

DATA SHEET

# Pitney Bowes Spectrum™

## Enterprise Data Quality Solution

UNIVERSAL ADDRESSING MODULE – VALIDATES AND CORRECTS ADDRESSES  
BOTH DOMESTICALLY AND ABROAD



### Summary

The Pitney Bowes Spectrum Enterprise Data Quality Solution Universal Addressing Module ensures accurate capture of customer addresses at the point of data entry by automatically correcting, completing and formatting address data in real time for all your mailings.

### Benefits

- **Validate Address:**  
Standardizes addresses using U.S., Canadian, and international postal data
- **Get City State Province:**  
Returns the city and state/province for a given postal code
- **Get Postal Codes:**  
Returns the postal codes for a given city
- **Get Candidate Addresses:**  
Returns a list of possible matches for a given address

### OVERVIEW

With the Pitney Bowes Spectrum Enterprise Data Quality Solution Universal Addressing Module you will have no problems meeting all the U. S. Postal Authority Guidelines and Publications for CASS®, SERP® and UPU® standards. The Universal Addressing Module automatically corrects, completes and formats address data in real time for all your mailings. You can earn greater postal discounts while assuring that your valuable communications reach intended recipients.

The Universal Address Module provides support for:

- Coding Accuracy Support System (CASS®), Delivery Point Validation® (DPV™), Residential Delivery Indicator® (RDI™), Intelligent Mail® Barcoding Options
- Early Warning System® (EWS™) – weekly updates from the postal service of new addresses not yet part of the USPS® monthly cut
- LACS Link™ – Locatable Address Correction System as part of the E911 street name conversion initiative (Pitney Bowes Business Insight can automatically identify and update the street names)
- SuiteLink™ – Appends suite numbers to business addresses
- English & French Address Formats in Canada
- International characters with umlauts and accents

### Increase Accuracy, Meet Standards and Save Time & Money

The Pitney Bowes Spectrum Enterprise Data Quality Solution Universal Addressing Module ensures accurate capture of customer addresses at the point of data entry. By preventing bad addresses from becoming part of your database, you can improve customer satisfaction, and your profitability, month after month.

The Universal Addressing Module can be used in batch mode, real-time mode, or as a hosted service (i.e., SaaS capability), depending on which option you need. All hosted services provide the same features and functionality as do the local services.

#### The CASS®-Certified™ Advantage

The Spectrum Enterprise Data Quality Solution Universal Addressing Module is CASS®-Certified™ by the USPS and meets all requirements of the Coding Accuracy Support System.

### Capitalize on More Reliable Address Data

Knowing your customers is key to growing customer relationships – and that means you need accurate, properly formatted addresses. The Pitney Bowes Spectrum Enterprise Data Quality Solution provides the data quality

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### UNIVERSAL ADDRESSING MODULE

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The screenshot displays the Enterprise Designer interface. At the top, there's a menu bar (File, Edit, View, Run, Tools, Window, Help) and a toolbar. Below that is a 'Tasks' pane with 'New' and 'Open' sections. A 'Palette' pane on the left shows 'Stages' including 'Deployed Stages' and various data processing tasks like 'Advanced Transformer', 'Assign GeoTAX Info', 'Best of Breed', 'Build Global Address', 'Calculate Distance', and 'Candidate Finder'. The main workspace shows a workflow diagram with nodes: 'Read from File', 'Point', 'ValidateAddress', 'Conditional Router', 'Point 2', 'Write Validated', and 'Write Failed'. Below the workspace is a 'Reports' section showing 'Inspection Results (ValidateUSAndCanadianAddresses 3 succeeded)'. This section contains two tables: 'Point' and 'Point.2', each with columns for AddressLine1, City, StateProvince, Country, and PostalCode. The 'Point' table lists addresses from Edmonton, Burlington, Toronto, Calgary, Austin, Houston, and San Diego. The 'Point.2' table lists the same addresses with their corresponding postal codes.

Windows-based tools and drag-and-drop interface make it easy for you to quickly parse and format information into usable data fields.

tools you need to create and maintain accurate rich customer information. With the Spectrum Enterprise Data Quality Solution, you can clean, match and consolidate customer data to leverage the most up-to-date, complete view of your customer across your organization.

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

#### SPECIFICATIONS

For additional information, please visit us at:

<http://www.pbinsight.com/products/data-management/data-quality-and-enrichment/enterprise-data-quality/spectrum-universal-addressing-module/>