



Local & Global Address Maintenance Software



Making your **address** data **fit**
for business use

Reliance on obsolete names and addresses damages your credibility and reduces customer loyalty. Authenticating your data against local & global reference data guarantees your communications reach their intended targets; and you avoid wasting resources on unwanted or undeliverable mail.

DQ Global's leading edge address authentication solution **Authentic8** is an easy to use product which, when coupled with the optional reference data sets, will increase the effectiveness and response rate of direct mail.

Avoid sending your data to a bureau by implementing **Authentic8** in your enterprise to fix the root cause of your data health problems.

Authentic8 not only corrects addresses in 230 countries. For UK data it also verifies and corrects names and addresses, suppresses unwanted and undeliverable communications and enhances data, so you optimize your marketing messages.

- Connects to virtually any database format and structure to overcome the challenge of data import and export
- Data updated at source or output to a different file/database of the user's choice
- Interfaces with all major [CRM](#), [ERP](#), [GIS](#), [BI](#) and data warehousing solutions
- Batch correction of address data in 230 countries
- Batch correction, suppression and enhancement of UK data
- Visual Basic integrated to extend application functionality

“ Having the right address isn't everything, but without it, it's all for nothing “.

Features

- Residential and Individual matching
- Direct application & database connectivity
- Easy to configure and use
- Standardizes International records
- 230+ Countries available
- Formats in local character sets
- Corrects addresses to localized standards
- Avoids error prone import/export
- Fast batch processing and correction
- Interactive review of ambiguous records
- Share reviewing across users
- Integrated Visual Basic Scripting
- Pre and post processing control
- Embedded DQ Toolkit functionality for data standardization and formatting

Benefits

- Higher response rates for direct mail campaigns
- Increased efficiency maintaining up to date contact information
- Fewer undeliverable mailings
- Significant savings in your direct mailing budget
- Improved customer targeting
- Reduced distress for bereaved relatives and friends
- Available as an API
- Available as a web service
- You are in control



Visual Basic™ (VB) capability

Optionally, VB scripting extends the functionality of the product and enables complex pre and post processing and re-try logic to be implemented.

Reporting, printing and flagging

Report on the accuracy of your data by category. Flag data with specific verification status codes

Multiple user review

Share the interactive review process across multiple users and reduce the time it takes to benefit from accurate name and address data.

'Junk' identification

Identification of potentially undeliverable 'junk' addresses within the database, for subsequent phone verification or isolation.

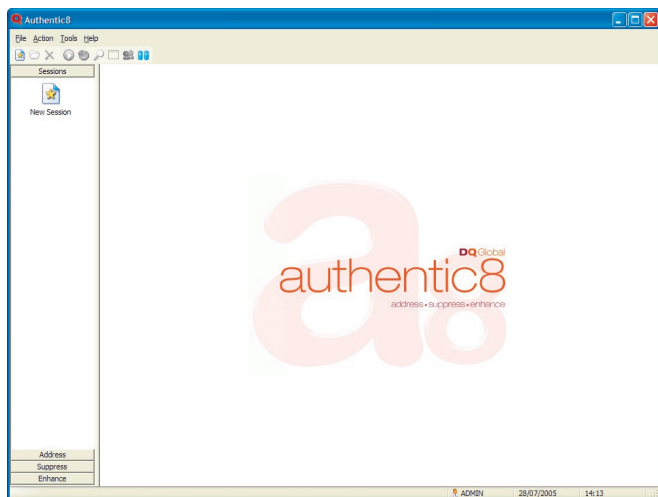
GEO code generation

Generate GEO codes (latitude and longitude values) for GIS (Graphical Information Systems) ensuring spatial data is represented accurately.

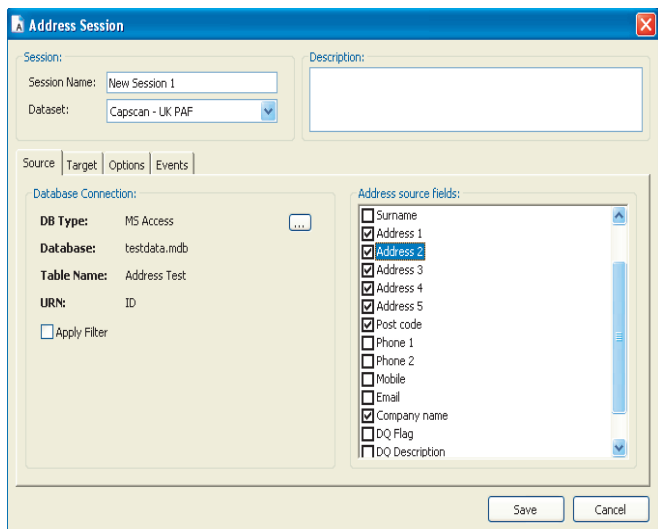
Batch or interactive

Available through **Authentic8** or as APIs to validate data at point of capture.

