

Strategic Data Quality  
Solutions for Developers

# INSIDER

## < IN THE SPOTLIGHT >

### In A Global Economy, A Global Solution Is Vital

By Patrick Bayne, Data Quality Tools Software Engineer

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If you were given this address, how would you know it was valid? Is it formatted correctly? How long will it take you to verify? For years, businesses have understood a need for address validating solutions, because clean, accurate data is essential. Without accurate and consistent data, customers are lost due to missed mailings, synchronization across servers is difficult, and reports become inaccurate – all adding to costs and missed opportunities for your business.

In an ever-emerging, ever-increasing global economy, there is a strong need for a global address solution that is not only accurate but cost-effective. Melissa Data, a long time value leader in address cleansing solutions, is proud to announce the launch of its Global Address Verification Web Service. Now it's easier than ever to cleanse, validate, and standardize your international data – allowing you to make confident business decisions, execute accurate mailings and shipping, plus maintain contact with your customers.



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#### DATA QUALITY TOOLS

Address Object®

Contact Verification Server

Contact Zone™

Data Quality Components for SSIS

Data Quality Suite

Email Object®

GeoCoder Object®

< Global Address Verification  
Web Service >

IP Locator Object

MatchUp Object

Name Object®

Phone Object®

Presort Object®

RightFielder Object

SmartMover Web Service

Telco SmartSearch Web Service

## The Insider Pro

SQL Server 2012 is finally here and Melissa Data has you covered! We've partnered with Microsoft to bring our services to SQL Server's new Data Quality Services product.

The SQL Server Data Quality Services allow you to build and use a knowledge base to perform a number of vital tasks for top notch data quality. Microsoft customers can shop for both high quality reference data and data quality

services from the Azure Marketplace (<https://datamarket.azure.com>). Use the Melissa Data services in SQL Server's Data Quality Services to cleanse and validate name, address, email, phone, and IP address data in your databases.

Sincerely,  
Bud Walker



Bud Walker  
Director,  
Data Quality Solutions

# Tips + Tricks



By Archana Chippada, Data Quality Tools Software Engineer

## + Address Object Flags: How to SetStandardizeType, SetSuiteParseMode & SetAliasMode

### SetStandardizeType

We often find suffixes and directionals in street addresses. These are sometimes presented in short format, as well as long formats. To handle the abbreviations of suffixes and directionals, Address Object uses a new function called “SetStandardizeType.” This function accepts an enumerated value of the type StandardizeMode. There are three settings and the default setting is “ShortFormat(0).”

Setting	Input Address	Standardized Address
ShortFormat (0)	1860 East 16th Street West	1860 E 16th ST W
LongFormat (1)	1860 E 16th ST W	1860 East16th Street West
AutoFormat (2)	1860 E 16th Ave West	1860 E 16th ST West

The above settings also affect the output of parse street address functions GetParsedPreDirection, GetParsedPostDirection, and GetParsedSuffix.

For example, consider the input, **1860 East 16th Street West** and if the selected setting is ShortFormat, then the GetParsedPostDirection will return “W.”

### SetSuiteParseMode

If we want the Address Object to handle the suite information by parsing it out into its own field, or appending to the end of the AddressLine1, then “SetSuiteParseMode” function should be used. This function accepts one of two values:

**1. ParseSuite** – The suite will be parsed out into the suite field. This is the default setting.

**2. CombineSuite** – The suite will be appended to the end of AddressLine1. This setting also affects GetPrivateMailBox function.



For example, consider the input, **400 N 16 ST Unit 463 PMB 20**. If the selected setting is CombineSuite, then the PMB 20 is appended to the end of AddressLine1.

### SetAliasMode

Address Object handles nicknames or the former name of a street address by using “SetAliasMode” function. This function controls whether the inputs will be converted into the preferred street name or will be preserved. This function accepts one of two values:

**1. ConvertAlias** – Nickname or former name street inputs will be converted to USPS® preferred street name. This is the default setting.

**2. PreserveAlias** – Nickname or former name street inputs will be preserved during the verification process.

**For more information on Address Object, call 1-800-MELISSA (635-4772) opt. 3**

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### In A Global Economy...

The Global Address Verification Web Service easily integrates into your systems. Because of the nature of a Web service, any platform that can communicate with the Web is open to use the service. And, the Web service supports a variety of popular protocols – SOAP, XML, JSON, REST, and Forms. The multiplatform, multi-Web protocol openness of the service allows simple connection to any point-of-entry or batch system.

#### Enhanced Global Address Verification

What if you only had the street address and not the actual country name? Global Address Verification Web Service's unrestricted address cleansing capabilities will append the name of the country to ensure deliverability.

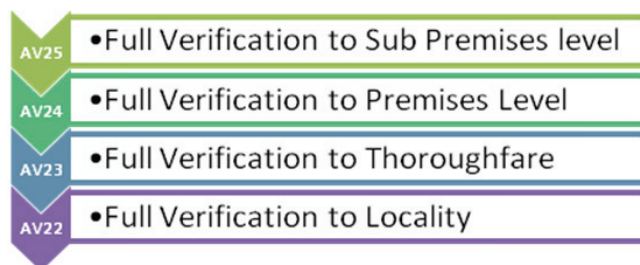
The solution automatically puts components into the correct address field, making applications that process location data more accurate – bringing more value to your data. The process is also resilient to erroneous, non-address data. The solution can translate addresses between many languages and can format an address to a country's local postal standards.

