



Technologies4Targeting Limited
Geneva House
3 Park Road
Peterborough
PE1 2UX
United Kingdom
Tel: +44 (0)1733 890790
Email: info@tech4t.com
Web: www.tech4t.com



Global Address



Precision data, global reach



Global Address

About Global Address

Global Address, the data quality specialist, has been helping global corporate clients capture, cleanse and enhance data since 1999. Its intelligent software supports name and address data quality for more than 230 countries and territories. The company operates from offices in the UK and the USA and through a worldwide network of resellers and OEM integrators.

Global Address values

Global Address is dedicated to developing the following professional values, which permeate the very core of the business and its people and keep Global Address at the forefront of the global data quality industry:

- Customer satisfaction – a pledge to provide an outstanding service, exceeding each customers' expectations
- The global reach of the Datastore provides an unrivalled knowledge base of worldwide reference data used to capture, cleanse and enhance customer information
- Innovative technology solutions driven by in-depth industry knowledge – Global Address is at the forefront of product development, providing advanced software tools to create precision data

Precision data

Global Address software enables rapid **capture** of precision data, generating accurate postal addresses for each country in as few as eight keystrokes. It can **cleanse** a contact record - even if it has multiple spelling errors or partial data - and format it correctly, according to country and language. It can **enhance** the information to introduce, for example, the appropriate salutation, time-zone or geo-code co-ordinates.

Global reach

Global Address customers can achieve precision data wherever in the world they are operating. The Datastore, the epicenter of Global Address solutions, contains comprehensive reference data for more than 230 countries and territories. Its Unicode capability means the software can operate in every major alphabet and character set. This diversity enables processing of data in languages such as Japanese, Russian and Chinese.



Precision data, global reach

Global Address solutions have the power to transform data into powerful and precise information. The Global Address suite captures, cleanses and enhances data, making contact with your customers and prospects a more accurate and measurable experience.

Improve efficiency

Whether capturing data in the contact center or over the Internet, undergoing the cleansing process or enhancing your data, improved efficiency is the key business benefit of securing and maintaining precision data.

Furthermore, improved accuracy can mean a faster response from customers.

Software applications and platforms

Global Address offers clients the flexibility to implement the software in their own enterprise or to access it via hosted services. The solution supports a broad range of applications and platforms, which are designed for implementation across the enterprise at every stage of the business process. Global Address software can be integrated into existing third party applications on many platforms using the C, C++, COM, XML or Java APIs. It supports all leading Microsoft® Windows®, UNIX® and Linux® platforms. The Global Address Interactive and Batch clients can be deployed on Windows platforms to provide stand-alone capabilities or integrated with existing software via XML.

If you're looking for a CRM solution, Global Address has long-term high-level experience working with customers to establish interfaces with popular database and CRM solutions such as Siebel®, Oracle® and Peoplesoft®.

Global Address Suite Overview

Companies using reliable name and address data benefit from a range of performance improvements. They save on returned deliveries and the subsequent additional re-mailing costs; duplicate entries are easily identified; potential fraud is easier to detect; deliveries reach their destination faster; and data analysis is more accurate.

Software applications

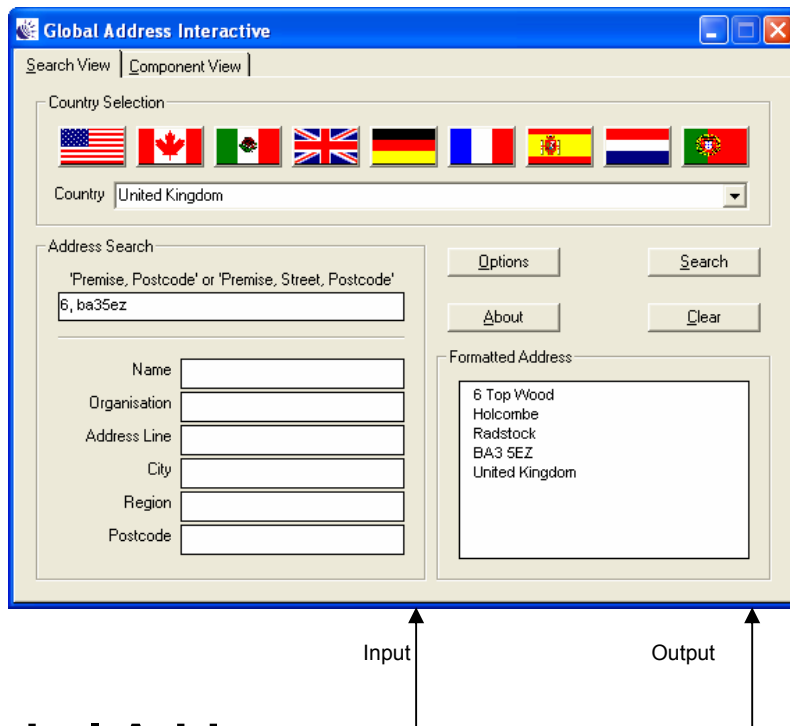
- Global Address Interactive
- Global Address Batch
- Global Address Web

