



## < IN THE SPOTLIGHT >

# Melissa Data Set to Launch the Contact Verification Server

Best-of-breed appliance features super-speed data cleansing functionality

Melissa Data is set to launch a new turnkey appliance called the Contact Verification Server. This data quality appliance incorporates Melissa Data's cleansing with pre-configured, optimized hardware to deliver scalable contact data quality for any size organization.

## What is the Contact Verification Server?

The Contact Verification Server is an actual appliance built by Dell™. It's designed to provide robust, cost-effective, real-time or batch contact data verification and enrichment services within a high-demand environment.



The server/appliance leverages Melissa Data's WebSmart services platform, which includes:

*continued on page 3*

## DATA QUALITY TOOLS

Address Object

Canadian Address Object

< Contact Verification Server >

Data Quality for SSIS

DQ\*Plus

Email Object

GeoCoder Object

IP Locator Object

MatchUp Object

Name Object

Phone Object

Presort Object

Right Fielder Object

SmartMover Web Service

Telco SmartSearch Web Service

WebSmart Services

## The Insider Pro

Yes, we've written about this before. But we thought it deserved another mention, as it's a very hot topic right now. Here it goes: MSA/PMSAs are going away.

The Census Bureau uses a new way to pinpoint proper divisions of metro and micro areas, called Core-Based Statistical Area (CBSA). In the past, the traditional listings of metro areas were referred to as a "Metropolitan Statistical Areas" (MSAs), and were separate from the normal census counts for the areas which used cities and towns as their basis.

With GeoCoder Object, you can get the properties for CBSA for validated addresses – allowing you to retrieve demographic data with thousands of variables, such as population counts, age, race, house values, income, etc. – for more enhanced customer profiling and target marketing.



Bud Walker  
Product Manager

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see back page.

# Tips + Tricks

FEATURED PRODUCT: **WebSmart StreetSearch**



By Admound Chou, DQT Assistant Manager

## + Taking Advantage of Melissa Data's New FullAddressLine

Melissa Data recently introduced a new element in WebSmart StreetSearch named **FullAddressLine**, to make StreetSearch even easier to use in generating suggestions for unverifiable addresses.

The **FullAddressLine** element will take all the individual components and piece them into a complete address line, like one you would write on a letter.

You might think this is a trivial process. After all, just combine the primary range, pre-direction, street name, suffix, post-direction, and suite. Right?

Actually, it is not very straight forward because depending on the type of address, the way in which you combine the address components are very different.

For example, street addresses, PO Boxes, rural routes, and addresses with certain Spanish suffixes all combine these components together in a different order. Now, you do not have to worry about that.

To display a suggestion to your user, simply call StreetSearch with the bad address and display the **FullAddressLine** to the user as a suggestion. However, remember that not all addresses errors will generate useful suggestions. Please refer to the StreetSearch documentation to see which types of addresses errors can take advantage of StreetSearch.

## News Bytes

### >> More Power and Flexibility: RightFielder Object

Looking for a solution to standardize inconsistently entered data, run-on lines of text containing multiple data types, or data with no structure at all? RightFielder Object now gives you an option other than manually editing or discarding data.

The new RightFielder Object has improved capabilities to re-field databases, where data has been inconsistently entered, reorganizing the data into new columns each with a single data type.

#### Free-Form Format

Added to the RightFielder Object is the ability to process data in a free-form format – whether it's many data types in one run-on string or data captured from a single Web form input. The new RightFielder Object will identify which parts of the input are actually a name, an address, a company, a phone, etc., and place them in separate identified output properties.

### Identify and Re-Field Custom Data Types

Does your data contain uncommon or proprietary types of data? In addition to recognizing more data types such as email and URLs, RightFielder Object now gives you the flexibility to specify, and therefore identify and re-field custom data types such as SSNs, IPs, dates or proprietary account number formats. You can also specify expected delimiters further increasing re-fielding accuracy.

More info at: [www.MelissaData.com/dqright](http://www.MelissaData.com/dqright)

### Identify

	column1	column2	column3	column4	column5
1	Joey Pars	12345 main st	joe@aol.com	949-121-3323	91745
2	9823 Collette ave	10098	232-132-2345	kim jones	kim@yahoo.com
3	bill@gmail.com	800-800-1234	2238 Viam way	92688	bill warner



### Organize

	Name	Address	ZipCode	Phone	Email
1	Joey Pars	12345 main st	91745	949-121-3323	joe@aol.com
2	kim jones	9823 Collette ave	10098	232-132-2345	kim@yahoo.com
3	bill warner	2238 Viam way	92688	800-800-1234	bill@gmail.com

## < IN THE SPOTLIGHT >

*continued from Page 1*

### Melissa Data Set to Launch the Contact Verification Server

- Address, phone and email verification
- Name parsing
- Geocoding
- Change-of-address processing

The difference is – you get these services hosted in a local, on-premise server.

