



CLEAN_Address

Data Quality Suite

Data Enhancement Services





“This low-maintenance application has saved us tens-of-thousands of dollars each year.”
Distribution Facility



Data Quality Suite
 Address Verification
 Name Standardization
 Telephone Checking
 Email Validation
 GeoCoding

Data Enhancement Services
 NCOALink® Processing
 Telephone Append
 Email Append
 Demographics



Improve Your Data Quality with CLEAN_Address

Accurate data is the lifeblood of your business. Quality, dependable address data is essential!

The CLEAN_Address Data Quality Suite offers a truly seamless pre-integrated solution that dramatically improves your address data quality and more.

There are many reasons why address data may be inaccurate: data entry mistakes; transposed house numbers; misspelled street names; missing directionals, street suffixes, and apartment numbers; wrong postal codes. In addition, over 50 million individuals, families, and businesses move each year. Dirty data costs your company time, money, and lost opportunities.

The CLEAN_Address Data Quality Suite and Data Enhancement Services put an end to these problems. The real-time interfaces keep dirty data from entering your system at the point of entry, while batch processing cleans up your existing data on a regular basis. Data Enhancement Services provide change of address information, email and telephone append, and other specific demographic information.

- Clean, quality address data means:
- Increased productivity and accuracy in customer service departments
 - Duplicate record identification
 - Faster mail delivery
 - A dramatic reduction in postage costs
 - Elimination of wasted hours handling undelivered and returned mail
 - Quicker turnaround on accounts receivable
 - Accurate mapping of customers
 - Better targeting in marketing campaigns

In addition to addresses, the CLEAN_Address Data Quality Suite improves data quality for all contact information including names, telephone numbers and email addresses.

CLEAN_Address is an ideal solution for companies that rely on accurate address, name, telephone, and email data. Companies in the following industries are realizing dramatic savings:

- eCommerce
- Data Warehouse
- Finance, Banking and Insurance
- Government
- Higher Education
- Media & Direct Marketing
- Pharmaceutical
- Telecommunications
- Utilities

Dirty data costs your company time, money and lost opportunities!

CLEAN_Address provides integrations for Oracle PeopleSoft, e-Business Suite, Siebel, JD Edwards, and many other applications, saving you hours of development effort. CLEAN_Address also includes open APIs, web services, text file processing, and generic data entry screens, allowing you to integrate with any custom developed or third-party application.

CLEAN_Address is a truly seamless solution that is intuitive for end-users. There are no hot keys to press, no pop-up windows, no client software to install, and no training required. This is ease of use at its best!

Seamless batch processing updates addresses in the database, eliminating the hassle of exporting and importing. The supplied reports provide detail on the data quality level, as well as mapping customers with GeoCoding data.



Implementing a solid data quality initiative using the CLEAN_Address Data Quality Suite will have an immediate impact on the quality of your data and your bottom line.

Contact Runner Technologies for more info and free evaluation.

Data Quality Suite Technical Specifications

CLEAN_Address provides the capability for real-time and batch processing of several data quality components, including address, name, telephone, and email data. The address verification functionality includes support for over 240 countries and territories in multiple languages.

VERIFICATION COMPONENTS

- Address Verification & Standardization
- Address GeoCoding (Latitude & Longitude)
- Name Parsing and Genderizing
- Telephone Area Code and Prefix Checking
- Email Address Parsing and Domain Validation



CLEAN_Address provides pre-built, direct integration for several ERP systems. This includes seamlessly integrated real-time and batch processing for all entry points and tables as well as many standard reports. This saves many hours of integration effort, and provides a support path for future releases.

PRE-BUILT INTEGRATIONS

- PeopleSoft Enterprise
- Oracle e-Business Suite
- Siebel
- JD Edwards EnterpriseOne
- JD Edwards World
- SunGard HE Banner

SUPPLIED REPORTS

- Address Error Summary
- Address Error Detail
- Duplicate Addresses
- Address Change Comparison
- Radius Search

CLEAN_Address provides many open APIs and utilities for integrating into any custom or third-party application. The real-time integration can be accomplished with Soap/XML Web Services, PL/SQL procedure calls, Web 2.0 / AJAX, or the CLEAN_Entry data entry screen which can sit on top of any address layout with no programming. Batch processing can be achieved with direct integration in the database or with the CLEAN_File utility for processing flat text files outside the database, such as in CSV or Excel format.

