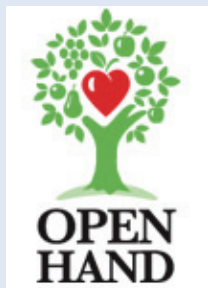


PROJECT OPEN HAND



Industry: Non-Profit



Challenge:

Validate addresses and append lat/long coordinates to customer database.

Solution:

Melissa Data's Data Quality Web Service enables real-time address verification at point-of-entry to eliminate errors and improve database accuracy.

Benefits:

- Catches data entry errors in real-time
- Validates addresses at point-of entry or in batch
- Pinpoints customer location
- No programming needed

Project Open Hand is an Atlanta-based non-profit organization that helps prepare, package and deliver more than five million meals to thousands of men, women and children living with and affected by AIDS and other critical illnesses or disabilities.

The organization hand delivers about 4,000 meals a day in the greater Atlanta metro area and processes about 200 client addresses a month.

With so much information streaming in and out – the organization saw the need to update, validate and cleanse its client database. That's why the group turned to Melissa Data for its Data Quality Web Service (DQWS).

DQWS validates and standardizes the organization's client information in real-time and at the point-of-entry. Wayne Clavering, Project Open Hand's director of technology, says the service catches data entry errors and validates its clients' information – extremely vital when trying to validate the client's address and location when scheduling meal service.

*"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*

In addition to using DQWS for verification purposes, the group also uses the service to determine latitude and longitude ranges for each address – basically the distance from one location to the next for proper planning and efficient delivery within an area.

Clavering says the most common errors he sees are multiple addresses with the same name. Some addresses may be the same, but located in different parts of the city.