Developer's Toolkit

- Global Datastore



Precision data, global reach



Global Address Interactive

The intelligent software enables rapid and accurate address capture. It is an ideal function for contact centers, customer relationship management (CRM) and other database applications.

Often called 'rapid key entry', it is a fast and reliable way of capturing precision data using minimal information.

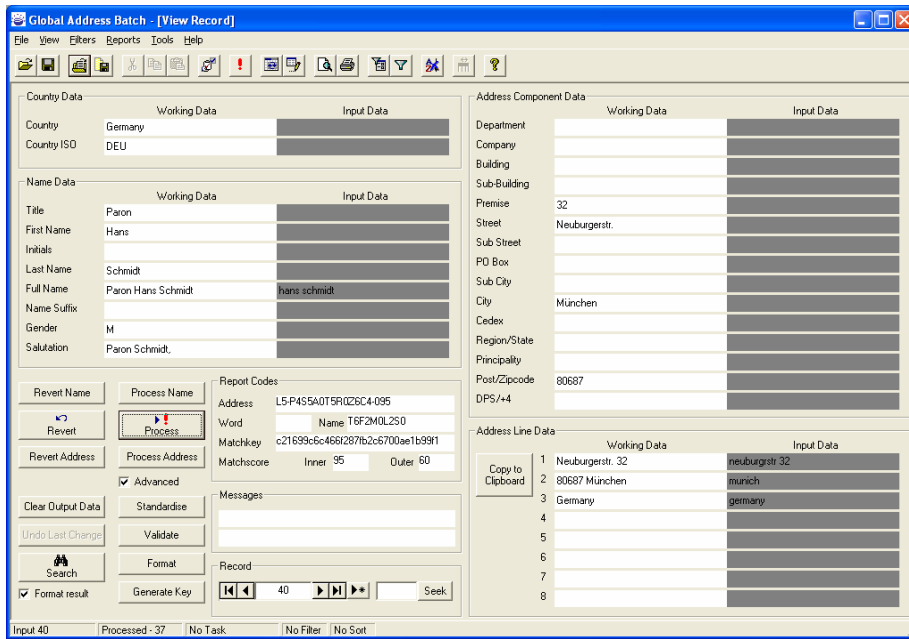
From as few as eight keystrokes, Global Address Interactive can source information from the Datastore to create an accurate postal address in correct country format for more than 230 countries and territories. It can also return a full postal address from incorrect and partial data.

Global Address Interactive can reduce data entry time by up to 80%. This quicker, more reliable means of data entry saves time and money. It avoids damaging customer relations and saves extra shipping costs by making sure the delivery address is correct and properly formatted right from the start.

- Enter postcode, city or street for complete list of matching data
- Return a full postal address from a partial address
- Identify the correct address, even with multiple spelling errors
- Format address according to country
- Works for a single country, or over 220 countries from a single interface
- Improve deliverability of mail through accurate address data
- Simple GUI interface
- Compatible with Windows 98® and higher



Precision data, global reach



Global Address Batch



Global Address Batch is an advanced, automated data processing application used to cleanse and enhance global name and address data. It can function either on the desktop or within a specialist data processing environment. The intelligent software standardizes, validates and corrects mixed data from more than 230 countries and territories simultaneously.

Aside from automatic processing, the tool also incorporates advanced user interfaces to enable the fast manual review and correction of data.

- Assigns genders, generates titles and salutations in multiple languages
- Parses unformatted data to the correct fields
- Accepts multi-country data in one process
- Returns full postal address from partial data
- Detailed record by record reporting to provide comprehensive data quality audit
- Advanced interactive screens for manual review and manipulation of data
- Merge multiple input files to create one output
- Compatible with Windows 98SE® and above



Precision data, global reach



Please enter some or all of your address details below:

Company	<input type="text"/>
Address1	<input type="text"/>
Address2	<input type="text"/>
Address3	<input type="text"/>
City	<input type="text"/>
Region	<input type="text"/>
Postcode	<input type="text"/>
Country	<input type="text"/>
<input type="button" value="Validate Address"/>	



Global Address Web

Conducting business over the Internet means eCommerce companies must rely on customers and prospects to enter their name and address data completely and correctly on web-based registration forms. Global Address Web ensures that only accurate name and address data is captured and that this data is complete, whether for marketing, order fulfilment or fraud prevention.

