

YOUR ADVANTAGES

- + Book functions flexibly
- + Transparent costs
- + No investment necessary
- + Simple to integrate using various interfaces
- + Also ideal in hybrid use

Data Quality from the Cloud.

Customer data is the capital of your company. Clean and correct data generates turnover from the substantiated information it provides you with, about your customers. Therefore, it's high time for you to take another, more careful look at your own data quality.

Companies that regularly move large volumes of customer and address data mostly rely upon a classic software solution when it comes to data quality. In this case, the preparedness, and the necessary means to install, service and maintain a software solution are all available.

But the investment and installation for hardware, programmes and reference data is often not a viable proposition for dealing with small and medium-sized tasks. In this case, many companies forego effective data quality services altogether and accept the likelihood of sub-standard business processes, or worse still, lost turnover.

The alternative: Data Quality from the Cloud. A fast, economical and uncomplicated solution without any investment costs. Uniserv Data Quality on Demand provides you with complete management of customer data quality as a utility computing service; meaning that the resources used are paid for, only for the duration of their actual use. This means that optimizing the quality of any amount of data, and for any task, is worthwhile in all cases – practically right from the very first dataset.

www.data-quality-on-demand.com

Tailor-Made DQ Cloud Services.

Data quality from the cloud provides exactly what is needed – no more, and no less. It is quick, uncomplicated and economic. Data Quality on Demand means that costs are incurred only for actual use. The web-based offer from Uniserv is suitable for both ad-hoc optimization of individual datasets, as well as for periodic cleansing of larger data volumes.

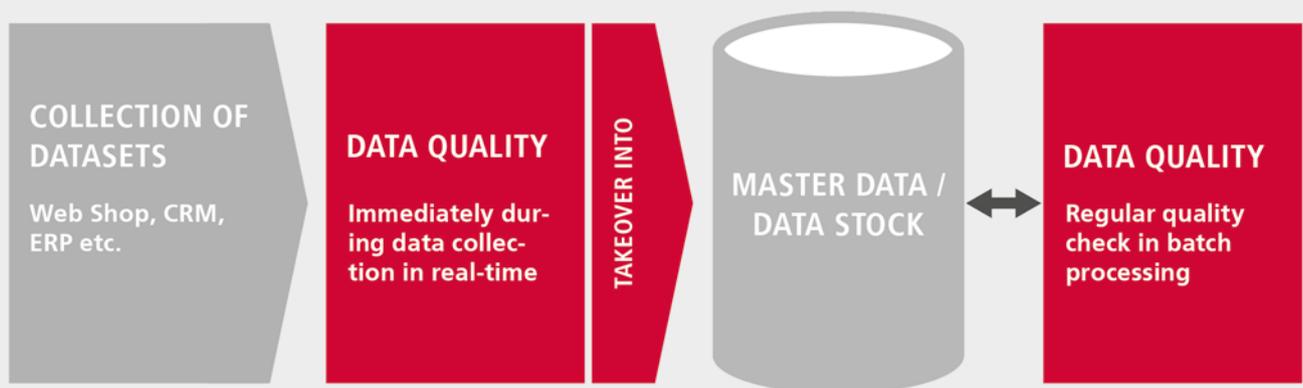
Error-free right from the start – the individual check

The quality of a dataset can be directly monitored and optimised both during initial entry, and thereafter with every renewed call-up. Customer datasets are checked, compared and enriched via your own web browser. Alternatively, this function is also available as a direct, interactive web service for the respective business applications; allowing customer data to be optimised without a browser, but still in the cloud and whenever required. The appropriate Uniserv interface ensures that the process runs smoothly.

Permanently optimal – mass processing

Mass data stocks should be updated at regular intervals in order to keep them clean on a permanent basis. Regular quality checks – so-called “audits” – give information about the current master data quality; enabling a prompt reaction if necessary. Such large files and entire data stocks can also be processed and optimised in the cloud. With the aid of a simple, graphic user interface, the desired rules are systematically created and processed online. As a result, your other existing business applications will constantly benefit from having the most up-to-date master data to work with.

DATA QUALITY AS A SERVICE



DQ CLOUD SERVICES FROM UNISERV

Data Quality Functions that pay for themselves.



Data cleansing

Data cleansing functions are the solid basis for all data quality management measures, and they should be implemented immediately during data acquisition (or collection). Data stocks should also be optimised at least once a year. The basic functions available are address optimising and correction, issue of an address key, and duplicate cleansing (Customer Identity Resolution). Address correction is available for mass optimization of files and data stocks, or online for interactive individual checks. The correctness of email addresses, bank details

and credit card data can also be checked individually, thereby avoiding potential high transaction costs. With Data Quality on Demand you profit from one of the best possible allocation rates, based upon sophisticated algorithms. Country-specific rules and delivery procedures are taken into account during processing. You can take advantage of all knowledge bases available for each country for your analyses, and for determining similarities and phonetics.



