

**Strategic Data Quality
Solutions for Developers**

< IN THE SPOTLIGHT >

Telephone Validation Just Got a Whole Lot Better

Expand the data quality benefits of your telephone number database with new features and abilities for telephone validation provided by Melissa Data. Between our Phone Object and our Telco SmartSearch Web Service, we now provide a superior level of validation that was not available before. You can now choose which one (or both) of these products best fits your needs, goals and price range.

Our recent acquisition of M1 Data allowed us to harness a massive database of U.S. and Canadian phone numbers, which is aggregated from nightly feeds directly from telephone companies. The previous version of Phone Object validated area code and prefix combinations (6-digits), corrected area codes splits, and appended demographic information such as latitude, longitude, city, county, and state.



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DATA QUALITY TOOLS

Address Object

Canadian Address Object

DQ*Plus

Email Object

GeoCoder Object

MatchUp Object

Name Object

< Phone Object >

Presort Object

Right Fielder Object

SmartMover Web Services

StyleList Object

< Telco SmartSearch Web Service >

The Insider Pro

The fall season is upon us. And we've got a lot of conferences lined up. First up is the Oracle Open World conference Oct. 11-15 in San Francisco. Next, Melissa Data will be featured in the SQL Server Worldwide User's Group (SSWUG) virtual conference Oct. 21-23. Then, we're headed to Seattle for the largest gathering of Microsoft SQL Server professionals in the world – the PASS Summit conference from Nov. 3-5.

SSWUG's Ultimate Virtual Conference

Register now and instantly save \$39

www.vconferenceonline.com/shows/fall09/uvc

Needless to say, it's going to be a busy season, but we're excited to meet and chat with you – our valued customers. Stop by our booth and say hello!

Sincerely,
Bud Walker

A handwritten signature in black ink that reads "Bud Walker".



Bud Walker
DQT Product Manager

Tips + Tricks



By Admound Chou, DQT Assistant Manager

+ New Windows libraries for Melissa Data objects

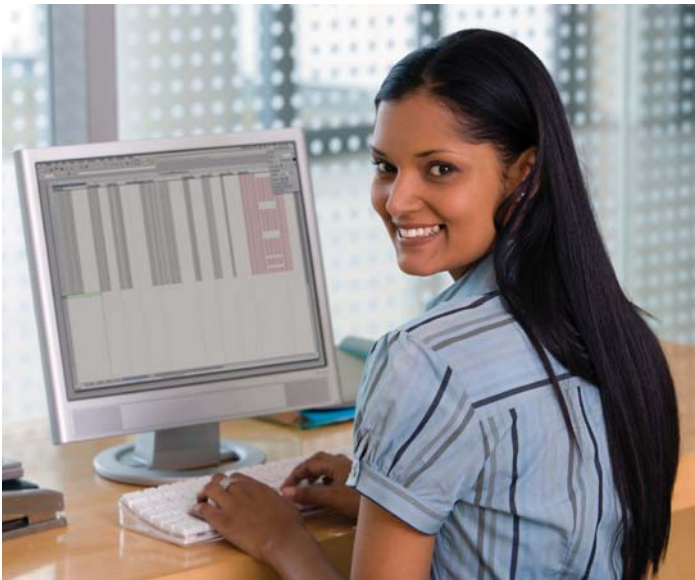
Recently, Melissa Data switched our internal Windows compiler to Visual Studio C++ 2008. This means that Microsoft Windows users of Address Object, Name Object, Phone Object, Email Object, and Geocoder Object will need Visual Studio C++ 2008 libraries on their machines to use them. There is no need to worry because if you run setup.exe from the DQ Suite disc to install or update, the installer will seamlessly install all the necessary libraries for you.

However, if you need to perform manual or custom updates, here are several solutions you may want to consider:

- Run the Visual Studio C++ 2008 redistributable provided by Microsoft to install the necessary libraries. This executable can be found on your DQ Suite DVD in DVD:\extras\redist. The executables needed are vcredist_x86.exe for 32 bit Windows and vcredist_x64.exe for 64 bit Windows.

- Manually copy over the necessary libraries to the directory containing the object. These libraries can also be found in the DVD:\extras\redist folder inside the VC90_x86 directory for 32 bit Windows and the VC90_X64 directory for 64 bit windows. Copy all the dll's from the appropriate directory into the same directory containing the Melissa Data object. You can also just copy the entire VC90_x86 or VC90_x64 folders over if you wish.

Remember that only Windows users are affected. If you use our products on Linux, Solaris, AIX, or HP-UX, the compiler has not changed.



News Bytes

>> Melissa Data is Social Networking

Melissa Data is now featured on Facebook and Twitter. Come follow us on Twitter and join our Facebook fan page to get up-to-date news on our latest product releases, industry events, webinars, white papers – and much more.

>> Redesign of Web Site Launched

Melissa Data is proud to unveil our newly redesigned Web site, www.MelissaData.com. Now it's easier than ever to

find the products and solutions you need to grow your business – thanks to our improved search function, simplified navigation and cleaner layout.

We'd love to know what you think of our revamped site. If you have time, please fill out our quick survey below. Your feedback and suggestions on the new site are valued and greatly appreciated.

www.MelissaData.com/redesign

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Phone validation just got better...

