

Contact Verification Server



Empower your business with a next-generation Data Quality Appliance from Melissa Data

The Contact Verification Server (CVS) is the inaugural WebSmart data quality appliance from Melissa Data designed to empower a business with rapid, secure Web services to verify, correct, and enrich contact records. Use the Server to enable batch processing, or serve as a firewall providing realtime, point-of-entry cleansing to ensure dirty data never contaminates business operations. The Contact Verification Server is a best-of-breed, turnkey solution that incorporates Melissa Data cleansing utilities with off-the-shelf hardware to deliver a proven, scalable, data quality architecture for any type and size organization. The server, built by Dell™, delivers enterprise-level speed to verify more than 7 million records per hour and can be clustered together for increased scalability, throughput, and redundancy.

Bundled Data Quality



WebSmart Address Verifier:

Parses, standardizes, and corrects U.S. and Canadian addresses with a USPS® CASS™ and Canada Post certified engine. Appends postal codes, and adds missing suite numbers using the Melissa Data exclusive Address Plus technology.



WebSmart Phone Verifier:

Parses and validates U.S. and Canadian Phone numbers to the 7 or 10-digit levels. Updates area codes, validates toll-free numbers, and identifies numbers as business, residential and cell, landline or VOIP.



WebSmart Email Verifier:

Parses, validates and standardizes Email addresses using syntax correction, domain name validation, and misspelling correction.



WebSmart Name Parser:

Parses and genderizes full names (prefix, first, middle, last, suffix) in dual, inverse, and mixed formats. Name Parse incorporates a database of all first names from the U.S. Census Bureau.



WebSmart GeoCoder:

Returns Latitude and Longitude coordinates to the ZIP + 4® level along with Census Tract and Block numbers, CBSA data, County Name and FIPS, plus Place Name and Place Code.



SmartMover: Change of Address Updates

Melissa Data's flagship SmartMover real-time Web Service provides change-of-address updates for U.S. and Canadian customer records. Melissa Data is a nonexclusive, full service licensee for both the USPS NCOA^{Link}® processing as well as Canada Post NCOA® processing.

DATA SUBMITTED TO SERVER

Name Mr John Wayne Brown Jr
 Company Melissa Data Corp
 Address 22382 Empresa 92688
 Phone 9495895200,827
 Email..... john@800miAL.com

ADDRESS DATA Returned

Company Melissa Data Corp
 Address 22382 Avenida Empresa
 City Rancho Santa Margarita
 State CA
 ZIP 92688
 Plus 4..... 2112
 Carrier Route C056
 Delivery Point 821
 County Name Orange
 Time Zone Pacific

NAME DATA Returned

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

EMAIL DATA Returned

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

PHONE DATA Returned

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

GEOCODER DATA Returned

Latitude..... 33.640427
 Longitude..... -117.607915
 Census Tract 032026
 Census Block..... 1
 CBSA Code 3110
 CBSA Title Los Angeles-Lng Bch-Snta Ana
 CBSA Level Metropolitan Statistical Area
 CBSA Div Code ... 42044
 CBSA Div Title Santa Ana-Anaheim-Irvine CA
 CBSA Div Level ... Metropolitan Statistical Area
 County FIPS 06059
 County Name..... Orange
 Place Code 0659857
 Place Name Rancho Santa Margarita

Contact Verification Server

The Melissa Data WebSmart Contact Verification Server is a cost-effective, fully-integrated, scalable platform with industry-standard, enterprise-class contact data verification and enrichment utilities. The appliance 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.

The CVS is available in three versions:

1) Physical Appliance

A hardware rack-mounted appliance Windows Server® residing on your network for the fastest speed possible. Data never leaves your premises for maximum security.

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 in the cloud. No expensive hardware or software expenditure requirements. Spin up new instances as needed for truly dynamic load management and failover.



Features and Benefits

- ▶ Rapid Deployment – you're up and running in minutes
- ▶ Fast – over 7 million records/hr
- ▶ Distributed architecture for real-time failover
- ▶ Hosted, on-premises server ideal for privacy & compliance needs
- ▶ Flexible protocols: SOAP, REST, XML
- ▶ Award-winning support and mission-critical replacement
- ▶ Energy Efficient - saves 48 watts in energy consumption and hundreds of dollars in energy costs over the appliance lifetime
- ▶ Streaming Updates - smart scripts automatically fetch and install the latest contact datasets for head-ache free maintenance

DEDICATED & SECURE

The server is ideal for companies that need to meet HIPAA, Sarbanes-Oxley, and other privacy and compliance guidelines by enriching, scrubbing and validating customer data completely in-house, safely and securely.

ANY CLIENT, ANYWHERE

Code examples are provided for most languages to assist with customizing applications, websites, batch programs, or RDBMS stored procedures to scrub and verify vital contact information.

APPLIANCE SPECIFICATIONS

Base Unit:	PowerEdge R310 1U Chassis
Processor:	X3430 Xeon Processor, 2.4GHz
Memory:	4GB Memory at 1066MHZ
Hard Drive:	160GB 7.2K RPM SATA 3.5" HardDrive
Operating System:	Microsoft Windows 2003/2008 Server
NIC:	On-Board Dual Gigabit NIC
Modem:	iDRAC6 EXPRESS
DVD-ROM Drive:	DVD ROM, SATA, INTERNAL