Data comparison

When used regularly, data comparison functions keep your customer data (address stocks) up to date. With Data Quality on Demand, you take into account the fact that people move their addresses/relocate, don't want to receive advertising material; and regrettably – die. We offer this service to you with partners.

An example: Approximately eight million people change their address/relocate in Germany each year. With more than 20,000 removals each day, any customer databank will soon become outdated if this not dealt with. With Data Quality on Demand you can immediately compare your data with the Deutsche Post POSTADDRESS MOVE relocation database.



Data enrichment

Customer data can be made even more helpful and more valuable "on demand", by enriching it with additional information as needed, for example with geo data including x-y coordinates.

Geodata is an instrument for planning and controlling branch networks, sales areas and transport routes. It

is can also be useful for targeted acquisition of new markets. Data Quality on Demand combines such coordinates easily and fast, presenting them in one standardised output format for all countries.

Data Quality for all Applications.

More quality care in CRM

Data Quality on Demand interactively works together with your CRM system. With the help of the online individual check, it examines all data input in real time, thereby avoiding any errors occurring during initial acquisition. To keep your data stocks permanently up to date, use Data Quality on Demand for regular comparison with current relocation data and bereavement lists. Geodata can be supplemented similarly.

Exact data for ERP & Co

A well-functioning Enterprise Resource Planning (ERP) system needs a high quality database. With Data Quality on Demand, you make sure that only the best possible quality data is used. Larger data volumes can be processed in one run with mass data optimisation. Additionally, the online individual check examines every data entry during input for correctness, and rectifies any address errors, inaccurate bank details, etc. found.

Lowest stray losses in direct marketing

Direct marketing today must be carefully calculated and planned. Stray losses cannot be accepted. Therefore, the complete repertoire of quality measures is a must! Address checks and address keys, duplicate and relocation checks, as well as a comparison to Robinson lists and to bereavement lists minimise the risks.

Makes eCommerce worthwhile

With its tight profit margins, online trading cannot allow itself using corrupted customer data either. The results of incomplete addresses or incorrect bank data soon eat into profits. Fact is: Damage avoidance is far cheaper than [subsequent] damage limitation. The online individual check provided by Data Quality on Demand is practically indispensable from the moment of initial data acquisition. And finally: Additional data quality functions also allow you to enhance your customer and interested party data with geo data.

THE CONNECTORS



For salesforce.com, the world-wide leading CRM platform offered as a web service, the Uniserv connector is already integrated, and can be activated on the salesforce.com platform.



The comfortable new possibilities of Microsoft Dynamics make it easy to directly add additional functions. The smart connector from Uniserv takes care of the rest.



With an open user concept, SAP® R/3®, SAP™ ERP und SAP™ CRM all support integration of external software solutions. Uniserv provides all business demands with a solution concept for SAP™ Business Suite.



The connector from Uniserv for Oracle-Siebel CRM plays the major role in ensuring that data quality is reliably optimised, even in very large – and the largest – CRM systems.



Optimal data quality also for Update CRM systems. The connector can be installed easily, and when activated the postal check and duplicate search are performed automatically.

