



New Portal for "Data Quality on Demand"

Uniserv launched a Software as a Service portal as an SaaS offer for data optimization in CRM, direct marketing and e-commerce applications at the end of last year.

Various data quality functions for individual validation and/or file cleansing are consolidated in the Internet domain www.data-quality-on-demand.com. In the area of CRM, Uniserv also offers integration of its postal validation and its duplicate check in salesforce.com.

Furthermore, Uniserv intends to cover all the processes in all areas of data quality wherever possible "on demand" - i.e. without hardware or software installations: These include data profiling, data cleansing, firewall and data quality monitoring. "Whereas only parts of the Real-Time Services have been available on demand so far, the offer on the new portal is now considerably more extensive", says the Uniserv CEO, Roland Pfeiffer, referring to the Batch Services as an example of "Data Cleansing on Demand". With the on-demand offer, they now also aim to reach user groups, for whom an in-house installation has so far not appeared to be cost-effective owing to the budget, amount of contacts or intrinsic value of the contacts. ■

Mr Pfeiffer, how can people use the Data Quality on Demand services?



Roland Pfeiffer,
CEO Uniserv GmbH,
Pforzheim/Germany

Roland Pfeiffer: The easiest way is to upload the addresses to the server as a csv file or an Excel worksheet, select the processing steps and start the processing. After the processing has been completed, you receive notification

by e-mail, log in to the portal and download the cleansed address data. The cleansing and enhancing functions of the portal are also offered as integrable Web services. However, programming is required to use these.

Is the IT department needed, in order to use the "on-demand" services?

Pfeiffer: You do not require any support from your IT department to upload a file to the Data Quality on Demand server and cleanse it. Unless: you wish e.g. to integrate services as an interactive validation in your CRM system.

What costs are incurred for use of the portal?

Pfeiffer: The costs basically depend on the extent of use. In this respect, we offer attractive terms and conditions for multiple users and also for the more "sporadic" user.

Additional Information