



Capscan Demonstrates To SAP® Users The Cost And Efficiency Gains Of Address And Data Management

Capscan, a leading supplier of international address management solutions and data integrity services, will be demonstrating its UK and international addressing, deduplication and data cleansing capabilities for SAP® at the SAP UK & Ireland User Group Annual Conference 2006. It will also be inviting visitors to book a data health audit and review its range of award-winning on-demand services.

Visitors to the conference will have the opportunity to arrange a data health audit of the records stored in their SAP® database. Conducted by Capscan, it will deliver a full report outlining how accurate and up-to-date a sample of address records are, any issues with the data and what can be achieved and improved upon through cleansing. Complementing this service will be a demonstration of the range of SAP® certified interfaces Capscan offers as the sole UK reseller for **Uniserv GmbH** – *post* for mySAP™ Business Suite and *mail* for mySAP™ Business Suite.

post for mySAP™ Business Suite is a SAP® certified address management product that ensures the SAP® database is only ever populated with full, accurate and up-to-date address information. Managing Director of Capscan, Terry Hiles gives an example, "In a contact centre environment, *post* improves response times and reduces data entry errors by ensuring addresses are quickly and correctly entered into the SAP® database."

Capscan will also demonstrate the SAP® certified de-duplication software, *mail* for mySAP™ Business Suite. *mail* for mySAP™ Business Suite uses error tolerant searching to match against name and address information stored on the SAP® database, "*mail* greatly reduces the time taken to find customer records," comments Hiles. "It not only identifies duplicates but also prevents them from being created in the first place, ensuring long-term data health, and helping to maintain a single customer view."

For companies with small or infrequent mailing needs or limited technical resources, Capscan Bureau Services are an ideal option. They provide UK and international name and address cleansing, record de-duplication, and preference service screening to ensure the health and integrity of the SAP® database.

In October 2006 marketing professionals voted Capscan as the best address management product, at the Marketing Direct SMART Awards, in recognition of its on-demand services. At the SAP® UK & Ireland User Group conference, Capscan will be sponsoring charity prize draw and offering a digital camera as the prize. ■

Additional Information