Web Service

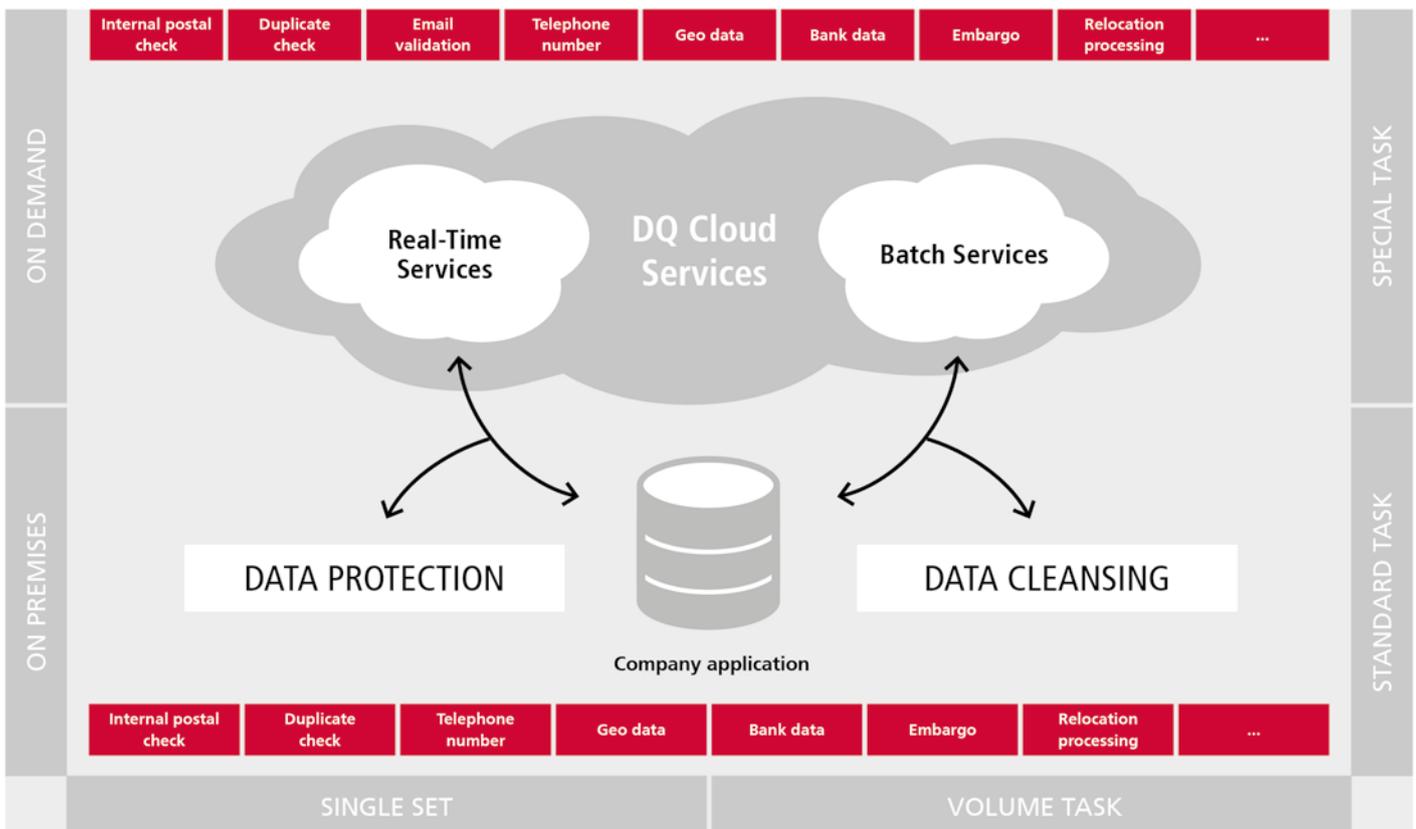
Is the connector you require not shown? Please let us know and we will arrange simple integration of DQ cloud services into your individual application!

The Intelligent Hybrid Solution.

For particularly economical work, we can also provide you with an intelligent solution: the Uniserv Hybrid Model. It gives you the perfect combination of data quality both on-premises and on-demand. Large volume tasks are dealt with by the installed software, whereas for special tasks or for ad-hoc cleansing, the cloud solution is used. For example: you already have a data quality solution in use which provides optimal address data in your mainly German customer master database. Your international sales activities mean that you are gaining increasing numbers of customers from abroad. In this case it would not make economic sense to supplement the existing solution with additionally licenced reference address databanks for just

a few hundred extra international customers. A smart and flexible alternative is use supplementary on-demand functions. These functions are paid for only according to actual needs and use. Also conceivable is similar use for data enrichment.

We combine the classic installation solutions with both on-demand approaches, i.e. mass processing and real-time services, individually coordinated to your individual personal demands. The integration of web services into your business applications using connectors and interfaces provides you with the pre-requirements for your tailor-made user model.



CUSTOMER DATA MANAGEMENT

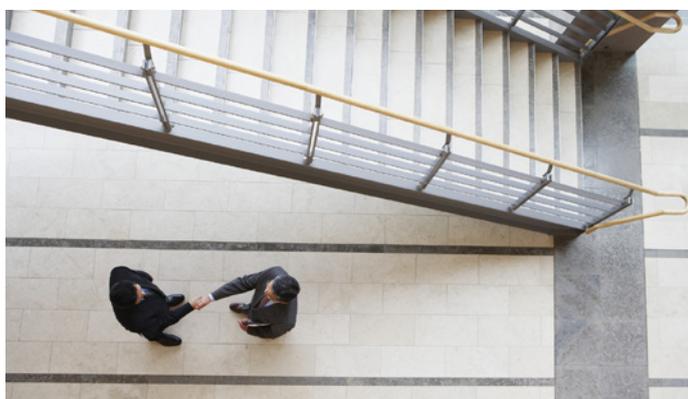
from the European Market Leader

Uniserv is an expert in successful customer data management. Smart Customer MDM, the MDM solution for customer master data, combines data quality assurance and data integration in a comprehensive approach. Customer data is at the focus of initiatives for Master Data Management, data quality, data migration and data warehousing, e.g. in the environment of CRM applications, eBusiness, direct and database marketing, CDI/MDM applications and Business Intelligence.

With several thousand installations worldwide, Uniserv serves the expectations of a comprehensive solution for all business and customer data over the entire data lifecycle.

The company employs more than 130 people at its headquarters in Pforzheim and its subsidiaries in Paris, France, and Amsterdam, Netherlands, and serves a large number of prestigious international customers from all sectors of industry and commerce, including Allianz, Deutsche Bank, eBay, EDEKA, E.ON, France Telecom, Lufthansa, Otto, Siemens, Time Warner, TUI and VOLKSWAGEN. The Commissioner for Data Protection for Baden-Württemberg recently confirmed that Uniserv structures its business processes in compliance with legal data protection requirements.

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