

SOFTWARE FOR DATA QUALITY AND DIRECT MARKETING

Don't Miss!

Your Mark ●



ADDRESS MANAGEMENT IN AS/400 ENVIRONMENT

- GLOBAL MARKETING • DATA WAREHOUSING
- DATABASE MARKETING • ONE to ONE MARKETING
- e-COMMERCE • CALL CENTRE MANAGEMENT
- CUSTOMER RELATIONSHIP • DATA ENTRY

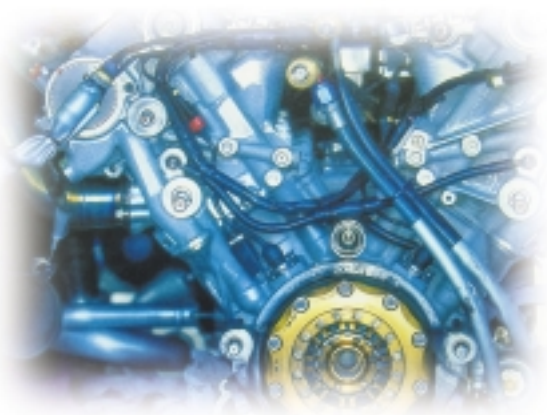
UNIBERTV

Customer loyalty = company success

Focus: Customer Orientation

Given the transparency of markets and the exchangeability of products and services, competition for customer satisfaction has become the predominant issue of strategic business planning.

In order to achieve decisive competitive advantage, uncompromising customer orientation and comprehensive information management are an absolute must. Strengthening business performance increasingly depends on the availability and immediacy of data as well as on efficient information processing. This particularly applies to the core management and maintenance of address data, since these are at the heart of any customer or market relationship.



The engine for better customer relationship:
address management

Addresses – a recipe for success

Experts all agree on one thing, correct addresses are the decisive key to success for a company-wide implementation of individual communication and customer care on a common basis. Up-to-date addresses are an absolute must for a professional quality-oriented customer management based on one-to-one relations at the point of sale.

Developing and implementing strategies for increasing customer loyalty and opening up new markets definitely requires adequate address material for success. The same applies to customer evaluations, credit investigations, or operations related to the customer's home, delivery, or invoice addresses. Correct and up-to-date addresses will in all cases be absolutely necessary.

Address management in the AS/400 environment

The solution developed by UNISERV for a company-wide validation of ad-

Added Value for
Your AS/400
Applications

resses supporting direct and fault tolerant access to address files will fully meet the any current requirement as to the efficiency of interaction and dialogue with the customer.

Maximising benefits

By providing an essential functionality for your front end business operations, we improve the flexibility and performance of your AS/400 application.

Regardless of the operating system used and the application background, our sector independent software solutions will take over a key role in your IT strategies focused on customers and markets.





**Facts,
Background
& Benefits**

*Up-to-date addresses
– simply a must*

Using address management software in the business-to-business arena will already prove advantageous when dealing with ten to fifty thousand addresses. However, adequate software solutions are absolutely indispensable in the business-to consumer market, where the number of addresses to be managed can typically reach several hundreds of thousands or even millions.

Why a professional solution?

One thing is certain, when manually keying or editing addresses, errors such as the following can never be totally excluded:

- ▶ Phonetic errors when addresses are transmitted orally (same sound but different spelling)
- ▶ Confusion with letters and numbers that "look" very much the same when entering hand-written records – no matter if addresses are read by machines or "human" resources
- ▶ Typing errors made during data entry
- ▶ The use of different and non-standard abbreviations

- ▶ Misunderstandings as to first name and surname, adding or omitting salutations and other supplements

Without professional address management, all these potential errors automatically cause identical addresses with different spellings to be captured several times which gradually increases the number of unrecognised duplicates in the files.

*Your benefit: solutions made by
UNISERV*

We offer you a variety of expert systems which automatically ensure that your database will contain nothing but correct addresses complying with postal standards – especially if your clientele is an international one.