This new data empowers validation of phone numbers down to seven and the full 10-digits. It also allowed us to append line exchange data: land line, cell line, or VOIP as well as demographic data: residence, business, or SOHO (Small Office Home Office). These new features have significantly increased the accuracy and precision of Phone Object, and make it an extremely powerful validation and enrichment tool.



Available as a standalone product or as part of our Data Quality Suite, Phone Object is the perfect low-cost solution for your telephone data quality needs. The multiplatform tool also remains “backwards compatible,” so current customers can keep using it just as they always have. Use Phone Object with programs written in a variety of languages, including C, C++, VB.NET, C#, Access, Ruby, PHP, Perl, Python, Java, Foxpro, Javascript, Access, and more. Take advantage of better validation without having to do a thing.



More flexible searches

For a higher, more precise level of search function, the Telco SmartSearch Web Service provides customers with the ability to perform flexible searches against our newly acquired M1 Telephone Data. By simply entering in a 10-digit telephone number to the service in a single query, the “Reverse Phone Lookup” function of the service will retrieve the following information:

- Name associated with the listing (could be individuals or companies)
- Address information (street, city, state and ZIP)
- Geographic data (latitude and longitude)
- Listing type (business, residential or government)
- Listing flags (informs you of the status of the requested phone number: non-published, omitted address, faxline, cell service, paging service, etc.)

The searching capabilities of Telco SmartSearch Web Service do not end here. For example, you can search for the name “Elmer Fudd” in the state of “California” having an NPA (Numbering Plan Area) of “310” and this will return all possible listings matching that criteria.

Our new WebSmart collection (formerly Data Quality Web Services) is a collection of services to improve data quality across the entire enterprise to enhance customer relationships and operational efficiency. You can choose to purchase Telco SmartSearch a la carte and implement only the services you need for your business requirements. This new format allows you to pick and choose the perfect solution for your organization. Your telephone number database can now be your best source of information to save money, reduce fraud, and achieve a better connection with your customers.

Notice

If you received a MatchUp Object CD along with your Data Quality Suite subscription, and wish to try out this powerful program, please update to the latest version Build 1459 which was released on Aug. 13th. Download the latest version and read in detail the changes that were required.

www.MelissaData.com/tech/matchup-object-build.htm

Case Study >> Police Department Unlocks Legacy Data with SpeedTrack

Company

SpeedTrack

Solution

SpeedTrack is a new and unique data management technology that provides a novel approach to storage, access and analysis of data. Powered by the Guided Information Access™ – GIA™, as the platform is called – allows anyone who needs any kind of information to find what they want quickly and intuitively.

Challenge

A premier police department wanted to build a data warehouse to migrate over 20 years of legacy data from an old mainframe system to improve access to data, identify associations, and help reduce costs.

However, building a data warehouse is not a simple matter of shifting data from legacy systems into database systems running on smaller platforms. Data warehousing involves tactical challenges, i.e. what tools to use to extract, scrub and migrate the data, etc.

Results

Unlike a relational database, the SpeedTrack GIA platform allows you to quickly find and retrieve answers to your questions from your data – turning your data into actionable information.

Jeff Pratt, SpeedTrack's director of strategic development, calls this data navigation process – “bringing out insightful discoveries” from your data.

As an example, the police department who utilized SpeedTrack's affordable, easy-to-integrate GIA platform did not have to migrate their legacy data, or continue to use expensive data management systems to maintain their old database. By doing so, the police agency saved money, and now had the power to access and manage their data – thus increasing better decision making and giving them more control over their data.

“We increased our use and cut the cost of managing our legacy data by more than 50 percent using SpeedTrack,” said an IT director from a regional police agency in Ontario, Canada.

SpeedTrack's GIA platform was developed with the intention of removing the barriers that make data integration, search and analysis difficult and complex.

The platform allows users to store the legacy data as text files, and then it performs standardized and ad-hoc queries. GIA also allows users to view, navigate, and perform comparative analytics on the entire range of information contained in their database through one single interface, regardless of the source or structure of data.

The entire process allows companies to access and edit information from their old database without having to migrate their data. The GIA solution allows companies to associate data from multiple systems, which then helps them identify and examine patterns and relationships from the information in their data.

For more info, please go to: www.MelissaData.com/dqt/speed-track.htm

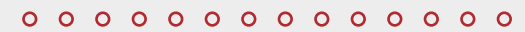
Helpful Links

White papers, case studies, and insightful articles to help you get the most out of your mailings.

www.MelissaData.com/resources

Ask questions, talk product and get fast answers in our discussion forums.

<http://forum.melissadata.com/default.aspx>



Free Trials

Affordable total data quality and enrichment platform for SSIS. Find out more here. www.MelissaData.com/dtqit

Verify address, phone, email and names at point-of-entry. Download a free trial here.

www.MelissaData.com/dqi-suite

Clean the data in your enterprise applications. Find out more here.

www.MelissaData.com/dqi-plus

Standardize data from different sources that use different casing. Request a free trial. www.MelissaData.com/dqi-style



Editor Abby Telleria

Writers Bud Walker, Admound Chou, Tim Sidor, Joseph Vertido

Art Director Melody Yen

Graphic Designer Julio Varela

Contact the editor at insider@melissadata.com

Melissa Data Corp.
22382 Avenida Empresa
Rancho Santa Margarita
California, 92688-2112
Ph 1-800-MELISSA (635-4772)
Fax 949-589-5211
www.MelissaData.com

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