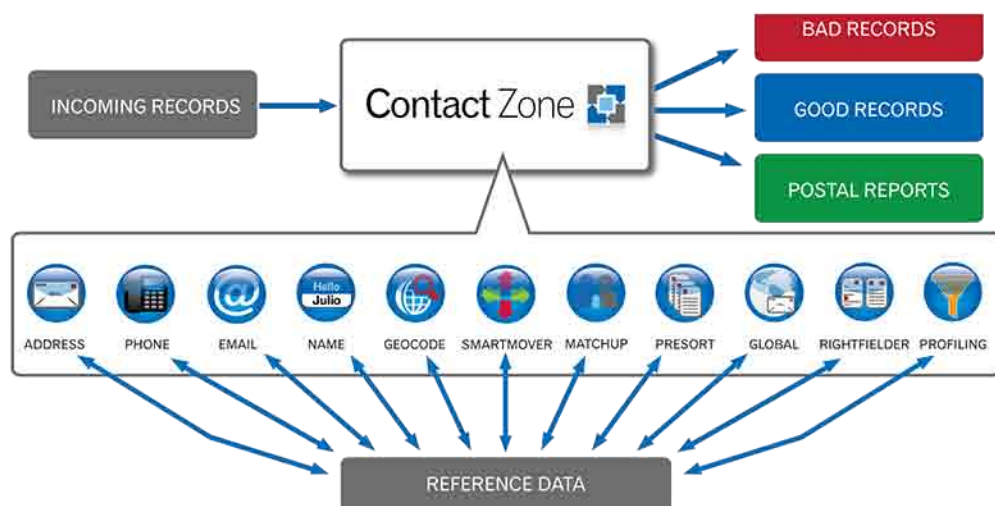


Contact Zone

Hassle-Free Data Quality Software

Contact Zone, a new customer integration platform, lets you reach more customers at a lower cost by cleansing, validating, and updating your customer data. Its wizard-based user interface will have you up and running in minutes - easily building and managing data transformations in realtime, or scripting batch jobs to run periodically. Contact Zone connects to virtually any database, operating as the central hub for all your data cleansing needs.



Contact Zone has the following capabilities...



Address Verification

- Parse, validate, standardize U.S. & Canadian addresses
- Add +4 codes to validated addresses
- Add missing suite/apt using proprietary AddressPlus
- Generate USPS® CASS™ Form 3553 for mailings
- Determine delivery type as business or residential



Global Address Verification

- Over 240 countries & territories
- Formats are consistent with local postal standards
- Accurate hierarchical alignment of address elements
- Lat/Long added to US & Canada addresses



Geocoding*

- Get lat/long to the 11-digit delivery point (roof top)
- Add Census tract/block, county names & FIPS
- Link to Census CBSA to profile customers
- Enable dealer/store locator lookups on websites



SmartMover

- Update addresses of customers who have moved
- Access USPS® NCOA^{Link}® & Canada Post NCOA® data
- Meet USPS Move-Update requirements for discounts
- Print reports and CASS™ Form 3553 automatically



Postal Presorting

- Presort for First-Class™ & Standard Mail®
- Presort any CASS™ processed list with ZIP + 4® codes
- Generate Qualification Reports & Postage Statements
- Incorporates IM® barcode & mail.dat® technology



RightFielder Parsing

- Reorganize badly fielded & inconsistent data
- Identify run-on fields where data entry was continued onto next field
- Verify in real-time data entered into wrong fields, or entered into a single field



MatchUp Deduplication

- Create your own matching rules (matchcodes)
- Implement 3 custom merge-purge functions: ReadWrite; Incremental; Hybrid
- Industry accepted fuzzy matching algorithms
- Enable a single, accurate view of contacts



Phone Verification

- Verify U.S. & Canadian phones to 7-10 digits
- Determine Telco Switch location
- Detect landline, cellular, or VOIP
- Detect residential, business, or SOHO



Email Validation

- Validate & correct email Domains
- Detect mobile domains (restricted by FCC)
- Detect bad mailbox names (spam, noreply...)
- 3 levels of validation: Syntax, Local & MX Lookup



Name Parsing

- Parse & genderize names & multiple names
- Detect vulgarities & suspicious words
- Detect & standardize company names
- Correct common misspellings & syntax errors



Profiling

- Generates statistical information, value distribution & column pattern information
- Provides specific metadata to enhance or create Data Quality rules
- Migrate flat files that have no column definitions into an RDBMS

*Additional subscription required



Contact Zone

The Power to Access, Integrate and Enrich Contact Data

One of the biggest challenges facing IT organizations today is to provide a single, consistent and accurate accounting across all sources of information in an analytics-ready format. With unremitting volumes, variety, and velocity of data, organizations need a fast and easy way to connect data and gain invaluable insight from it.

