CBSA Title	Santa Ana-Anaheim-Irvine
CBSA Div Level	Metropolitan Statistical Area
County FIPS	06059
County Name	Orange
Place Code	0659857
Place Name	Rancho Santa Margarita

IP Address Input	216.231.3.166
Latitude	33.4774
Longitude	-117.705
ZIP	92624
Region	CALIFORNIA
Name	COX COMMUNICATIONS INC
Domain	COX.NET
City Name	DANA POINT
Country	UNITED STATES
Abbreviation	US

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Since we've been using Melissa Data's Data Quality Web Service, we've cut down significantly on data entry errors and returned mail.

- Richard Amling,  
In-house Marketing Analyst  
Saab Cars

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We were looking for a tool that was **CASS Certified** and offered a Web service component to allow us to validate submissions in real-time. Melissa Data has proven itself as a top-tier provider of address validation for high volume mail and call center environments.

- Rebecca Cap Mertens, Vice President of Operations  
PCI



### WebSmart Street Search

Provides direct access to the National Data files for the ability to generate street suggestions for undeterminable addresses.

- Matches a street name or partial street name against a city name or ZIP Code™
- Matches incorrect or misspelled addresses to the valid range
- Returns known valid address ranges that match input street name

Address Input	22382 Emp Rancho Santa Margarita, CA
Range Low	22300
Range High	22398
Range Odd/Even	E
Street Name	Empresa
Street Suffix	AVDA
Zip	92688



### WebSmart ZIP Search

Searches and matches geographic data to a ZIP Code and city information that match a specific pattern within a state to correct misspelled city names in your list.

- FindZipInCity returns the same info for every ZIP Code that matches input city/state combo
- FindCityInState determines if input full or partial city name matches a valid city name in the state
- Returns geographic data about one or more city names that match the input ZIP Code
- Returns data on carrier route, county name, FIPS code, Postal facility type, latitude/longitude

Zip Input	92821
City Name	Brea
County Name	Orange
Area Code	714
Latitude	33.9226
Longitude	-117.8937



### WebSmart Property NEW

Provides information about a U.S. property including ownership, taxes, and value.

- Returns assessed and calculated values, footage, owner's name, address & date of sale
- Returns mortgage amount, lender information & taxes
- Returns building footage, property footage, number of rooms, year built
- Returns county name, FIPs code & census tract and block
- Updated weekly



### WebSmart Delivery Indicator

Identifies property address as Business or Residential.

- Reduces residential delivery surcharges
- Provides online rate-shopping services for Web orders
- Easy integration into WebSmart Address Verifier

# WebSmart Services – The Way You Need Them

WebSmart is available as hosted services, or you can choose to host them yourself utilizing our Contact Verification Server (CVS) – a turnkey data quality appliance.

## Hosted WebSmart Services – Scalable, Flexible, Neutral

When we host your service, all that is required to use WebSmart is an Internet connection and the programming language of your choice. There are no files to maintain or update. And because WebSmart is operating system and programming language neutral, you can use our service anywhere.

- Multiple protocols: REST, SOAP, XML
- SSL 128-Bit Encryption
- Redundant distributed server farms



Redundant distributed server farms across the U.S. ensure 99.99% Web service uptime.

## Self-Hosted WebSmart Services – Secure, Private, Fast

Our self-hosted WebSmart solution is called the Contact Verification Server - a best-of-breed turnkey data quality appliance that incorporates six WebSmart components for contact data verification and enrichment, including address, phone, and email verification, name parsing, geocoding, and change-of-address processing.

The Server is particularly beneficial to industries where security and privacy need to be rigorously safeguarded. Meet and exceed HIPAA, Sarbanes Oxley, and other privacy and compliance guidelines by enriching, scrubbing and validating customer data completely in-house, safely and securely.

### The Contact Verification Server is available in three versions:

Depending on your processing requirements, Melissa Data offers the Verification Server in three versions to meet your contact data quality demands:



#### 1. Data Quality Appliance

A hardware rackmounted appliance Windows Server® built by Dell® delivers enterprise-level speed to verify more than 7 million records per hour. Data never leaves your premises for maximum security. It can be clustered together for increased scalability, throughput, and redundancy.



