

@-ADDRESS QUALITY

IT Solutions to Ensure Address Quality in e-Business



@-SOLUTIONS



INTERFACES



ASP OFFERING



Why address quality in e-business?

In many organisations, e-business applications do not include integrated functions to ensure consistent address quality. However, this is indispensable, since online success is closely related to the quality of addresses.

Thus far, a large number of companies have ignored address quality issues when setting up their e-business activities altogether. Whilst the number of Internet transactions remains rather insignificant when compared to total returns, this might seem to be the obvious strategy. With e-business sales increasing rapidly however, it is becoming more and more important to use intelligent IT solutions in order to ensure the quality and consistency of customer-related data at the point of data capture.

UNISERV- @-address-quality solutions...

With "WEB.systems", UNISERV has introduced a product line comprising all of its e-address quality solutions. As far as possible, these solutions allow users to avoid wrong or incomplete addresses and to eliminate fake or fictitious addresses automatically. Additionally, unintentional keying, reading or hearing errors together with abbreviations are also corrected by way of fault-tolerant comparisons with reference tables, thus excluding this type of error before addresses are stored.

Our standard software solutions have always reflected our commitment to optimal address quality. Now, we also provide correct address data to the e-business world, thus setting new standards for @-address-quality!

Go ahead and turn your Internet addresses into a recipe for success! As a matter of fact, error-free customer data is an essential prerequisite to check customer solvency, to ensure and speed up delivery, to reduce cost and to increase your company's profitability.

... with additional benefits

Moreover, using the UNISERV address management systems for e-business offers further significant benefits to improve address quality. For example online qualification and personalisation of addresses allows you to offer products specifically suited to the customer's 'living environment' (micro-marketing). You can direct customers to the nearest agency, branch office or distributor. You can even show the quickest route to reach your location (drive times and mapping) or recognise 'old' customers even without a customer ID or 'long-term cookie' and react accordingly as to product offerings and terms.

Benefits of UNISERV @-solutions:

- can be used in B2B or B2C applications
- well-suited for both Internet and Intranet solutions
- very short response times, even with large databases
- can be used locally or via ASP
- independent of WEB servers, databases, operating systems or hardware (standard Java, Perl or COM interface)
- allows seamless integration into applications with "classical" HTML pages, frames or Java applets.



@-SOLUTIONS



Which interface do you need?

UNISERV provides any address management interface you might need for your e-commerce or e-shop application, no matter whether your application is based on Microsoft, Linux or any other UNIX technology.

Interfaces, languages and integration tools

Java

The pure Java API is used for web applications with Java servlets, Java server pages or Java applets as well as for any other Java application.

COM (Component Object Model)

This API supports the Microsoft world. It is used for web applications with Active Server Pages. In addition, this API also supports proprietary or standard Windows applications as ActiveX components and even Microsoft Office applications.

Perl

The Perl API is primarily used for web applications within CGI scripts.

Select Your interface version!

Internet-Toolkit

With the UNISERV Internet Toolkit as basic API (BAPI) your application will be able to access any UNISERV OPEN.edition server either directly (COM or Perl API) or via the gateway included in the toolkit (Java API).

This toolkit allows you to access (in detail) the entire set of OPEN.edition server functions for integration and personalisation.

The Internet Toolkit is primarily used for 'local' installations of the OPEN.edition servers within a company, whether it be "in-house" or web applications. The main targets are high performance and generic use. Encryption and authentication are not supported.

WEB-address-server

With the UNISERV WEB-address-server as WEB API (WAPI), your application will be able to access the services of the UNISERV ASP offer via a Java, COM or Perl API. The WEB-address-server will then transmit the tasks to the corresponding UNISERV OPEN.edition product servers.

The WEB API is designed for quick and easy integration. It is component oriented, working on a higher level than the basic APIs. As these interfaces support encryption and authentication, they are generally used in the context of the UNISERV ASP offer.



INTERFACES





ASP OFFERING

Address Service Portal – the UNISERV ASP offer

With the Address Service Portal, UNISERV provides an ASP offer that allows you to access address management solutions simply by "plugging in". This service is intended for use within both web and "in-house" applications. In addition, it can also be fully integrated into your application.

Currently, the service supports an interactive application for the postal validation of addresses for several European countries. Further interactive services related to the use of addresses for geo-marketing or micro-marketing purposes will come on line shortly.

In addition, a "batch" access will be available to provide a secure and direct access to our computer centre services for processing your existing address files.

Advantages in a nutshell:

- Ready to run applications
- Low IT investment
- Eliminates programming resource requirements
- High level of security
- Economical, calculable, profitable
- Cost-effective volume related charging scheme
- Permanent access to latest software releases and up-to-date data
- Fast response times for interactive use
- ASP authentication by authorised certification agency
- Absolute data transmission security through 128-bit encryption

Information for developers

The technical core for the complete solution is the UNISERV WEB-address-server. It consists of the WEB API (for Java, COM or Perl) which establishes a HTTPS connection with the WEB-address-server, transmits all information to be checked, returns the results in an open XML format and processes the data for easy access by the client application.

Secure encryption and authentication during transmission of data is provided by the SSL-based (Secure Socket Layer) HTTPS protocol. Internal applications will not create any problems with firewalls provided the Internet can be simply accessed from the company LAN with a browser.

The UNISERV ASP server is connected to the Internet by way of a fast 2-Mbit/s line. Both hardware and software are set-up as redundant systems, with the backup system automatically taking over in case of failure.

Who is the UNISERV ASP offer intended for?

- Internet start-ups
- e-shop developers, hosters and operators
- e-commerce application developers and operators
- Call center application developers and operators
- Any growth-oriented company operating at international level

The UNISERV ASP offer will be available soon under www.address-service-portal.de or www.address-service-portal.com

UNISERV GMBH



member of



Rastatter Str. 13 | Phone: +49(0)72 31-9 36-0 | <http://www.uniserv.com> | © Copyright Uniserv
D-75179 Pforzheim | Fax: +49(0)72 31-9 36-25 00 | e-mail: info@uniserv.com | Pforzheim • All rights reserved