

DATA SHEET

# Pitney Bowes Spectrum™

## Enterprise Data Quality Solution

UNIVERSAL ADDRESSING INTERNATIONAL ENHANCED MODULE — TAKING CARE OF CUSTOMER RELATIONSHIPS IN A WORLD ECONOMY



### Summary

Improve the quality of your international address validation significantly when using Spectrum Enterprise Data Quality Solution Universal Addressing International Enhanced Module. Easy to use, covering more than 240 countries and territories, its addressing processing includes Transliteration, Parsing, Validation and Formatting along with mapping between over thirty different character sets.

### Benefits

- Accurate and dependable addresses – handles international strings and their complexities
- Unicode enabled allows transliteration of non-roman characters into Latin character set and mapping between different character sets
- Support for over 30 different character sets
- A fast return on investment
- Compatible with all countries around the world

### OVERVIEW

Taking care of customer relationships is more important than ever, especially in today's rushed world economy. Customer addresses are considered to be the foundational data for numerous business processes within an enterprise. However there are challenges to maintaining the required high levels of standardization and validation for international address data, especially when the data is not represented the same way. A global company can expect to receive address data in formats ranging from double-byte to Unicode to free-form, and it is imperative that they are able to handle international strings and their complexities. Pitney Bowes Enterprise Data Quality Solution Universal Addressing International Enhanced Module provides the capability and power to handle your international address quality needs.

### Improved International Address Validation

Once entered into the system, the data is often never questioned. However, missing or inaccurate data can lead to frustrating, embarrassing or even dangerous situations. And it is always expensive to correct afterward. Not only can you face lost time and money, you can also lose reputation and business confidence. So it is extremely important that your global customer data be subject to the best possible address processing. With Pitney Bowes Spectrum

Data Quality Solution Universal Addressing International Enhanced Module you can rest assured that you have superb address quality for postal addresses in more than 240 countries from all around the world.

### Character Set Mapping and Transliteration

A leader in data quality solutions, Spectrum Universal Addressing International Enhanced Module incorporates fully Unicode enabled string processing which enables the transliteration of non-roman characters into Latin character set and mapping between different character sets.

- Storing data in and mapping between over 30 different character sets including UTF-8, ISO 8859-1, GBK, BIG5, JIS, EBCDIC
- Proper "elimination" of diacritics according to language rules
- Transliteration for various alphabets into Latin Script:
  - > Greek (BGN/PCGN 1962, ISO 843 – 1997)
  - > Cyrillic (BGN/PCGN 1947, ISO 9 – 1995)
  - > Hebrew
  - > Japanese Katakana, Hiragana and Kanji
  - > Chinese Pinyin (Mandarin, Cantonese)
  - > Korean Hangul

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Enterprise Data Quality Solution

UNIVERSAL ADDRESSING INTERNATIONAL ENHANCED MODULE

ΑΘΗΝΑΣ 63  
105 52 ΑΘΗΝΑ  
Greece

TRANSLITERATION

ATHINAS 63  
105 52 ATHINA  
Greece

Example of Character Set Mapping

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 **Pitney Bowes**  
Business Insight

4750 Walnut Street, suite 200  
Boulder Colorado 80301  
USA

Data is unstructured or in incorrect fields.

Building Number: 4750  
Street: Walnut St  
Sub-building: Suite 200  
City: Boulder  
State: CO  
Postal Code: 80301  
Country: USA

All elements are stored in proper fields.

Example of Parsing, Formatting and Standardization

## Address Parsing, Formatting and Standardization

Many ambiguities are introduced as international address data are entered into computer systems. Among the problems are misplaced elements (such as company name or personal names in street address fields) or varying abbreviations that are not only language, but country specific. Spectrum Universal Addressing International Enhanced Module identifies address elements in totally unfielded or partially fielded addresses and assigns them to the proper fields. This parsing is an important precursor to the actual validation and results in the highest possible matches.

### Address cleansing approach:

- Parses and analyzes free form addresses and identifies individual address elements
- Detects countries (names, ISO codes, big cities, etc.)
- High processing speed
- Ideal pre-processing stage before validation
- Process over 30 different character sets
- Formats addresses according to the postal rules of the country of destination

- Standardizes address elements (such as avenue > ave, street > st or vice versa)
- Identifies “address trash” elements such as telephone numbers and puts them into the proper fields

## Address Validation

Address validation is the correction process where properly fielded address data is compared against reference tables supplied by postal organizations or other data providers. Spectrum Universal Addressing International Enhanced Module is designed to provide the best possible matches while minimizing incorrect modifications to address elements.

Spectrum Universal Addressing International Enhanced Module can be used to correct addresses from a single country or the whole world. The solution is ideal for large volumes of data or time critical applications. Reference data packages are available for individual countries or the whole world.

**FOR MORE INFORMATION ON SPECTRUM ENTERPRISE DATA QUALITY SOLUTIONS, CALL US TODAY OR VISIT OUR WEBSITES.**