



Data Enrichment & Verification Component for Master Data Management ...powered by the Microsoft SQL Server SSIS 2005/2008

The Data Enrichment & Verification (DEV) Component is a compelling, affordable, full-featured enterprise data integration platform and rich development environment for creating, organizing, and managing comprehensive data assets across the enterprise that can be leveraged specifically for MDM applications. The DEV Component leverages SQL Server Integration Services (SSIS) to provide a flexible, effective solution for your organization's data quality and master data management (MDM) initiatives:

- ▶ PROFILING ▶ CLEANSING ▶ PARSING & STANDARDIZATION
- ▶ MATCHING ▶ ENRICHMENT ▶ MONITORING



Benefits...

- Improved data quality
- Enable adherence to best practices for data quality & MDM
- Comply with USPS® requirements & other governmental regulations
- Spatial enable data marts & data warehouse
- Fraud detection
- Enhance customer service
- Streamline operational processes
- Increase ROI & profit margins
- Reduce UAA mail & shipments

Applications...

- Master Data Management - MDM
- Business Intelligence - BI
- Database Administration - DBA
- Exact Transform Load - ETL
- Data Warehousing - DW

Features...

- Full-blown intuitive GUI
- Easy to use, minimum skills
- Everything in one toolkit
- Industry-leading integration platform
- Lowest total cost of ownership on the market today

System Requirements...

- Microsoft SQL Server 2005/2008
- .Net Framework 3.5
- Windows XP SP2, Windows Server 2003 and Vista (Business or Home) 32/64-bit

Free 30-Day Trial Offer...

- Call now: 1-800-MELISSA, opt 5
- Visit: MelissaData.com/DEV

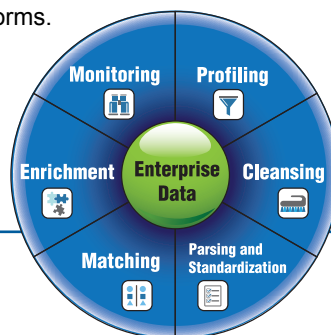
“ Melissa Data has leveraged the extensibility of the SSIS platform to create components that support Data Quality and master data management (MDM) including the address verification that Melissa Data is known for. This is an excellent example of how our partners enhance the value of SSIS, allowing customers to access best-of-breed functionality seamlessly integrated with SSIS. ”

Denise Draper, Microsoft unit manager for SSIS

Employ this component to quickly integrate large volumes from diverse data sources with complex transformations and data cleansing for Data Quality and MDM applications by:

- Providing a wide range of data transformation and cleansing functionality to manage unique identifiers, attributes, and transaction data.
- Providing a comprehensive, robust, and scalable platform and a set of development tools to create and manage large-scale data integration solutions.
- Maximizing return on investment (ROI) through the lowest total cost of ownership when compared with competitive platforms.

Data Enrichment & Verification Component



- ▶ **Robust Data Quality & Enrichment** - Use proven Melissa Data quality tools to parse, validate and correct contact information including U.S. and Canadian addresses, phone numbers, email addresses, and full names.
- ▶ **Intuitive GUI** - Provides drag-and-drop functionality so you can conduct data investigations, profile enterprise data, and measure data quality gaps against business rules.
- ▶ **Leading Integration Platform** - Built using industry-leading SQL Server database technology and .Net framework for easy "any source, any target" deployment.
- ▶ **Powerful Matching** - Utilizes Melissa Data's powerful MatchUp program for exact matching,



6 Key Tasks of Data Quality Strategy for Trust & Confidence in Your Data Assets

DEVC is a single, unified platform that provides the full spectrum of data quality needs

1. Profiling: *The first line of defense*

Identify data quality issues that require immediate attention and avoid unnecessarily processing unacceptable source data sets.

2. Generalized Cleansing: *Cleanse, Standardize and Normalize*

Modification of data values to meet domain restrictions, integrity constraints, or other business rules that define sufficient data quality for the organization.

3. Parsing & Standardization:

Correct, Validate and Standardize Address Data

Flexible, efficient, and intelligent techniques to parse and restructure data into a common format and validate to user-defined business values and patterns.

4. Matching: *Unique Identifiers, Attributes, Transactions and Deduplication*

Match and consolidate records. Uniquely identify an entity across different business functions, add, categorize and describe entity's relationship to other business entities. Identify, link or merge related entries within or across datasets.

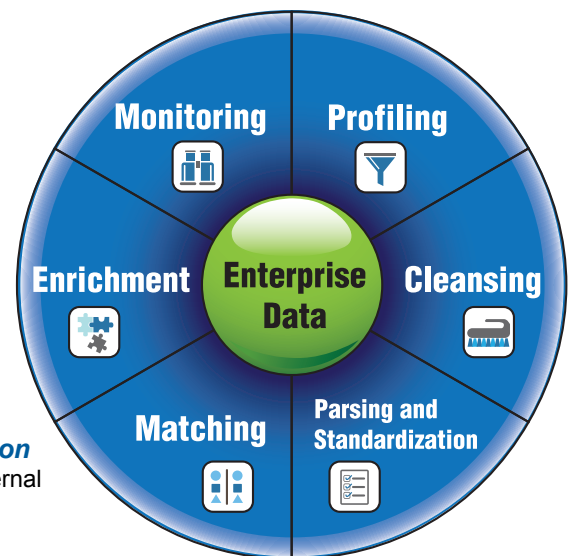
5. Enrichment: *Geographic Coding; Name, Phone & Email Validation*

Identify and implement externally sourced data to increase or repair content of internal data for enhanced value.

6. Monitoring: *Profile, Value, Pattern and Validation*

Utilize automated processes to monitor conformance of source data to data quality requirements and business rules defined by the organization.

Data Enrichment & Verification Component



Processes Supported for Master Data Management

► Identification:

Unique Identifiers, Attributes, Transactions & Deduplication

- Support unique identification of customer information across heterogeneous data sources through advanced matching and linking in via leveraging our data quality tools.

► Single Customer View:

SQL Server Integration Services leading RDBMS

- Utilize Central System of Record to provide a single view or master reference file, and to provide data to existing sources resulting in accurate and consistent data across the enterprise. Deliver this view through Microsoft real time, batch, or SOA capabilities.

► Data Quality Compliance:

Cleansing, Address Correction, Validation & Standardization

- Support data quality compliance through monitoring and corrective-action techniques based on our data profiling and validation data quality tools.

► Central System of Record:

SQL Server Integration Services leading RDBMS

- Deliver of a Central System of Record based on our data quality tools and integrating data sources, consolidating these sources into single customer view. Leverage a range of SQL Server data and application integration capabilities to integrate with a wide variety of data sources, including legacy data sources.
- Provide integration with different latency characteristics and styles (for example, real time and batch).
- Provide integration with downstream Microsoft business intelligence (BI) and analytical features.