OPEN APIS

- Web Services
- PL/SQL Interface
- Web 2.0 / AJAX
- CLEAN_File
- CLEAN_Entry



CLEAN_Address provides a flexible enterprise service oriented architecture (SOA) which allows the postal data and CLEAN_Address engine to reside centrally in your data center, yet still allow enterprise availability of the data quality components. All Oracle platforms and configurations are supported, including Oracle RAC.

PLATFORMS

- Windows
- Linux
- Solaris
- AIX
- HP-UX

“CLEAN_Address is
saving us over
\$250,000 per year!”
Book Publisher

Top 10 Features of CLEAN_Address

- 1) Complete solution for Address, Name, Telephone and Email verification
- 2) Seamless real-time integration with no popup windows
- 3) Integrated batch processing without exporting / importing
- 4) Customizable business rules and data standards
- 5) Address errors are stored in the database for easy reporting
- 6) No client software to install
- 7) Service-Oriented Architecture (SOA) - one installation serves all databases and applications
- 8) Complete solution for all data entry points, including:
Client-Server
Web Self-Service
Batch Processing
- 9) Low annual subscription price
- 10) Support for over 240 countries and territories



ORACLE PARTNER

Data Enhancement Services

Successful marketing depends on understanding customers and knowing how to reach them. With Data Enhancement Services from Runner Technologies, you can get in touch with more customers at a lower cost by validating, correcting and enhancing your customer data.

- Understand your customers
- Reach your most valuable prospects
- Supplement your customer list information
- More successful marketing strategies

NCOALink® Processing

More accurate addresses means more mail delivered. Over 44 million Americans move every year and 10% of all mail is undeliverable. Use NCOALink® Processing to meet the USPS Move Update Requirement by identifying movers in your lists before you mail.

- Reduce your returned mailing costs and qualify for postal discounts.
- Communicate with more of your customers by obtaining their current address.
- Decrease postal processing and delivery time by one to two days.
- Update U.S. and Canadian addresses for individual, family, and business moves.

Phone Append

Add, update and verify telephone numbers of your customers and prospects.

- Enhance your response rates during a telemarketing campaign.
- Reduce high telemarketing costs associated with incorrect phone numbers and Do-Not-Call lists.
- Append Residential and Business telephone numbers.

Email Append

Improve your email marketing by adding Residential and Business emails to your records. This also acts as an email change of address.

- Clean up bounce-back email addresses with the current email on file.
- Retain customers by sending relevant and interactive email communications.
- Drive customers to your web-site and boost sales.

Demographic Append

Learn more about your customers by enhancing your customer database with demographics and lifestyle types that will help you increase the effectiveness and success of your target marketing efforts.

Deceased / Inmate Append

Save embarrassing and costly communication by removing (or flagging) deceased or imprisoned individuals from your mailing list.



6530 W Rogers Cir Ste 31
Boca Raton, FL 33487-2753 USA

Phone: 561.395.9322 | Fax: 561.395.9301
Sales@RunnerTechnologies.com
www.RunnerTechnologies.com

CUSTOMERS ARE TALKING...

"CLEAN_Address integrated into our Oracle application in a seamless manner to both users and developers"
-- Oracle Developer

"Address verification in our student information system is a ten-year dream come true."
-- Community College

"We have seen significant savings in increased customer satisfaction and enabling quick and easy address entry by call center representatives"
-- Multi-Level Marketing Company

"The address verification runs very smoothly. It has taken quite a load off the records and registration process"
-- State University

PRODUCT SNAPSHOT

The CLEAN_Address Data Quality Suite allows you to quickly and easily verify addresses in over 240 countries and territories.

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