#### How the Contact Verification Server Works

The server can be installed on-premise to deliver the speed and scalability you need to clean your data. In fact, the server can validate more than 7.5 million records per hour – for maximum throughput and increased turnaround due to improved parallel processing.

Call centers and intranet CRM applications can simultaneously cleanse contact information at the same time.

So, for instance, if you're already utilizing Melissa Data's WebSmart services, integrating the server into your operations as the primary endpoint will significantly increase the speed of your data quality initiatives.

Any customer that can build in a Web service call can use the server/appliance and our WebSmart. The existing sample code for the Web services will serve as the development template.

Current WebSmart users can seamlessly change to the local server/appliance model without altering their application code.

#### Scalability

The reason why the server processes so quickly is because you're taking the Internet out of the equation. All traffic stays local, without any latencies.



It's like having all the benefits of the WebSmart service with the speed of using a local API. So instead of calling a remote server to process your data, you're calling a local server that's within your own infrastructure. This means that your data stays in-house, on-premise – ensuring safe and secure processing.

The server incorporates smart scripts to automatically fetch and install all weekly, monthly, and quarterly datasets to maintain the most up-to-date data.

#### Real-time Failover

The server also comes with a support package that allows our customers to use Melissa Data's Web server farms for failover and redundancy.

For example, if the server encounters a problem (an unlikely event), Melissa Data's Web server farm will function as the "failover" because the client code is the same.

#### Developing Your Web Service Client

For those who are not current WebSmart users, you can still access blazing-fast cleansing via the server/appliance. All you have to do is develop your own client code with your choice of protocols. Melissa Data's tech support team will also provide assistance. Code examples are provided for most languages to assist with customizing applications, websites, batch programs or RDBMS stored procedures to verify vital contact data.

*continued on page 4*

## Melissa Data Set to Launch the Contact Verification Server

### Conclusion

The server comes with all the bells and whistles. Here's a sampling:

- **Rapid development** – The server is up and running in minutes.
- **Dedicated and secure** – Since the server is in-house, your data stays in-house. It also meets and exceeds HIPAA, Sarbanes Oxley and other privacy and compliance guidelines.
- **Speed and scalability** – The server offers flexible communication protocols, SOAP, REST or XML, to allow clients of any platform to clean data.
- **Energy efficient** – Dell's Energy Smart design saves 48 watts in energy consumption and hundreds of dollars in energy costs over the server's lifetime.
- **Clustering support** – The server can be clustered together for additional scalability, using Network Load Balanced clustering available with Microsoft Windows™ Server. This design provides scalable processing and eliminates single point of failure.
- **Machine replacement** – Melissa Data technicians are on hand to troubleshoot and repair the services. Hardware replacement during the lease period is within three days.
- **Web console** – The server features a Web browser-based console for trouble-shooting.

To download a product sheet, go to [www.MelissaData.com/cvs](http://www.MelissaData.com/cvs)

## What Do You Think?

We'd like to know what you think of the DQ Insider, any suggested improvements, and what topics you'd like us to cover in future issues. We invite you to fill out a short survey by typing in the link below:

[www.surveymonkey.com/s/dqi-ipod](http://www.surveymonkey.com/s/dqi-ipod)

Thank you for your continued support. Once you've completed the survey, your name will be entered in a drawing to win a free iPod touch. The winner will be notified by email.

WIN an iPod® touch!



### Helpful Links

#### Melissa DATA Resources

Link to our white papers, case studies, and insightful articles to help you get the most out of your direct mail, marketing, and data management initiatives.

[www.MelissaData.com/resources](http://www.MelissaData.com/resources)

#### Discussion Forums

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

<http://forum.MelissaData.com>

#### Free Trials

Automate postal presorting routines for discounts. Get a free trial of Presort Object.

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

Append lat/long to an address for geotargeting. Download a free trial of GeoCoder Object.

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

Identify and merge/purge duplicate records. Request a free trial of MatchUp Object.

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

Melissa Data DQT Product Manager  
Bud Walker  
[bud@melissadata.com](mailto:bud@melissadata.com)  
1-800-635-4772 x159

Melissa Data Technical Support  
[tech@melissadata.com](mailto:tech@melissadata.com)  
1-800-635-4772 x4 (6 am to 5 pm PST)

**Editor** Abby Telleria

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

**Art Director** Melody Yen

Contact the editor at [insider@melissadata.com](mailto: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](http://www.MelissaData.com)

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