

DATA SHEET

# Finalist®

## Address Quality Solution

GET YOUR ADDRESSES CLEANER THAN EVER



### Key Features

- Includes DPV & LACSLink processing for improved address accuracy and deliverability
- Supports batch cleansing for regulatory compliance and interactive cleansing for point of entry validation or address cleansing analysis
- Flexible user-defined batch drivers facilitate the integration of address data into business systems such as Customer Service, Accounting, or Sales.
- Flexible saving methods prevent overwriting information in source database.
- Extensive reporting includes clean address files with delivery point barcode information, failed address files with an extensive list of return codes and the required USPS® documentation
- Accepts parsed input and saves processing time.
- Automatically provides suggestions for failed addresses beyond return code information
- Maximize performance by connecting the date of your CASS® run to each individual address versus connecting the CASS information to the job.

### OVERVIEW

In a time when address quality directly affects customer satisfaction and revenues, flawless address accuracy is the order of the day. Finalist scrubs your addresses clean.

Finalist is a CASS Certified™ address-matching system that improves address quality and mail deliverability. Finalist scrubs address data to ensure precise alignment with USPS standards. With a direct interface to the USPS data file, Finalist corrects street names, directionals, suffixes, city names, states and ZIP+4® codes, and then adds the carrier routes and delivery point barcodes to maximize your postal discounts.

Finalist 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 block, post office box, building, apartment 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 their company.

### Finalist – the Industrial Strength Address Cleanser

The Finalist address quality solution from Pitney Bowes Business Insight is a CASS Certified application that thoroughly prepares addresses for USPS handling while earning you postal discounts. It verifies, standardizes and corrects address elements, and appends postal codes.

Finalist provides the utmost address accuracy. And the payoff is huge. You'll cut the costs of delayed and undeliverable-as-addressed mail. You can expect timely delivery of customer communications. More invoices arrive on time, speeding your business' cash flow.

#### Deep-down Clean with Ultimate Control

Finalist scrubs every aspect of an address to bring it into precise alignment with strict USPS standards.

The Finalist system's output is flexible in that you control whether it will ever overwrite the address information in your database. This is important if you have an agreement not to change customer information without their consent.

Finalist provides an extensive list of return codes to help you diagnose addresses that are returned because they were not matched to addresses in the USPS database. Finalist also generates the required USPS documentation, including the CASS 3553 postal statement, for automation rate discounts.

# Finalist®

## Address Quality Solution

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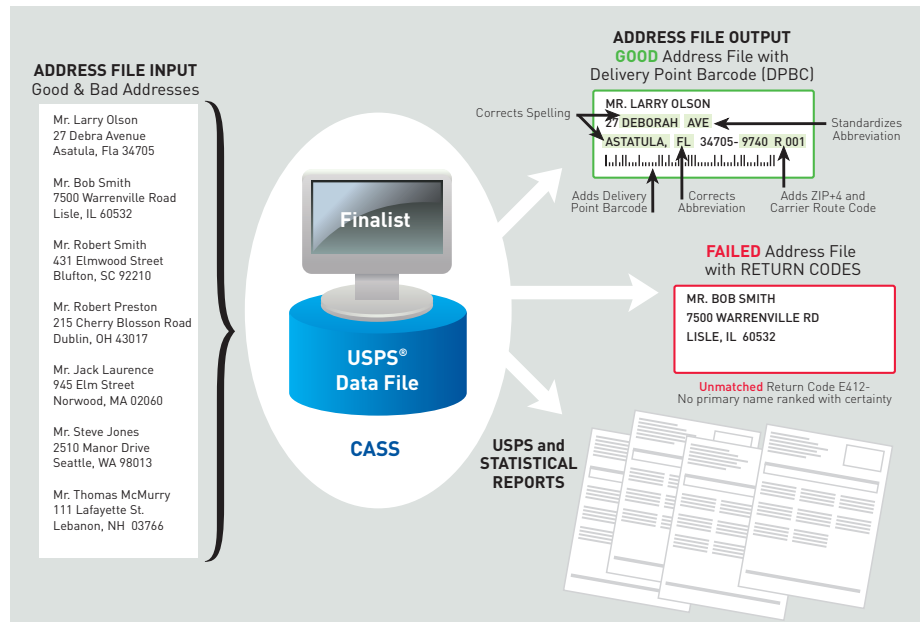
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### PITNEY BOWES BUSINESS INSIGHT

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.



### The Delivery Point Validation (DPV) and LACSLink Advantage\*

Use the DPV and LACSLink options for even greater address accuracy:

- DPV takes the addresses that Finalist matched with the USPS ZIP+4 database and compares them with another USPS data file (containing over 145,000,000 addresses), confirming that the address of the mailpiece is a valid delivery point. Using DPV, you'll improve address cleansing for more reliable delivery of mail.
- LACSLink uses Finalist to access the USPS LACSLink database to determine if an address conversion is required. Finalist will return any converted address in a standardized, cleansed format. Using LACSLink, you'll ensure address accuracy for improved delivery of mail.

### Finalist Fits

Finalist is at home in mainframe, UNIX® and Windows® environments. It's versatile, too. Finalist will cleanse addresses through batch processing to regularly comply with USPS regulations or through interactive processing to perform point-of-entry validation or address cleansing analysis.

### User-enabled Performance Options

#### Parsed Input Ability

Finalist will now accept parsed input, eliminating the need to parse addresses that have already been cleansed, saving you processing time.

#### Process Unassigned

Connect the date of your CASS run to each individual address vs. connecting the CASS information to the job. This flexibility allows you to eliminate addresses that are already CASS Certified from your current job, maximizing your performance.

#### Batch Suggestion Report

Interactively, Finalist can generate suggestions for failed addresses, beyond what you get in the return codes. Now Finalist has the capability to provide suggestions while processing records in batch mode.

#### Platform/Operating System Support

Finalist provides the highest levels of address correction in the environment that works best for you, including Mainframe, UNIX® and Windows®.

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 Interface Distributor Licensee of the USPS. Pitney Bowes Business Insight has "applied" for LACSLink software certification. The prices of the DPV and LACSLink options for Finalist® are offered by Pitney Bowes Business Insight, and is not established, controlled, or approved by the United States Government.