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- Lyndon Edmonson  
Chief Financial Officer

## CXT Software Strengthens Dispatch Efficiency with Geocoding Tool

### Company

CXT Software

### Industry

Courier Delivery

### Challenge

For CXT Software, time is critical. The firm provides resource and logistical management software solutions for the on-demand, distribution and schedule route delivery industry. CXT Software needed a flexible, customizable API solution that would enable them to zero in on the exact location of their client’s delivery destinations. But before it could even pinpoint an address, the company had to verify if the address was correct.

### Solution

Melissa Data’s Address Object®, a customizable address verification API, and GeoCoder Object®, an API solution that links ZIP+4™ to geographic data.

### Benefits

- » Instant address validation and geocoding during order entry
- » Append latitude and longitude coordinates to the 6th decimal place
- » Locate map coordinates from a street address
- » Never dispatch to a bad address again

### Results

CXT Software incorporated Address Object and GeoCoder Object into their X Dispatch products right from the starting gate. “We’ve used Melissa Data’s products since day one,” says Lyndon Edmonson, CXT Software’s chief financial officer. “We did our research and found Melissa Data to have the most robust, easy to use, and programmer-friendly solution available.”

### About CXT

CXT Software is a privately owned company based out of Phoenix, Arizona. The company was founded in 1999 by Dan Calderone and Lyndon Edmonson, two industry veterans with over 30 years of experience in the courier and delivery industry.

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The X Dispatch is CXT Software's enterprise-level software application that provides a comprehensive dispatch module – allowing a dispatcher to see the active orders and drivers on the same screen. The software applies advanced algorithms to the geocoded location of each order and driver which allows the dispatcher to select the best driver for each job.

In the industries CXT Software serves, correct and valid addresses are crucial to determining the exact location of delivery service orders. Using Address Object allows X Dispatch to provide automatic address validation to prevent dispatching to a bad address.

Knowing precisely where deliveries are to be picked up and delivered enables CXT Software's clients to rank personnel according to their proximity and availability. Dispatchers can then assign the order to the person who can complete it most efficiently.

“By incorporating Address Object and GeoCoder Object into our products,” Edmonson adds. “We are able to provide our clients with the tools they need in order to thrive and compete in an ever-evolving marketplace.”



### About Melissa Data

Melissa Data is a leading provider of data quality and mailing solutions. Melissa Data helps companies acquire and retain customers, validate and enhance data, improve marketing ROI and save money on postage and mail processing. Since 1985, Melissa Data has helped companies like Mercury Insurance, Xerox, Disney, AAA, and Nestle improve customer communications.

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