



**Geomarketing:**

**Pinpoint Customers**

**and**

**Develop Potential!**

## Geomarketing: Pinpoint Customers and Develop Potential!

With Uniserv's *geocoding* software you can enhance your customer and address data with important additional information. The detailed geocoded layers provide you with supplementary information about your customers or prospects that you can use directly.

### **Address as starting point**

Using the address as starting point, you can retrieve detailed information about individual customers, thus opening up new horizons for your marketing strategies. At the same time you increase the efficiency and profitability of your applications, reduce your costs and stretch your marketing budget.

### **Real-time und fault-tolerant**

Until now, many applications in geocoding-supported micromarketing were carried out exclusively in batch processes. But in the age of e-business, radical rethinking is necessary. For many Internet applications or for „inbound“ applications in call centers, address geocoding measures must be implemented when the user enters the data during the business process.

Depending on the type and „granularity“ of the applied spatial information, the geographical reference can be linked to a single house, a section of a street, an entire street, a city or town district or to a whole city.

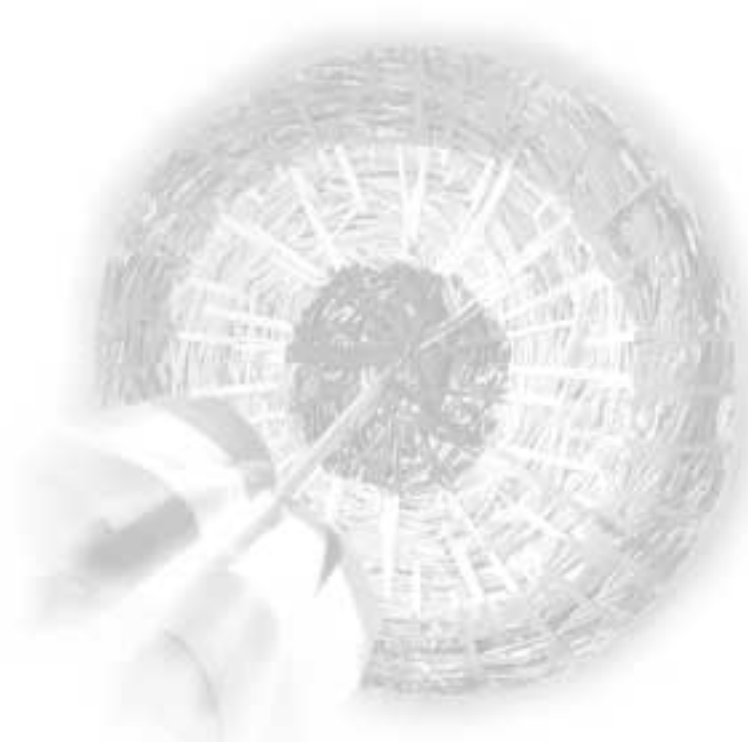
Here user-friendliness plays an important role. Therefore, Uniserv's geocoding software has an „intelligent allocation“ feature for reading, hearing or spelling errors and for abbreviations in the address. Especially for e-business applications, this is absolutely necessary in order to obtain a high allocation rate with the desired degree of detail.

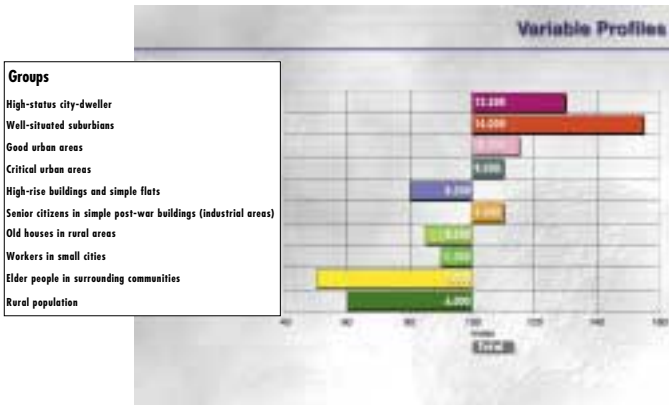
Direct response in an ongoing business transaction is only possible when address geocoding takes place in real time. This is especially true when new customer data is recorded for which no augmented data yet exists. Optimal „personalization“ and adjustment of the dialog to the new customer can only take place after the spatial intelligence (address geocoding) has been applied.