In addition, fault-tolerant search algorithms ensure (without the need for explicit user actions) that address files are kept free from duplicates when entering new addresses or editing existing ones.

Plus, you will find any existing address in your database, even if it was stored with one or more of the errors described above or if the inquiry is misspelt or misskeyed.





We optimise your address management in AS/400

Product Portfolio

Our solution for customer-oriented marketing in AS/400 is made up of three components designed to optimise your address management. These components may be used either together or individually.



post for AS/400

This online component ensures that only those addresses with a valid postcode, town name, and street name and, where required, a correct house number or P.O. Box number will be stored and managed in your DB/400 database. *post for AS/400* uses various fault tolerant analysis algorithms and includes extensive reference tables which allow the verification and correction of addresses to be carried out automatically. In case of unresolved ambiguities, users are provided a list of the available options to select from. In call center applications for instance, this allows operators to resolve the problem whilst still in direct contact with the customer. *post for AS/400* is available in various national versions for major European countries.



mail for AS/400

mail for AS/400 allows you to find the required address in your DB/400 database, even if it was stored with errors in the address file or if your query contains errors. This search with partial information can be used as "quick " and/or fault-tolerant alternative to the generic search possibly already existing in your system. Of course, searches can also be carried out using entire names and addresses. Typically, this will take the form of an automatic process before any new or modified addresses are stored in the database. Fault-tolerant searches using telephone numbers or birth dates are also possible. When searching for specific address types, *mail for AS/400* of course supports "roles" assigned to addresses.



click it for AS/400

click it for AS/400 is a batch front end tool which allows you to carry out typical address management tasks in the most efficient way. The software is ideally suited for importing address files into your AS/400 application as well as for periodic address updates. To achieve this, *click it for AS/400* restructures the addresses into a common layout and format, converts upper/lower case letters according to specific national address requirements, carries out the postal address validation, and determines (potential) duplicate entries. *click it for AS/400* also offers address geocoding functionality for micro-marketing purposes. It does all of this with lightning speed, even where the database contains millions of addresses.



Implementation focused on AS/400

When developing the various software components, particular attention was paid to the ease of integration into the AS/400 environment. The *UNISERV* address management solution is entirely based on client/server technology and integrates seamlessly into the AS/400 environment. The software can be used either with latest AS/400 client/server applications or with more "classical" centralised AS/400 applications, with support for both 5250 character based or graphical Windows user interfaces. All verification and rectification tasks are carried out automatically in the background.

**AS/400
Integration**

Online application

Function calls for online checks can easily be integrated into your application by your developers or your software partners. To do this, *UNISERV* provides a program interface, the actual address verification and rectification being automatically run in the background. In this context, particular attention was paid to an easy integration into RPG programs, as these continue to dominate the software world in AS/400 environments. However, the *UNISERV* interface can also be integrated without any difficulty into other programming languages such as Cobol or C.

**Easy
Connection**

Batch application

Communication of the *click it* batch application is carried out via file interfaces, thus allowing the integration to be generally carried out without any application development or modification of existing applications. Due to the *UNISERV* client/server architecture and various support options provided by the AS/400, several alternatives are available to run the background processes:

▶ *On the AS/400 system directly*

This is possible with OS/400 V4R4 or higher and requires the availability of the software feature "PASE".



▶ *On an internal Windows NT/2000 server*

This is possible with OS/400 V4R2 or higher and requires the availability of the hardware feature INS (Integrated Netfinity Server). The corresponding *UNISERV* background process will then be run on this internal Netfinity server under Windows NT/2000.

▶ *On an external Unix or Windows server*

This is possible with OS/400 V3R2 or higher. All popular Unix-based platforms (AIX, HP-UX, Sun Solaris, DEC, Linux) as well as Windows NT/2000 can be used for the external servers.



Useful FAQ's

What distinguishes postal address checks with post for AS/400 from "ordinary" systems based on reference tables?

- ▶ Automatic verification and rectification of all postal address elements.

Questions and Answers

Fault-tolerant verification allows many errors to be corrected automatically, i.e. without user intervention.

