



Market Successes with Address Technology

Uniserv GmbH, Pforzheim, with its comprehensive portfolio of software solutions and consulting services is one of the leading providers in the areas of address management and customer data quality. The internationally utilizable, industry/sector neutral and platform independent products serve both in the B2B and in the B2C areas as central instruments of compression, enhancement, qualifying and exchange of company and marketing relevant information. Using them in B2C applications, automatic views of a person, a household or a complete building can be created "on the fly". With its systems, Uniserv provides the optimal basis for a single, integrated view of the customer in the sense of an effective customer relationship management (CRM). At the same time, the solutions contribute to the strengthening of competitiveness, provide a higher cost-effectiveness and enable a maximized return on investment (ROI).

Uniserv, a company which has been successfully active on the market for three decades, offers a broad spectrum of application-relevant software programs that encompass various product lines, which, depending on the application and area of use, can be utilized with the same functionality: for ensuring the address quality in e-business, as tools in the interactive client/server environment, as stand-alone tools for batch processes or as workbench solutions with Windows interfaces. Moreover, Uniserv provides comprehensive services, including consulting, installation, training, maintenance and hotline service. For special problems, customers can rely on additional services such as planning, analysis, conception, realization or project management. Among the users are e.g. banks, insurance companies, mail order companies, publishing houses, government offices, and industry and trading companies both domestic and abroad. In Germany, 80 of the top 100 companies that have the most extensive customer and prospect databases belong to Uniserv's circle of customers.

To strengthen its international market presence even further, Uniserv has for years relied on a successful cooperation with European partners. Resulting from this, the company, which employs a staff of approximately 90 members in Germany, ensures for its customers competence and know-how for the current 2,900 server installations in Germany, Belgium, Finland, France, Great Britain, Italy, Luxembourg, the Netherlands, Norway,

Austria, Portugal, Sweden, Switzerland and Spain. With Uniserv solutions, addresses of about 370 million inhabitants of the 15 most important European countries can currently be managed, and via data updates, the customer information can be regularly updated.