### **Sharpen your competitive edge**

Enterprises that are able to implement address geocoding in real time have a definite competitive edge particularly when doing business with new customers.

With Uniserv's *geocoding* solution you will be able to use a large amount of the micromarketing information available on the market, no matter which IT platform you use – both for batch processes, for online and Internet applications – without additional development effort or „bridges“.





## Integration with postal verification and correction

Uniserv's *geocoding* solution can be used either stand-alone or in combination with postal validation and correction. For most applications, combined use is recommended to keep your address databases synchronous and up-to-date with respect to the spatial information and the addresses.

If you purchase the *geocoding* system and the postal verification solution from Uniserv as an integrated package, you have the advantage that both systems build on the same city and street reference files. Moreover, the periodic updates Uniserv delivers to you in one software package will already be integrated and aligned. That means you get the greatest possible data quality with the least amount of effort.

## Address geocoding without boundaries

Uniserv's *geocoding* software is also of interest to users who manage addresses from different countries and who want to allocate spatial information to these addresses. Although the available information differs greatly from country to country, a uniform GUI design simplifies the integration of country-specific geographically supported information in a common system environment. This minimizes the cost for adjustment programming and provides the basis for address geocoding „without boundaries“.

The software is available in several national product variants and takes the respective country-specific factors and requirements for address geocoding into consideration.

## Typical use scenarios

### Data entry

Up-to-date spatial information is automatically allocated in the background to new customers/prospects during the entry process. The same is true for address changes which are made because of relocation.

### Data cleansing

When building address databases and when transferring data files in data warehouse projects, it is necessary to assign the geocoding information prior to the actual loading process.

### Periodical updating of the database

Every high-quality address database should be updated regularly for the following reasons:

- First, even when a customer does not relocate, addresses change in some of the managed customer and prospect data. This is due to frequent incorporations of communities and changes in street names and in the postal codes!
- Second, information concerning individual geographical objects and cell structures constantly changes because people move to a new domicile or move away (relocations) and because of natural aging processes. Here especially, assignable milieu features are affected, and such changes should periodically be entered as part of the database maintenance.

## Micromarketing partners

In the field of address geocoding, Uniserv cooperates with leading suppliers of microgeographical data and information. In doing so, Uniserv provides the IT platform for geocoding and postal verification, and the partners contribute their data and market know-how.

### Performance features and functions

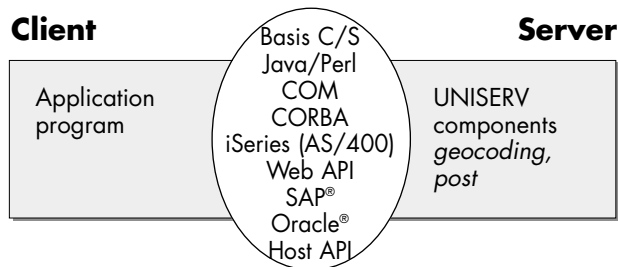
- Assignment of geocoding information on the basis of postal address data, both for interactive applications and for sequential mass processing.
- Real-time allocation possible directly when entering the address (e-commerce, call center).
- International solution approach – The geocoding system is available in a multitude of country versions.
- Integration possible with postal verification and correction.
- geocoding is based on ultra-modern C/S technology. Due to its open architecture, it operates on all generally used platforms.
- The fault-tolerant allocation (phonetics, fuzzy logic) ensures the highest „hit rates“ and precision.
- Uniform interface logic and system design assure investment security and fast implementation.
- High performance.
- Regular data updating.

## Product variants

The geocoding variants are available for all generally used platforms ranging from Windows, UNIX and iSeries to mainframe in several country versions:

- For geocoding in Internet and Intranet applications (WEB.systems).
- As components for interactive geocoding with the product line OPEN.edition. For this, a number of advanced, fully tested GUIs are available for rapid and direct integration into your applications without any workarounds.
- As standalone tools for sequential batch processes with control via scripts (BATCH.line).
- As integrated solutions for sequential batch processes with control via Windows GUI (INTEGRATED.systems).

### Possible interfaces



## Additional Information