

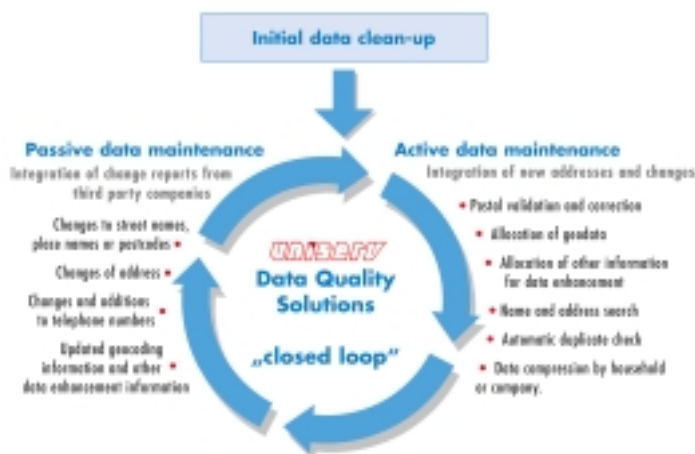


Data quality as a closed-loop process

Uniserv solutions create a link between passive and active data maintenance – Comprehensive support of processes and operative measures

In contrast to most other kinds of data, customer data has an inherent value. Its quality therefore plays an extremely important role in the enterprise. With this background in mind, Uniserv GmbH, Pforzheim, develops expert systems which secure the quality of address data in an enterprise-wide integral approach. These systems guarantee both the initial data clean-up as an initial step and the subsequent continuous data handling in a closed loop process with active and passive data maintenance. The software solutions can be comfortably integrated in a variety of platforms and in new and existing

systems. They can be used anywhere irrespective of the application, e.g. in online operation, in web applications or in batch processing. In addition to this, they satisfy the various requirements for securing data quality, which differ depending on whether an enterprise is active in the B-to-B or the B-to-C business sector, e.g. in contrast to private addresses, secondary address unit designators such as the legal form or the department have to be taken into account for company addresses. These then have to be checked and appropriately corrected.



All-round carefree package for address quality

Data quality is necessary and fundamental, in order to underpin and secure decisions, processes and operative measures in an expert manner. When an enterprise starts to deal with this subject, an initial cleanup of the address database with structuring, postal validation and correction as well as a duplicate check are required, in order to achieve an uncompromisingly high data quality. The result is a database which is up-to-date, complete, correct, standardized and, above all, duplicate-free. At the same time, this initial cleanup forms the starting point in the closed-loop process, which is made possible by the Uniserv solutions, which link active and passive data maintenance for sustained quality assurance.

In this connection, passive data maintenance manages the integration of change reports from third party companies within the loop. These concern altered street and place names, postcodes and telephone numbers as well as changes of address. Updated geocoding information and other data enhancement information also fall under this. At the same time, active data maintenance ensures that new addresses and changes are integrated. This includes postal validation and correction, the allocation of geodata and other information for data enhancement, the name and address search, an automatic duplicate check as well as data compression by household or company.

Further Information