



Data Quality on an international basis: Uniserv lays the foundation for a leading role

As a new Associate Member of the Unicode Consortium, the data quality specialist ensures that its software solutions can handle the wide range of character sets in global use - Role as one of the leading European suppliers of data quality solutions underlined

No matter whether it concerns Latin, Arabic, Greek, Cyrillic, Hebrew or something exotic, such as Katakana, Hiragana and Hangul, the products of Uniserv Data Quality Solutions GmbH, Pforzheim, support the use and the transliteration of various character sets on an international scale, taking the Unicode system as a basis. They can therefore be used globally to their full extent. Uniserv has also become an associate member of the Unicode Consortium, in order to further extend the existing Unicode capability of the product range and keep it permanently at the state-of-the-art.

"Especially in the case of our Data Quality Solutions, such as the DQ Batch Suite, or the data quality functions, such as postal validation, duplicate matching and merging or address structuring, it is of great importance to our customers that we keep their growth paths open by ensuring that they can operate internationally", says Roland Pfeiffer, CEO of Uniserv Data Quality Solutions. "After all, globalization begins at home: anyone who puts their money on uninterrupted quality assurance of customer and address data must address the issue of correct character interpretation and be able to support any conceivable format in this respect. The entire Uniserv product range is fully Unicode-capable, in order to exclude problems with the various character sets and their display from the outset."

Not least because of the Unicode capability of its products, Uniserv ensures that users can reliably cover all their international processes for data quality as part of the Data Quality Life Cycle, from the inventory and analysis of the current status of the database to data cleansing for the creation of uniform improved data quality standards, and from the systematic exclusion of new data contamination

(Data Quality Firewall) and measures for quality optimization up to and including the continuous monitoring and control of the data quality.

Unicode: One for all

Unicode is an international standard, in which a digital code is specified for each meaningful character or text element of all known literate cultures and character systems. The aim is to eliminate the problem of different incompatible encodings in different countries. Conventional character systems consist of a range of 128 (7 bit) characters, such as the ASCII standard, or 256 (8 bit) characters, such as ISO Latin-1. These character encodings permit the simultaneous display of only a few languages in the same text, which hinders international data exchange to a considerable extent. On the other hand, Unicode provides each character with its own code, independent of the system, program and language. As a result, all known characters are uniformly defined in the Unicode system. ■

Unicode Consortium

The Unicode Consortium is a non-profit organization founded to develop, extend and promote use of the Unicode standard and the associated globalization standards. The members of the consortium represent a broad spectrum of corporations and institutions in the Internet, hardware and software industry. These include: Adobe Systems, Apple, Basis Technology, DENIC eG, Google, Government of India, Government of Pakistan, Government of Tamil Nadu, HP, IBM, JustSystems, Microsoft, Monotype Imaging, Oracle, SAP, Sun Microsystems, Sybase, University of California at Berkeley and Yahoo as well as more than 100 associate, liaison and individual members. Further information is available at www.unicode.org.

Additional Information