- Adds missing components such as post/zip code
- Adds foreign characters
- Generates titles and salutations
- Reduces non-deliverables
- Fast and efficient, ensuring minimum additional server load
- Can be integrated into all leading platforms
- Client/server model allows easy integration into n-tier architectures
- Available as a hosted service or for local installation



Precision data, global reach

From the outset, Global Address has led the industry standard in global data quality solutions. The **Global Datastore** breaks new ground by combining its sophisticated data quality software components with a comprehensive reference database to create a powerful enterprise data quality solution.

An advanced capture, cleanse and enhance capability delivers precision data. The Datastore will search for data, then parse, standardise, format and match it. At this stage, it will then provide the required data enhancements.

It incorporates comprehensive reference data on every populated territory recognized by the International Organization for Standardization (ISO), including a database of information on names, addresses, time zones and geo-code co-ordinates for more than 230 countries and territories.

Languages and character sets

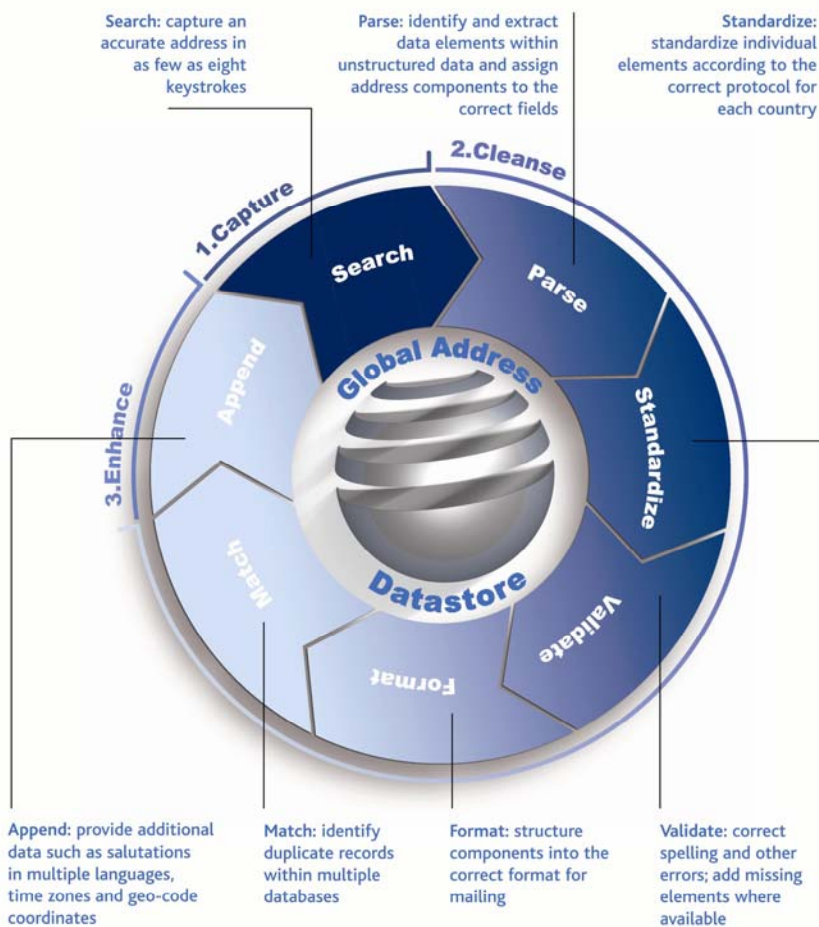
Using the Datastore, customers can capture precision customer data from around the world. Every major alphabet and character set is available. The software's Unicode capabilities mean that it can process not only Latin-based languages such as English and French, but also languages in the emerging markets of Eastern Europe and Asia. For example, Global Address software can cleanse data in local character sets for Russian and Greek as well as for Japanese Kanji, Japanese Katakana and Taiwanese (traditional Chinese).



Global Datastore

Data sources

To ensure precision data, Global Address sources reference data independently from individual countries' postal authorities and other validated sources.



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