Contact Zone Provides a Full ETL Solution, including:

- Rich graphical designer interface to empower ETL developers
- Expansive connectivity to any type of data
- Enterprise scalability and performance
- Modern, open, standards-based architecture

Minimum Requirements (Not Recommended)

- 32-Bit Windows XP/2003/2008/Vista/7
- JAVA 1.5 or greater
- 6 GB hard-disk space

Recommended Requirements

- 64-Bit Windows XP/2003/2008/Vista/7
- JAVA 1.5 or greater
- 6 GB hard-disk space

Connect to virtually any database or file format including:

Apache Derby, ERP Systems, Firebird, IBM DB2, IBM Informix, Ingress, InterBase, Microsoft Access, Microsoft Excel, Microsoft SQL Server, MySQL, Oracle, PostgreSQL, Salesforce, SAP and more.

The screenshot shows the Contact Zone ETL tool interface. On the left, a 'Transformations' pane lists components like 'Database connections', 'Steps', 'Maps', 'Partition schemes', 'Save server', and 'Kettle output schemas'. The main workspace displays a data flow diagram with 'Table input', 'MD Connect Varsity', and 'Table output' components. Two windows are open: 'OLE DB Source Output Data Viewer' and 'Valid Data Viewer'.

OLE DB Source Output Data Viewer - 1 at OLE DB Source:OLE DB Source Output

FullName	address	city	state	zip	phone	email
Worley Alex	4402 VINTON DRIVE	Omaha	NE	68105	4029912262	!!!!samaroon@gmail.com
SAM PALMOROS	260 RUSSELL HILL RD App4	TORONTO	ON	905831	#6259	SAMP@2fords.net
Melody Cain	rr 2 BOX 110	Marietta	OK	73448	580-276-4119	m\$\$\$elody@brightok.net
gary yen^^	42 Columbiaaaaa St			02879	401 2157427	samcat0412@aol.com
Pearlie@Coleman	9190 Monte Vista Avenue	Montclair	CA		(606)2673692	joseph21@yahoo.com

Attached Total rows: 5, buffers: 1 Rows displayed = 5

Valid Data Viewer - 1 at Melissa Data Data Enrichment & Verification Component-Valid

FirstName	LastName	Address	Suite	City	State	Zip	Plus4	Latitude	Longitude	PhoneAreaCode	PhonePrefix	PhoneSuffix	CorrectedEmail
Alex	Worley	4402 Vinton St		Omaha	NE	68105	3848	-41.22938	-95.97881	402	991	2262	samaroon@gmail.com
Sam	Palmoros	260 Russell Hill Rd	App 4	Toronto	ON	M4V 2T2		0	0	905	831	6259	sam@2fords.net
Melody	Cain	RR 2 Box 110		Marietta	OK	73448	9611	33.93743	-97.121014	580	276	4119	melody@brightok.net
Gary	Yen	42 Columbia St		Wakefield	RI	02879	3210	41.44199	-71.49572	401	215	7427	samcat0412@aol.com
Pearlie	Coleman	9190 Monte Vista Ave	Apt 210	Montclair	CA	91763	1770	34.08752	-117.698377	606	267	3692	joseph21@yahoo.com

Attached Total rows: 5, buffers: 1 Rows displayed = 5

AFTER: Verified Address, Name, Phone, Email and Lat/Long information



Scan to watch a short video or go to
www.MelissaData.com/video-cz

Contact Zone is a scalable customer integration platform with exceptional Extract, Transform, Load (ETL) capabilities that enables users to quickly get up and running, managing, cleansing, and enriching data.