Data Quality at your service 24/7
Customize lookup and verification routines to clean up, standardize, and enhance contact information... in seconds! Empower your custom applications or Web site to do all the work for you using a SOAP document or XML and the Internet.

- Nothing to install, update or maintain
- Use on any operating system
- Real-time validation at point of entry or batch
- Send up to 100 records at a time
- Catch data entry errors & reduce keystrokes
- Automatically complete city/state fields
- Eliminate fraud & cut the waste of bad data

Quality data begins with accuracy
Addresses are verified and standardized by the Melissa Data Address Object powered by a CASS Certified™ engine. It meets the strictest USPS® requirements for address accuracy and ZIP + 4™ encoding. Phone numbers are verified for area code/prefix accuracy and updated with new area codes that have split. Full names are split into five components for easy fielding and a gender code is added based on the first name.

- Verify & correct any U.S. address
- Standardize U.S. & Canadian addresses
- Validate & update U.S. & Canadian phone numbers
- View valid address options for multiple match & non-verified addresses
- Update area codes that have split
- Parse full names & append gender

Convenient and compatible
Data Quality Web Service works on any operating system with programs written in a variety of languages. The sample source code makes it easy to customize your verification and lookup routines.

<table>
<thead>
<tr>
<th>Operating Systems</th>
<th>Sample Source Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>• AS400</td>
<td>• ASP</td>
</tr>
<tr>
<td>• MAC</td>
<td>• C++</td>
</tr>
<tr>
<td>• MS Window</td>
<td>• C#</td>
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<td>• OS2</td>
<td>• Perl</td>
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<tr>
<td>• Linux</td>
<td>• PHP</td>
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<tr>
<td>• Unix</td>
<td>• VB Basic.net</td>
</tr>
<tr>
<td></td>
<td>• Visual Basic</td>
</tr>
</tbody>
</table>

Easy setup for client-server applications

Resolve address discrepancies
Select the correct address based on the partial or inaccurate address elements in a record. The Street Search function will show you all the valid options available for an address that it was not able to verify, or where it found multiple matches.

Data Quality Web Service Add-ons
Increase deliveries with DPV™ & RBDI
Add powerful data quality options to your Web service to improve deliverability and increase database efficiency. DPV runs concurrently with the address check function and validates addresses to actual point of delivery. RBDI identifies the delivery type as business or residential.

Link ZIP + 4 to demographics with Geocoder
Geocoder appends the latitude/longitude coordinates and Census tract and block numbers to the ZIP + 4 level. Use the geographic and demographic data to profile customers and analyze your database. Use lat/long with mapping applications to pinpoint customer locations and find closest dealer sites to callers.

- Add latitude/longitude to U.S.& Canadian addresses
- Append Census tract & block numbers
- Apply distance calculations to custom applications
Sample of data returned using Data Quality Web Service for SOAP & XML

**DATA SUBMITTED VIA SOAP OR XML**

Name: Mr John Wayne Brown Jr  
Company: Melissa Data Corp  
Address: 22382 Empresa  
City: Rancho Santa Margarita  
State: CA  
ZIP Code: 92688  
Phone: 7145895200  

**MAILING ADDRESS Data Returned**

Company: Melissa Data Corp  
Address: 22382 Avenida Empresa  
City: Rancho Santa Margarita  
State: CA  
ZIP Code: 92688  
Plus 4: 2112  
Address Type: S  
LACS Indicator: C056  
Carrier Route: 22382 AVDA  
Delivery Point: 82  
City Abbreviation: Rcho Sta Marg  
County Name: Orange  
County FIPS: 06059  
Country: US  
Status: Verified  

**GEOGRAPHIC AREA Data Returned**

Time Zone: Pacific  
MSA: 5945  
PMSA: 5945  
Congressional Dist: 48  

**PHONE Data Returned**

Area Code: 714  
Prefix: 589  
Suffix: 5200  
Extension: 111  
New Area Code: 949  
Status: Corrected  

**NAME Data Returned**

First Name: John  
Middle Name: Wayne  
Last Name: Brown  
Prefix: Mr  
Suffix: Jr  
Gender: M (Male)  

**DPV Data Returned ADD-ON SOAP OR XML**

CMRA: N  
DPVFootnotes: AA BB  
DPVStatusCode: V  
DPVStatusActionCode: V  

**GEOCODER Data Returned ADD-ON SOAP OR XML**

Latitude: 33.638915  
Longitude: -117.603858  
Census Tract: 03206  
Census Block: 4021  
County Name: Orange  
County FIPS: 06059  

**ADDITIONAL RETURNS AVAILABLE**

The following packages can only be enabled in the SOAP version of DQWS.

**STREET SEARCH (SOAP)**

Data input: 223 Empresa  
STREET Data Returned  
Count: 31  
AddressType: S  
CarrierRoute: C056  
Primary Range Low: 000022300  
Primary Range High: 000022398  
Primary Range Odd/Even: E  
Street Name: EMPRESA  
Street Suffix: AVDA  
ZIP5: 92688  
Plus4.Low: 2112  
Plus4.High: 2112  

**ZIPS IN CITY (SOAP)**

Data input: Rancho Santa Margarita, CA  
ZIPS IN CITY Data Returned  
ZIPCodeData.count: 1  
ZIP5: 92688  
City Name: Rancho Santa Margarita  
City Abbreviation: Rcho Sta Marg  

**CITIES IN STATE (SOAP)**

Data input: Rancho Sa* CA  
CITIES IN STATE Data Returned  
City Name: Ranch Santa Fe  
City Abbreviation: Rcho Santa Fe  
State: CA  
City: Rancho Santa Margarita  
City Abbreviation: Rcho Sta Marg  
State: CA  

**RBDI ADD-ON SOAP ONLY**

Delivery Indicator Code: B  
The Residential Business Delivery Indicator determines type of delivery prior to shipping.

**Canadian GEOCODER ADD-ON SOAP ONLY**

Geocoder for Canadian Addresses is an add-on product currently available only for the SOAP version of DQWS. It appends the latitude and longitude coordinates to the Postal Code of a Canadian address.

All U.S. Addresses are matched to the USPS monthly updated National Address File. Canadian addresses are matched to the Canada Post Address File. Not all features are available with XML service. Please call for Web Service and add-on pricing.

The price at which DPV is being offered is not established, controlled or approved by the USPS®. The following trademarks are owned by the United States Postal Service®: DPV, CASS, CASS Certified, USPS, ZIP, ZIP Code, and ZIP + 4. AD#F:06