- ▶ Assignment of correct postcode dependent on street, house number or P.O. Box information.
- ▶ Selection list of most likely alternatives in case of ambiguous search results.
- ▶ International program versions for major European countries.

What is the difference between address retrievals using mail for AS/400 and standard DB/400 database searches using "wild-cards"?

- ▶ Results are returned much faster. Even for address files containing several million entries, typical response times will not exceed one second.
- ▶ Searches with *mail for AS/400* are fault-tolerant, even without wildcards. This is a rather important aspect, as using wildcards implies that the user knows or can accurately guess where spelling/typing errors could have occurred!
- ▶ Searches can be run automatically, i.e. without any user action, before storing any new or modified addresses. This largely precludes the creation of duplicates and avoids time-consuming searches by the user.
- ▶ Results are returned sorted by similarity (best match first).



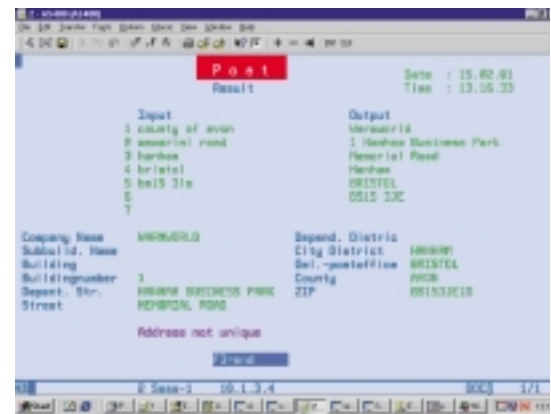
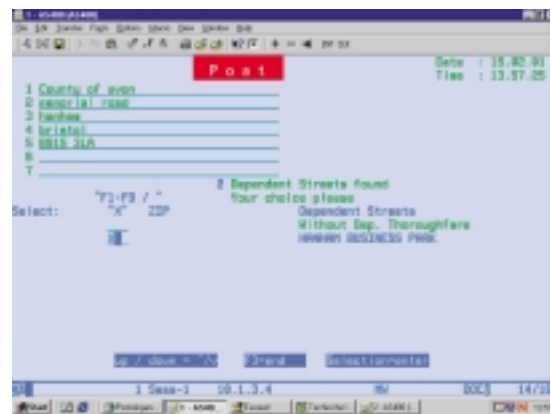
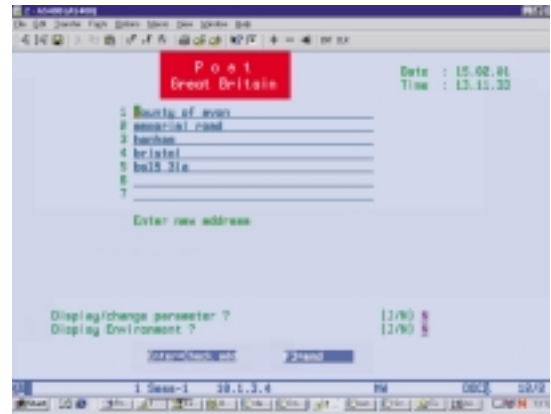
What is the difference between the UNISERV solution and other tools available on the market?

- ▶ *UNISERV not only offers individual components but also a global solution for online and batch applications.*
- ▶ Postal validation and duplicate checks are integrated interdependent functions, thus providing better result quality and higher database consistency.
- ▶ The solution can be used online and as batch application for mass data processing.
- ▶ The *UNISERV* solutions have exclusively and uncompromisingly been designed to meet specific address management requirements.
- ▶ High scalability, even for large numbers of "power users", through flexible and distributed use of different logical and physical servers.
- ▶ The solutions are designed for international purposes while being totally independent of business sectors and existing applications.
- ▶ With over 2,800 server installations to date, *UNISERV* is one of the leading address software suppliers in Europe.



Examples Online Service Processes Directly on the AS/400 System

Postal address check with post



Interactive duplicate check with mail



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