#### Result Codes for the Highest Verification Level

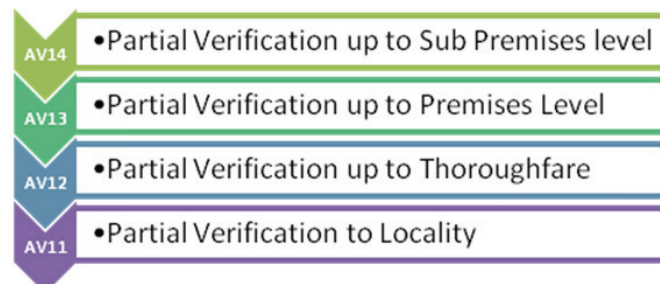
While it's easy to set up the Web service and make calls to it, you will also know exactly what changed in the submitted address through results codes. There are three types of codes to detail the data quality: AE (Error) codes signify missing or invalid information; AC (Change) codes denote address pieces that have been changed; and new AV (Verification) codes inform you as to how strongly the address was verified according to the reference data we have for a particular country.

Quantifying the quality of a match is easy through the results codes. An AV followed by a 2 designates that the record was matched to the highest level possible according to the reference data available. An AV followed by a 1 denotes that the address is partially verified, but not to the highest level possible. The number following, which is 1 to 5, indicates the level to which the address was verified. Think of it as a sliding scale.

#### Full Verification



#### Partial Verification



For countries like France, Finland, and Germany, where there is data up to the delivery point, you will know that there was a full verification on an address when there is a result code of AV24 or AV25. A country such as American Samoa, where reference data is up to locality, would be fully verified with a results code of AV22. Any missing or inaccurate information would change the results to be partially verified. The user-friendly results codes will help you make more informed decisions about your data.

The Global Address Verification Web Service will open new doors to cleanse and validate your international data. The service is operating system and programming language neutral, allowing you to use it wherever you desire.

Melissa Data has provided Web services for more than 10 years. In 2011, the company was recognized by website monitoring firm, Alertra, for achieving 100% uptime.

All data is maintained by Melissa Data, reassuring you that it is up-to-date and relieving you of the stress of any maintenance. You will have confidence that your data is accurate and you'll be able to make informed, effective business decisions based on your data, increasing your productivity. So the next time you see, "Heidelberglaan 8, 3584 CS Utrecht," you will know how to quickly and assuredly verify that it is a valid address.

**For more information on Global Address Verification Web Service, call 1-800-MELISSA (635-4772) opt. 3**

# News Bytes

## >> Contact Zone to Offer Advanced Merge/Purge

By **Jatinder Kumar Dureja**, *Data Quality Tools Software Engineer*

MatchUp – a powerful contact data matching solution – will also be featured as a transform within Melissa Data’s new open source ETL, data quality software Contact Zone.

MatchUp makes use of a tool box of advanced fuzzy matching algorithms, deep domain knowledge, and a custom lexicon to granularly identify matches between names and nicknames, street addresses and abbreviated addresses, companies, cities, states, postal codes, phones, emails, and other specialized contact data components.

### Here are some of Contact Zone’s new features:

- Provides the ability to compare records in one or more databases at once and process entire lists.
- Offers two input pins (i.e. source and lookup). This will give users the ability to suppress duplicates or list out intersecting records.
- MatchUp recognizes any combination of over 35 common data-types like ZIP Code, Address, and Last Name – to not-so-common elements like Email Address, Company, and Social Security Number. You can also specify a custom data-type to create custom match criteria and match rules.
- Output Filter Options gives you multiple options to pick output processing information of source data. This will allow you to analyze results in a number of ways on the basis of results codes, dupe groups, dupe counts, and matchcode keys.

Contact Zone with MatchUp will provide you with multiple output pins. You can easily create output filters and route your records on the basis of result codes. Another benefit – with the MatchUp transform, Contact Zone can return 31 results codes that will provide you with a detailed description about a customer’s record. Along with results codes for duplicates and unique records, you will also be able to find the match rule to determine which one was used to find that duplicate record.

**For a free trial of Contact Zone, call 1-800-MELISSA (635-4772) opt. 3.**

## >> Know Your Internet Visitors Location Based on their IP Address

By **Bud Walker**, *Director of Data Quality Solutions*

Melissa Data recently upgraded its IP Locator Object and Web service for identifying the geographic locations of Internet visitors. Our new data sources significantly enhance the quality and detail of the data returned, utilizing more than 20 different techniques to determine the physical location of an IP address, including the country, region, city, latitude, longitude, ZIP Code, ISP, and domain name. The data information – through a partnership with IP geolocation technology firm Digital Element – is constantly monitored and updated. The enhanced level of geolocation makes it ideal for e-commerce, website tracking, delivering relevant content to end users, geotargeting, and many more business applications.

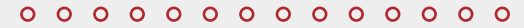
**For a free trial of IP Locator, call 1-800-MELISSA (635-4772) opt. 3.**

## Helpful Links

### Data Quality Authority Blog

Check out our blog, the Data Quality Authority. Featuring industry articles and tips from today’s leading data quality experts.

[blog.melissadata.com/data-quality-authority/](http://blog.melissadata.com/data-quality-authority/)



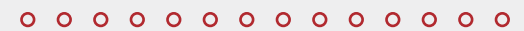
## Free Trials

Contact Zone is our new customer integration and data quality program, allowing you to clean, validate, update, and integrate your contact data. Get a free trial now!

[www.MelissaData.com/dqi-czone](http://www.MelissaData.com/dqi-czone)

Get rooftop geopoints for 95% of all U.S. addresses. Get a free trial of GeoCoder.

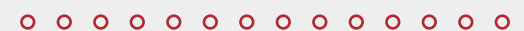
[www.MelissaData.com/dqi-geo](http://www.MelissaData.com/dqi-geo)



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