



Smmart Post puts its faith in Uniserv

Smmart is carrying out work for more and more institutional customers within the framework of its Direct Marketing Services. The frequently difficult quality of the provided address data necessitated an investment in data quality - on the basis of the MDM platform DQSH (Data Quality Service Hub) from Uniserv.

CHALLENGE

Smmart Post is increasingly working for institutional customers such as the City of Milan or the Province of Brescia in its capacity as a service provider for Direct Marketing Services. Since the quality of the addresses provided by the customers for the mailings is frequently suboptimal,

reliable delivery has to be considered critical in some cases. However, reliable delivery is extremely important for customers from public authorities, especially when it concerns e.g. official letters.

HIGHLIGHTS

The investment in data quality is multi-faceted and is based both on real-time and batch. The postal validation for Italy is used with the so-called First Time Right in conjunction with the workbench for data quality, again with the postal validation for Italy, for batch processing. This configu-

ration enables Smmart Post to respond flexibly to customer requirements and to process varying volumes of addresses quickly and precisely.

CUSTOMER BENEFIT

The chosen investment in data quality effectively provides Smmart Post with valid address and customer data. Based on this quality-optimised data ensures that the emissions reach the respective end customer on time at the right time and especially without overlap. The high requirements for

deliverability from the institutional authority can therefore now be granted in full. The high deliverability requirements of the institutional customers can now also be met in full.

THE UNISERV SOLUTION

The Uniserv products Data Analyzer, Data Cleansing, Data Protection (First Time Right) and Data Governance (monitoring) are available in the DQSH. These four products offer users all the functionality required for processing the typical project scenarios of data management - Master Data Management, data quality initiatives, data migration and

data warehousing. Users maximize the potential of their data with the DQSH and lay the foundations for successful and sustainable data management.

SMMART POST

Smmart Post is a company which offers Direct Marketing Services. It is based in Palermo and was founded by the entrepreneur Giuseppe Terranova in 1988. To begin with, the focus was on industrial printing, but growth and decentralisation were well to the fore in the following years with the opening of new locations and the addition of further business areas such as the printing and distribution of account statements and invoices (water / gas / power). Over time, greater emphasis was placed on Direct Marketing

Services, which shaped the business operations. In this respect, the goal is to achieve a high level of efficiency and service quality with concentration on the most important customers, such as the municipalities of Milan, Bologna and Syracuse, the province of Brescia and the regions of Piedmont and Lombardy.

Further information is available in the Internet at www.smmartpost.com

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