

Data Quality Web Service

Data Quality at your service 24/7

Customize lookup and verification routines to clean up, standardize, and enhance contact information... in seconds! Empower your custom applications or Web site to do all the work for you using a SOAP document or XML and the Internet.

- Nothing to install, update or maintain
- Use on any operating system
- Real-time validation at point of entry or batch
- Send up to 100 records at a time
- Catch data entry errors & reduce keystrokes
- Automatically complete city/state fields
- Eliminate fraud & cut the waste of bad data

Quality data beings with accuracy

Addresses are verified and standardized by the Melissa Data Address Object powered by a CASS Certified™ engine. It meets the strictest USPS® requirements for address accuracy and ZIP + 4® encoding. Phone numbers are verified for area code/prefix accuracy and updated with new area codes that have split. Full names are split into five components for easy fielding and a gender code is added based on the first name.

- Verify & correct any U.S. address
- Standardize U.S. & Canadian addresses
- Validate & update U.S. & Canadian phone numbers
- View valid address options for multiple match & non-verified addresses
- Update area codes that have split
- Parse full names & append gender

Convenient and compatible

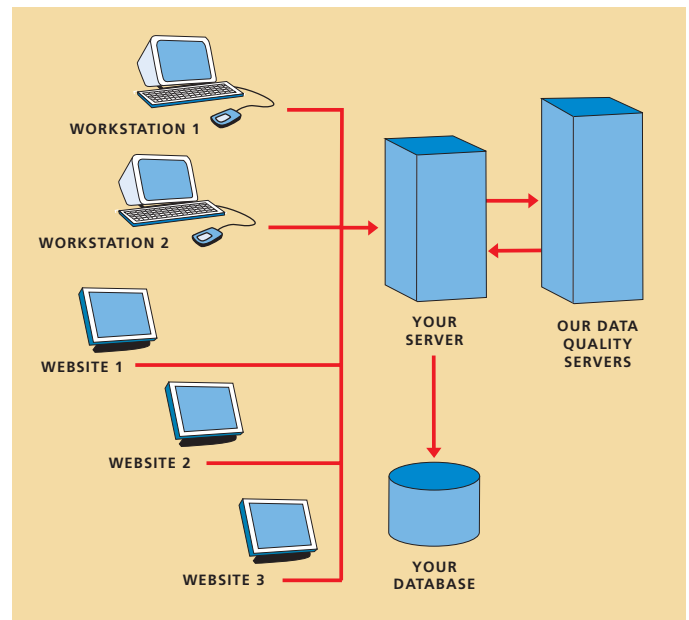
Data Quality Web Service works on any operating system with programs written in a variety of languages. The sample source code makes it easy to customize your verification and lookup routines.

Operating Systems

- AS400
- MAC
- MS Window
- OS2
- Linux
- Unix

Sample Source Code

- ASP
- C++
- C#
- Perl
- PHP
- VB Basic.net
- Visual Basic



Easy setup for client-server applications

Resolve address discrepancies

Select the correct address based on the partial or inaccurate address elements in a record. The Street Search function will show you all the valid options available for an address that it was not able to verify, or where it found multiple matches.

Data Quality Web Service Add-ons

Increase deliveries with DPV™ & RBDI

Add powerful data quality options to your Web service to improve deliverability and increase database efficiency. DPV runs concurrently with the address check function and validates addresses to actual point of delivery. RBDI identifies the delivery type as business or residential.

Link ZIP + 4 to demographics with Geocoder

Geocoder appends the latitude/longitude coordinates and Census tract and block numbers to the ZIP+4 level. Use the geographic and demographic data to profile customers and analyze your database. Use lat/long with mapping applications to pinpoint customer locations and find closest dealer sites to callers.

- Add latitude/longitude to U.S. & Canadian addresses
- Append Census tract & block numbers
- Apply distance calculations to custom applications

Data Quality Web Service

Sample of data returned using Data Quality Web Service for SOAP & XML

DATA SUBMITTED VIA SOAP OR XML

Name Mr John Wayne Brown Jr
 Company Melissa Data Corp
 Address 22382 Empresa 92688
 Phone 7145895200 111

MAILING ADDRESS Data Returned

Company Melissa Data Corp
 Address 22382 Avenida Empresa
 City Rancho Santa Margarita
 State CA
 ZIP Code 92688
 Plus 4 2112
 Address Type S
 LACS Indicator
 Carrier Route C056
 Delivery Point 82
 City Abbreviation Rcho Sta Marg
 County Name Orange
 County FIPS 06059
 Country US
 Status Verified

Address is verified, gets ZIP + 4® Code using a CASS Certified™ engine, and is standardized to USPS® specifications.

GEOGRAPHIC AREA Data Returned

Time Zone Pacific
 MSA N/A
 PMSA 5945
 Congressional Dist 48

Geographic data is appended based on the ZIP Code™.

PHONE Data Returned

Area Code 714
 Prefix 589
 Suffix 5200
 Extension 111
 New Area Code 949
 Status Corrected

Phone number is parsed and area code/prefix is updated or corrected.

NAME Data Returned

First Name John
 Middle Name Wayne
 Last Name Brown
 Prefix Mr
 Suffix Jr
 Gender M (Male)

Full name is split into its five components, gender is applied to first name.

DPV Data Returned ADD-ON SOAP OR XML

CMRA N
 DPVFootnotes AA BB
 DPVStatusCode V
 DPVSuiteStatusCode V

Address is validated to point of delivery and checked for CMRA.

GEOCODER Data Returned ADD-ON SOAP OR XML

Latitude 33.638915
 Longitude -117.603858
 Census Tract 03206
 Census Block 4021
 County Name Orange
 County FIPS 06059

Data appended based on ZIP + 4 Code of address.

ADDITIONAL RETURNS AVAILABLE

The following packages can only be enabled in the SOAP version of DQWS.

STREET SEARCH (SOAP)

Data input 223 Empresa 92688

STREET Data Returned

Count 31
 AddressType S
 CarrierRoute C056
 Primary Range Low 0000022300
 Primary Range High 0000022398
 Primary Range Odd/Even .. E
 Street Name EMPRESAS
 Street Suffix AVDA
 ZIP5 92688
 Plus4.Low 2112
 Plus4.High 2112

ZIPS IN CITY (SOAP)

Data input: Rancho Santa Margarita, CA

ZIPS IN CITY Data Returned

ZIPCodeData.count 1
 ZIP5 92688
 City Name Rancho Santa Margarita
 City Abbreviation Rcho Sta Marg

CITIES IN STATE (SOAP)

Data input: Rancho Sa* CA

CITIES IN STATE Data Returned

City Ranch Santa Fe
 City Abbreviation Rcho Santa Fe
 State CA
 City Rancho Santa Margarita
 City Abbreviation Rcho Sta Marg
 State CA

RBDI ADD-ON SOAP ONLY

Delivery Indicator Code B

The Residential Business Delivery Indicator determines type of delivery prior to shipping.

Canadian GEOCODER ADD-ON SOAP ONLY

Geocoder for Canadian Addresses is an add-on product currently available only for the SOAP version of DQWS. It appends the latitude and longitude coordinates to the Postal Code of a Canadian address.

All U.S. Addresses are matched to the USPS monthly updated National Address File. Canadian addresses are matched to the Canada Post Address File. Not all features are available with XML service. Please call for Web Service and add-on pricing.

The price at which DPV is being offered is not established, controlled or approved by the USPS®. The following trademarks are owned by the United States Postal Service®: DPV, CASS, CASS Certified, USPS, ZIP, ZIP Code, and ZIP + 4.