



Data Enrichment & Verification Components

for **Master Data Management** ...powered by the Microsoft SQL Server SSIS 2005/2008

Data Quality Components for SSIS is a suite of custom data transformation components for Microsoft SQL Server Integration Suite (SSIS) that provide the six criteria necessary for complete Data Quality as defined by Gartner. Data Quality Components for SSIS help IT professionals integrate increasingly complex enterprise data – in different formats, structures and sources, and deliver a single view of critical information assets.

► Data Enrichment and Verification Components



Contact Verification Component - Use proven Melissa Data developer tools to parse, validate, correct, standardize, and geocode contact information including U.S. and Canadian addresses, phone numbers, email addresses, and full names.



SmartMover Component - Access USPS® NCOA^{Link}® 48-month Move Update processing for your U.S. customers, and 72-month Canada Post NCOA® processing for your Canadian customers.

► Data Matching and Cleansing Components



Fuzzy Matching Component - Use multiple fuzzy matching algorithms to link or merge related records within or across datasets.



MatchUp Component - Identify duplicate records for merge/purge efforts using 35 different matchcodes.



Validation, Cleansing and Normalization Component - Correct data values, trim white spaces, and remove invalid characters.

► Data Profiling and Monitoring Components



Profiler Component - Identify data quality issues that require immediate attention and avoid unnecessarily processing unacceptable source data sets.



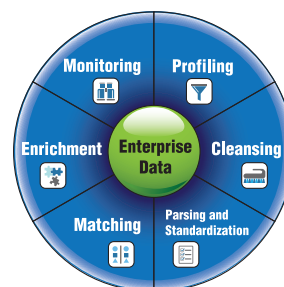
Monitoring Component - Use automated processes to monitor conformance of source data to data quality requirements and detect when data exceeds pre-set limits.

“ Melissa Data has leveraged the extensibility of the SSIS platform to create components that support Data Quality and master data management (MDM) including the address verification that Melissa Data is known for. This is an excellent example of how our partners enhance the value of SSIS, allowing customers to access best-of-breed functionality seamlessly integrated with SSIS. ”

Denise Draper, Microsoft Unit Manager for SSIS

Data Quality Components for SSIS

Leverage SSIS to provide a flexible, effective solution for Data Quality and MDM initiatives by profiling, cleansing, parsing and standardizing, matching, enriching and monitoring data.



Data Quality 
Components
for SSIS

Benefits...

- Improved data quality
- Enable adherence to best practices for data quality & MDM
- Comply with USPS® requirements & other governmental regulations
- Spatial enable data marts & data warehouse
- Segment geographically
- Fraud detection
- Enhance customer service
- Streamline operational processes
- Increase ROI & profit margins
- Reduce UAA mail & shipments

Applications...

- Master Data Management - MDM
- Business Intelligence - BI
- Database Administration - DBA
- Exact Transform Load - ETL
- Data Warehousing - DW

Features...

- Full-blown intuitive GUI
- Easy to use, minimum skills
- Everything in one toolkit
- Industry-leading integration platform
- Lowest total cost of ownership on the market today

System Requirements...

- Microsoft SQL Server 2005/2008
- .Net Framework 3.5
- Windows XP SP2, Windows Server 2003 & Vista (Business or Home) 32/64-bit

Free 30-Day Trial Offer...

- Call now: 1-800-MELISSA, opt 5
- Visit: MelissaData.com/SSIS



6 Key Tasks of Data Quality Strategy for Trust & Confidence in Your Data Assets

Data Quality Components are a single, unified platform that provides the full spectrum of data quality needs

1. Profiling: *The first line of defense*

Identify data quality issues that require immediate attention and avoid unnecessarily processing unacceptable source data sets.

2. Generalized Cleansing: *Cleanse, Standardize and Normalize*

Modification of data values to meet domain restrictions, integrity constraints, or other business rules that define sufficient data quality for the organization.

3. Parsing & Standardization:

Correct, Validate and Standardize Address Data

Flexible, efficient, and intelligent techniques to parse and restructure data into a common format and validate to user-defined business values and patterns.

4. Matching: *Unique Identifiers, Attributes, Transactions and Deduplication*

Match and consolidate records. Uniquely identify an entity across different business functions, add, categorize and describe entity's relationship to other business entities. Identify, link or merge related entries within or across datasets.

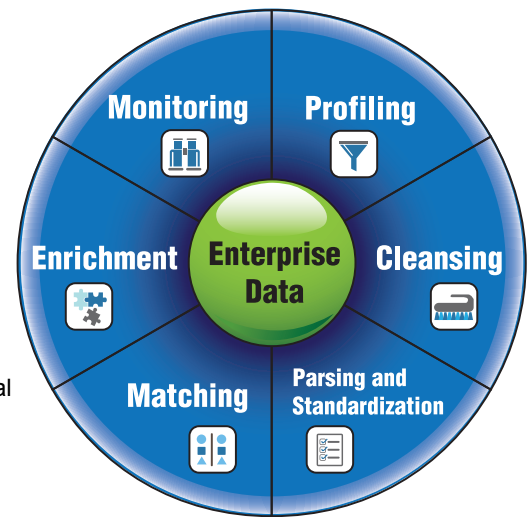
5. Enrichment: *Geographic Coding; Name, Phone & Email Validation*

Identify and implement externally sourced data to increase or repair content of internal data for enhanced value.

6. Monitoring: *Profile, Value, Pattern and Validation*

Utilize automated processes to monitor conformance of source data to data quality requirements and business rules defined by the organization.

Data Quality Components for SSIS



Processes Supported for Master Data Management

► Identification:

Unique Identifiers, Attributes, Transactions & Deduplication

- Support unique identification of customer information across heterogeneous data sources through advanced matching and linking in via leveraging our data quality tools.

► Single Customer View:

SQL Server Integration Services leading RDBMS

- Utilize Central System of Record to provide a single view or master reference file, and to provide data to existing sources resulting in accurate and consistent data across the enterprise. Deliver this view through Microsoft real time, batch, or SOA capabilities.

► Data Quality Compliance:

Cleansing, Address Correction, Validation & Standardization

- Support data quality compliance through monitoring and corrective-action techniques based on our data profiling and validation data quality tools.

► Central System of Record:

SQL Server Integration Services leading RDBMS

- Deliver of a Central System of Record based on our data quality tools and integrating data sources, consolidating these sources into single customer view. Leverage a range of SQL Server data and application integration capabilities to integrate with a wide variety of data sources, including legacy data sources.
- Provide integration with different latency characteristics and styles (for example, real time and batch).
- Provide integration with downstream Microsoft business intelligence (BI) and analytical features.