#### 2. VMware Server Instance

VMWare image of the Contact Verification Server to host on your ESX Server. Spin up new instances as needed for truly dynamic load management and failover. Data never leaves your premises for maximum security.



#### 3. Cloud Based Server

The Contact Verification Server hosted on the cloud. No expensive hardware or software expenditure requirements. Spin up new instances as needed for truly dynamic load management and failover.



# The Contact Verification Server Advantage

## Service Architecture

The Contact Verification Server enables a turnkey high-performance Web Server using proven architecture and an optimized Microsoft® IIS configuration for rapid development that is dedicated and secure. One server can be connected to many clients and any changes can be applied to all clients.

## Flexible

Flexible communication protocols: SOAP; REST; or XML allow clients on any platform to cleanse and enhance contact data.

## Streaming Updates

The Contact Verification Server incorporates smart scripts to automatically fetch and install all weekly, monthly, and quarterly datasets that maintain optimal data integrity. Notifications alert staff upon success or failure of the scheduled installations.

## Clustering Support

Contact Verification Servers can be clustered together for additional scalability using Network Load Balanced clustering available with Microsoft Windows® Server. This design provides scalable processing and eliminates any single point of failure.

## Award-Winning Support

Melissa Data was ranked #1 in customer satisfaction by analyst firm Information Difference for its support. The Contact Verification Data Quality Appliance is built by Dell and carries a flexible support contract with Melissa Data.

- Next-business day replacement
- WebSmart online failover
- Unlimited technical support
- Includes annual data subscriptions



Melissa Data guarantees mission-critical replacement of the Dell-built appliance.

## Any Client, Anywhere

Building a client for the appliance is very easy. Code examples are provided for most languages to assist organizations with customizing applications, websites, batch programs, or RBDMS stored procedures to both scrub and verify vital contact information.

## Real-Time Failover

The Contact Verification Server leverages real-time failover using the Melissa Data distributed WebSmart infrastructure. This optimal strategy gives clients a last-chance effort in the event of the unlikely failure of an appliance.

## Energy Efficient

Energy Smart design by Dell saves 48 watts in energy consumption and hundreds of dollars in energy costs over the appliance lifetime.

## Inspiring Performance

The Contact Verification Server has been clocked at speeds of over 7 million validated records per hour, suitable for enterprises large and small.

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We've been incredibly reliant on the service. It's a key component in all the software we use here.

- Wayne Clavering, Director of Technology  
Project Open Hand

# Welcome to Melissa DATA

Melissa DATA Corporation, founded in 1985 by Raymond F. Melissa, specializes in Data Quality Solutions that enable every type and size organization to achieve the highest level of contact data accuracy for database management, target marketing, CRM, and direct mail applications. For more than 10 years, Melissa DATA has been recognized as the leading industry provider of commercial Web services, and is dedicated to continually expand the capabilities of the services.

## BATCH SERVICES BUREAU

Melissa Data offers a full venue of verification and enrichment solutions for U.S., Canadian, and Global contact data. Our Data Services specialists can take your list, in any format, and process it for any service or combination of services you require, including move update, appends, deduping, geocoding, and suppressions.

## AWARDS & RECOGNITION

Health Management Technology selected the Melissa Data Contact Verification Server as one of the **“Coolest Products of 2010.”**

Information Management Magazine named Melissa Data a **“Top 100 Company.”**

Information Difference ranked Melissa Data **“Highest in Customer Satisfaction”** in their Data Quality Landscape Report.

## MELISSA DATA ASSURANCE

We are proud to offer you risk-free product trials, low-price pledges, and full money-back guarantees. Melissa Data is so confident you will see immediate and significant benefits when you implement the Data Quality Suite of WebSmart Services that we guarantee you will see 100% return on your investment within 120 days or we'll refund your entire purchase price.

**1-800-MELISSA (800-635-4772)**

**[www.MelissaData.com](http://www.MelissaData.com)**



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