

DATA SHEET

# CODE-1 Plus®

## Address Quality Solution

BOOST THE ACCURACY OF YOUR ADDRESS DATA



### Summary

CODE-1 Plus address quality solution validates, corrects and standardizes customer address data for accuracy, reduced postage costs, improved mailroom operations efficiency and mail service deliverability.

### Key Features

- Includes DPV™ & LACSLink® processing for improved address accuracy and deliverability
- Provides batch-processing or real-time applications across a wide range of platforms
- Standardizes each address to add missing address data, city/state abbreviations, and corrects misspellings
- Flexible settings identify key features to reflect the characteristics of specific mailings for maximum efficiency
- Identifies a particular block, post office box, building, apartment, or business location via ZIP+4™
- Offers business and technical users end-to-end control over data quality processes
- Provides ability to manage jobs ranging from a single to multiple applications as well as third-party technologies

### OVERVIEW

CODE-1 Plus is a CASS-certified™ address-matching system that improves address quality and mail deliverability. With this leading technology, businesses can provide accurate, on time delivery of correspondence, goods and services, and eliminate the operational costs associated with misdeliveries.

### Save Time and Money on Every Mailing with the Most Relied Upon CASS-certified Mailing Software

CODE-1 Plus is used in many industries ranging from Insurance to Communications to refine address data in the following ways:

- Reduce postage costs and identify duplicate addresses by adding ZIP+4 codes and associated delivery point barcodes
- Reduce the amount of undeliverable-as-addressed pieces by identifying incomplete or inaccurate addresses
- Target specific market areas (e.g., particular neighborhood block or business location), instead of sending multiple mail pieces to all
- Improve internal mail-sorting operations for inbound mail with unique, optional 4-digit add-on codes that identify specific departments within a company

Whether your need is batch processing millions of records, real-time address verification, or integrating with third-party applications, CODE-1 Plus is the solution for you.

### Powerful Address Coding

CODE-1 Plus standardizes each address to conform to industry standards by:

- Adding missing address information
- Standardizing city names and state abbreviations
- Correcting misspelled address elements
- Appending ZIP+4, carrier route, line of travel and country information

CODE-1 Plus can optionally append Federal Information Processing Standards (FIPS) Codes as well as Latitude/Longitude.

### Delivery Point Validation® (DPV™) \*

DPV validates the accuracy of address data to the physical delivery point. By incorporating DPV into the matching process, users can determine whether the address exists down to the finest delivery point, such as apartment or suite number. Available through licensed CASS vendors, the DPV data set is updated monthly and consists of the nearly 150 million addresses delivered by the USPS. DPV reduces undeliverable-as-addressed mail offering marketers and mailers significant savings in product, postage and labor costs.

### LACSLink®

LACSLink uses the CODE-1 Plus address quality solution to access the USPS LACSLink database to determine if an address conversion is required. CODE-1 Plus will return any converted address in a standardized, cleansed format ensuring address accuracy for improved delivery of mail.

## CODE-1 Plus® Address Quality Solution

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### PITNEY BOWES BUSINESS INSIGHT

With the industry's most comprehensive set of solutions for maximizing the value of customer data, Pitney Bowes Business Insight helps organizations more effectively locate, connect with and communicate to their customers in today's global markets.



#### ADDRESS FILE INPUT Good & Bad Addresses

Mr. Larry Olson  
27 Debra Avenue  
Asatula, Fla 34705

Mr. Bob Smith  
7500 Warrenville Road  
Lisle, IL 60532

Mr. Robert Smith  
431 Elmwood Street  
Blufon, SC 92210

Mr. Robert Preston  
215 Cherry Blossom Road  
Dublin, OH 43017

Mr. Jack Laurence  
945 Elm Street  
Norwood, MA 02060

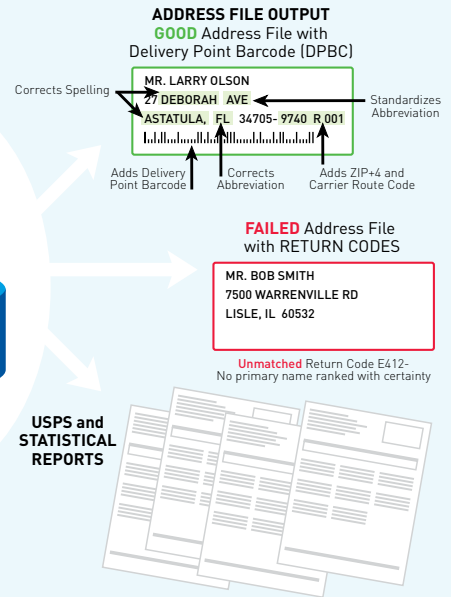
Mr. Steve Jones  
2510 Manor Drive  
Seattle, WA 98013

Mr. Thomas McMurry  
111 Lafayette St.  
Lebanon, NH 03766

CODE-1 Plus

USPS®  
Data File

CASS



#### Auxiliary File Processing

The USPS adds over 1.5 million new delivery points every year. Used on its own or in conjunction with a subscription, the USPS Early Warning System, Auxiliary File Processing lets users avoid miscoding of records associated with new delivery points. Auxiliary File Processing supports a variety of supplementary data files, allowing users the flexibility to handle unique addressing conditions in an automated environment with no impact on data quality.

#### Residential Delivery Indicator (RDI™) \*

CODE-1 Plus has the capability to access the USPS Residential Delivery Indicator file. The RDI file enables parcel shippers to determine whether an address is a residential or business delivery point so they can determine the best cost for shipping their packages. The RDI file can be purchased directly from the USPS and incorporated within the CODE-1 Plus databases on a monthly basis.

#### Integrated Data Workflow

CODE-1 Plus can easily be integrated into leading customer relationship management (CRM) systems, including Siebel and SAP. And with APIs for Java, COM, VB, C++ and .NET, CODE-1 Plus can be integrated easily into accounting, telemarketing, point-of-sale, call center, Internet or order entry systems.

#### Real-time Support

Companies that capture address information via the Web or interact with customers in a call center environment must ensure address accuracy in real-time. Pitney Bowes Business Insight provides unparalleled flexibility by letting you integrate our address verification technologies into Web-based or local Client Server applications or by accessing our HotData® hosted services over the Internet.

#### End-to-End Data Quality Solution

Pitney Bowes Business Insight's user interface offers both business and technical users end-to-end control over all direct marketing and data quality processes, from job set-up to processing to results analysis. With this technology, users can manage jobs ranging from a single application to those incorporating multiple Pitney Bowes Business Insight solutions as well as third-party technologies.

#### Platform/Operating System Support

CODE-1 Plus supports the widest variety of platforms and provides the highest levels of address correction in the environment that works best for you, including Mainframe, UNIX®, Windows® and iSeries.

For more information call us today at  
800.327.8627 or visit [www.pbinsight.com](http://www.pbinsight.com).

\* Pitney Bowes Business Insight is a non-exclusive licensee of the USPS. The price at which Pitney Bowes Business Insight is offering DPV and RDI is not established, controlled, or approved by the USPS or the U.S. Government.