

INFO SHEET

# Pitney Bowes Spectrum™

## Enterprise Data Quality Solution

MATCH AND CONSOLIDATE ENTERPRISE DATA TO CREATE ACCURATE, COMPREHENSIVE CUSTOMER RECORDS



### Summary

Establish a consistent foundation for data quality so marketing, customer care and operations can all capitalize on a more complete view of your customers.

### Benefits

- Gain customer insights
- Increase overall loyalty
- Target more precisely
- Acquire a comprehensive global reach
- Streamline business processes
- Communicate more effectively
- Eliminate wasteful spending
- Meet compliance requirements
- Minimize risk
- Enhance business security

### OVERVIEW

Quality and consistency of data remains a key concern for most companies. Many organizations are not satisfied with their data quality, citing incorrect information, missing data fields and inconsistent standards as contributors to the problem. The cost of poor data can be substantial, including redundant efforts, dissatisfied customers and lost revenue.

Now Pitney Bowes Business Insight provides the tools you need to help create and maintain up-to-date information—consistent, accurate data that can drive business results across every corner of your company. The Pitney Bowes Spectrum Enterprise Data Quality Solution, provides valuable insights that can help you improve the customer experience and increase customer value.

Business users, administrators and data stewards can all access a single, enterprise-wide data quality solution to standardize, cleanse, update and enhance customer data, while streamlining the overall data quality process.

### Data: Your Most Important Asset

Once deemed a necessary business expense, today data quality management has taken on a heightened level of importance.

In today's economic environment, and with increased competition, companies are striving to be more customer-centric. At the same time, the pace of change continues to accelerate, with new markets, new products and new innovations becoming an every-day occurrence. The idea that poor data quality is an acceptable cost of doing business has today become far too costly to prevail.

And a standard of poor data quality can no longer be accepted.

As the driving force behind critical CRM and ERP systems – and their corresponding output – some experts predict that customer data will one day be treated as a balance sheet asset, an asset whose value depends on its accuracy and completeness. More importantly, as organizations look for ways to cut expenses in a down economy, many have calculated the actual cost of poor data quality – with a hard-dollar figure that often is in the millions or even more.

### Get to Know Your Customers Better

The Pitney Bowes Spectrum Enterprise Data Quality Solution provides you with the rich customer information needed to locate new opportunities, connect with customers and communicate more efficiently. By linking and consolidating customer information, you can make it easier for distinct functional areas to work in concert to improve customer relationship management, due diligence, financial reporting, compliance and risk management.

- Drive analytics and business intelligence with confidence in your data quality
- Focus cross-marketing and cross-selling efforts on valued customers and prospects
- Enhance and improve existing procedures through customizable business processes
- Maximize the value of each customer interaction
- Deliver timely, relevant and personalized communications to customers

# Pitney Bowes Spectrum™

## Enterprise Data Quality Solution

- Avoid embarrassing errors and costly mistakes
- Prevent fraud, identity issues and security risk associated with global commerce

### Comprehensive Management Tools

The Pitney Bowes Spectrum Enterprise Data Quality Solution offers a single solution for both batch and real-time systems, providing uniform results across every business application. This comprehensive tool provides end-to-end capabilities:

**Address Now™ Module:** Provides a global solution, covering more than 240 countries, with an interactive application for faster, more accurate capture, data quality at the point of data entry.

**Advanced Matching Module:** Sophisticated algorithms and user-defined criteria work together to ensure you can merge and consolidate records based on your business needs.

**Data Normalization Module:** Enables you to generate uniform data and apply common rules, so you can provide a more consistent experience across every touchpoint.

**Profiler Plus:** Gain an accurate and detailed understanding of your data quickly and comprehensively. Automatically handle all the ground-work of data analysis and then seamlessly drill down from analysis to results.

**Monitor Plus:** Create “rules” for a proven and ongoing way of checking and validating the data used in your business systems and applications. Manage the quality of your data with monitoring alerts that can be integrated into existing operation data environments.

corrects, completes and formats address data in real time. You can earn greater postal discounts while assuring that your valuable communications reach intended recipients.

**UAM International Enhanced:** Designed specifically to meet the requirements of large volumes and/or time-critical international address checking. Moreover, it can be used to correct addresses from a single country or the world.

**Universal Name Module:** Provides flexible name parsing capabilities so you can match, standardize, analyze and consolidate complex records with confidence.

### Leading-edge Functionality

This robust solution combines innovative data quality functions in a single, service-oriented architecture that seamlessly integrates into business operations. Easy to use and even easier to manage, each module has been researched, designed and configured to achieve ready acceptance.

An intuitive interface allows users to define, test, filter and update criteria, so you can match data and records to meet specific business objectives. Drag-and-drop functionality lets you graphically manage even the most complex data flows. For added assurance, records are validated against the leading postal and industry databases, helping to prevent bad names and addresses from becoming part of your database right from the start.

**GAIN THE INSIGHT YOU NEED TO MAKE BETTER DECISIONS — ENTERPRISE-WIDE. FOR MORE INFORMATION ON SPECTRUM ENTERPRISE DATA QUALITY SOLUTIONS, CALL US TODAY OR VISIT OUR WEBSITES.**

### UNITED STATES

One Global View  
Troy, NY 12180  
1.800.327.8627  
pbbi.sales@pb.com  
www.pbinsight.com

### EUROPE/UNITED KINGDOM

Minton Place  
Victoria Street  
Windsor, Berkshire SL4 1EG  
+44.800.840.0001  
pbbi.europe@pb.com  
www.pbinsight.co.uk

### CANADA

26 Wellington Street East  
Suite 500  
Toronto, ON M5E 1S2  
1.800.268.3282  
pbbi.canada.sales@pb.com  
www.pbinsight.ca

### ASIA PACIFIC / AUSTRALIA

Level 7, 1 Elizabeth Plaza  
North Sydney NSW 2060  
+61.2.9437.6255  
pbbi.australia@pb.com  
pbbi.singapore@pb.com  
pbbi.china@pb.com  
www.pbinsight.com.au

