

DATA SHEET

# Pitney Bowes Spectrum™

## Enterprise Data Quality Solution

UNIVERSAL NAME MODULE LETS YOU MATCH, STANDARDIZE, ANALYZE OR CONSOLIDATE COMPLEX NAME RECORDS WITH CONFIDENCE



### Summary

The Pitney Bowes Spectrum Enterprise Data Quality Solution Universal Name Module breaks down strings of data into multiple fields, so you can standardize data elements with greater accuracy. This module enables you to parse personal names, company names and many other terms and abbreviations – so you can perform automated data quality operations far more effectively.

### Benefits

Key components offer flexible name parsing capabilities:

- Name Parser – breaks down terms in the name data field into their component parts for matching, standardization or multi-record name consolidation
- Name Variant Finder – works in either a first name or last name mode in order to query the names database and return name variations

### OVERVIEW

Shakespeare once asked “What’s in a name?” A better question for many companies may be “What’s in a name field?” Names are rarely formatted using a consistent structure; and with joint ownership and legal entities such as DBAs and Trusts (not to mention nicknames and typographical errors), it is difficult to apply data with certainty. This matter is compounded with business records, where company names, contact names, titles and job functions add to the complexity, making it even more challenging to perform simple data quality tasks. The Universal Name Module, part of our Spectrum Enterprise Data Quality Solution, offers flexible name parsing capabilities. So you can match, standardize, analyze or consolidate even complex records with confidence.

#### Parse Names Into Their Component Elements – For Consistent, Flexible Data Management

##### Sophisticated Parsing

The Spectrum Enterprise Data Quality Solution Universal Name Module provides you with the flexibility to enhance in-house data files as well as purchased mailing list files, quickly and easily parsing information into a range of usable data fields.

##### Data Formatting

You decide, with the Universal Name Module you can string data together to form a single field or break up strings into usable

components. It provides you with the flexibility you need to build a clean record format for further processing.

##### Name Separation

The Spectrum Enterprise Data Quality Solution Universal Name Module allows names to be separated into multiple elements including title, first name, middle name, surname, suffix (Jr., Sr.), and business title.

##### International Knowledgebase

With the Universal Name Module your records are compared against referential data that includes millions of name variations across 204 cultures. Optional name libraries with extensive knowledge of Arabic and Asian names are also available.

##### Name Variants

Finds variations, which may have been introduced into your database as a result of typographical errors, letter substitution, alternate spellings and abbreviations. Also considers different spellings based on country of origin (e.g. Michael, Mikhail, Mykolas).

##### Gender and Ethnicity

Provides gender and ethnicity information that can be useful for targeting or customized marketing.

##### Custom Terms

Create your own list of custom terms to use as the basis for scan/extract operations.

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### UNIVERSAL NAME MODULE

The following tables shows the number of given (first) names and variation within each culture set. Given name counts include both script and roman characters. Also shown are the surname (last name) counts, which do not include variations. To provide some perspective on breadth of coverage, according to the U.S. Census bureau, the most common 5,000 first names are used by over 90% of the U.S. population.

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#### Culture Set Name Counts

	Given	Surname
Roman*	100K	1.2M
Arabic	800K	1.2M
Chinese	200K	3K
Japanese	2.8M	650K
Korean	13K	300
Russian	29K	--

#### Last Name Counts – Roman\*

	Surname
Africa	40,000
Anglo-Saxon	123,000
Central Europe	97,000
Balkans	93,000
English	3,000
French	64,000
Germanic	200,000
Greek Orthodox	38,000
Hindu/Indian	12,000
Iranian	2,500
Irish	1,500
Italian	80,000
Japanese	30,000
Jewish	10,000
Muslim/Arabic	100,000
Nordic	88,000
Portuguese	6,000
Scottish	1,500
Various Asian	186,000
Spanish	35,000
<b>TOTAL</b>	<b>1,210,500</b>

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

#### SPECIFICATIONS

Now with 64-bit operating system support along with 64-bit runtime support. For additional information, please visit us at:

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

ARABIC LANGUAGE LIBRARY					
Arabic listed as Script, Latin as English Alphabet					
Arabic	Latin	Given	Surname	Quantity	
•			•	23,382	
•		•		14,385	
	•		•	1,024,145	
	•	•		685,000	
•	•	•		830,629	
•	•		•	1,281,968	
	•	•	•	1,277,749	
•		•	•	31,524	
•	•	•	•	1,619,295	
CHINESE LANGUAGE LIBRARY					
Chinese listed as script, Latin as English Alphabet					
Chinese	Latin	Given	Surname	Quantity	
•			•	794	
•		•		42,880	
	•		•	1,596	
	•	•		104,697	
•	•	•		219,698	
•	•		•	3,121	
	•	•	•	105,111	
•	•	•	•	43,414	
•	•	•	•	222,084	
JAPANESE LANGUAGE LIBRARY					
Japanese listed as Script, Latin as English Alphabet					
Japanese	Latin	Given	Surname	Quantity	
•			•	91,620	
•		•		288,878	
	•		•	333,130	
	•	•		309,351	
•	•	•		2,886,644	
•	•		•	656,788	
	•	•	•	573,162	
•	•	•	•	364,062	
•	•	•	•	3,487,291	
KOREAN LANGUAGE LIBRARY					
Korean listed as Script, Latin as English Alphabet					
Korean	Latin	Given	Surname	Quantity	
•			•	331	
•		•		13,152	
	•		•	332	
	•	•		13,031	
•	•	•		13,157	
•	•		•	339	
	•	•	•	13,233	
•	•	•	•	13,358	
•	•	•	•	13,370	

Universal Name Libraries