Authentic8 screen – setting up a session



Authentic8 screen – setting up a field mapping



Available Authentic8 data sets:

AddressGlobal

Corrects and formats addresses from 230 countries

AddressMasterUK

- Significantly improves the quality of your UK address information
- Adds post codes, mailing bar codes and completes missing address elements
- Corrects your data by referencing against the industry standard Postcode Address File (PAF)

AddressResidential UK

- Verifies individuals at a residential address
- Adds known residents located at an address
- Returns household telephone numbers
- Compares your data against industry-standard databases
- National Canvase (NC)
- OSIS

EnhanceResidential

Supplements the AddressMaster dataset to add data enhancing information such as lifestyle choices, children, phone numbers, etc. from industry-standard registers including:

Compares data with industry-standard registers:

Accessed locally:

The Lifestyle Universe

- Postzon File
- Personix
- PeoplesUK
- ACORN
- Mosaic
- Mailsort
- Attainer Date of Birth
- Delivery Point Suffix (DPS)
- Telephone Lookup

Accessed on-line in real time (requires an internet connection)

- DVLA

Making your **address data** fit for business

SuppressResidential

Supplements the AddressMaster dataset to identify records which should not be contacted or who may no longer be at the address.

Compares data against industry-standard suppression registers:

Accessed on-line in real time (requires an internet connection)

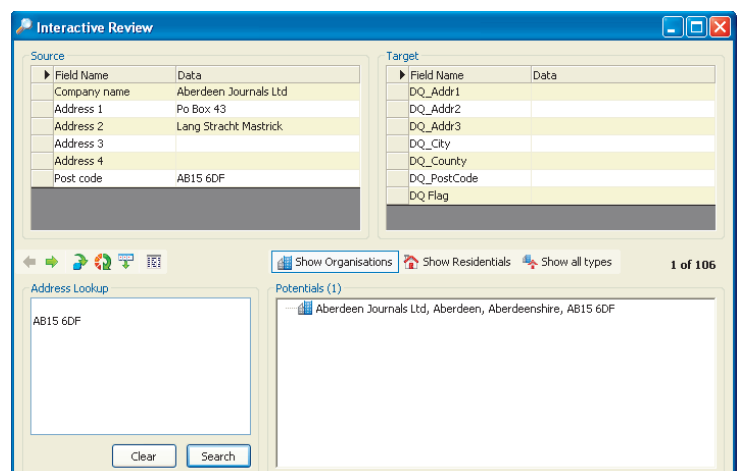
- National Change of Address (NCOA)
- Goneaway Suppression File (GAS)
- The Bereavement Register (TBR)
- Halo
- Mortascreen (MS)
- Mortascreen Plus (MS)
- National Suppression Files (NSF)
- Universal Suppression Service (USS)
- Telephone Preference Service (TPS)
- Corporate Telephone Preference Service
- Baby MPS
- Experian Deceased Suppression File
- Experian Goneaway File
- Equifax disconnect

Direct Database Connectivity

Avoid error-prone import/export routines by connecting directly into your data sources. Native drivers are available for:

- Oracle
- SQL Server
- Pivotal
- Siebel
- SalesLogix
- Goldmine
- Paradox
- Dbase
- CSV
- Excel

Alternatively, Universal Data Link or ODBC can be utilized.





Coupled with our product for advanced deduplication Match.

You can rest assured **Match** and **Authentic8** will make your data **fit** for business use.



Technical & Hardware requirements and benchmarks

Minimum

CPU Intel® Celeron Processor
RAM 1 Gb
PAF File requires at least 4.5GB of free hard disk

Recommended

CPU Intel® Quad Core Processor
RAM 4 Gb
PAF File requires at least 4.5GB of free hard disk

Supported operating systems

Operating systems	Version
Microsoft™ Windows	2000
Microsoft™ Windows	XP
Microsoft™ Windows	2003 Server
Microsoft™ Windows	7/2008

Supported databases

Database	Version
CSV/TXT	N/A
Excel	97 or higher
Access	2000 or Higher
SQLServer	7 or higher
DbaseI	IV or higher
FoxPro	6 or higher
Oracle	8 or higher
SalesLogix™	6.x via OLEDB provider
GoldMine	Base and SQL via APIs

Accessible databases via: ODBC UDL(Universal Data Link)

MDAC

MDAC 2.8 or higher

ONLINE PERSONALISED DEMONSTRATION

Why not - from the comfort of your own desk – see a web-based demonstration of our technologies working against a sample of your data, in real time?

At the end of an assessment process we will be able to determine the potential waste caused by bad data, your potential gains through healthy data and identify if there is a genuine ROI case to be put forward.

Call us on +44 (0) 2392 988303 or visit our website www.dqglobal.com to book online.



Let us help you make your data fit for business use

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