



# ANCHOR

## COMPUTER SOFTWARE

www.AnchorComputerSoftware.com



Capitalize on a more accurate view of your customers with Anchor Software's IDQS. Through strategic partnerships, Anchor Software offers industry leading solutions, providing international address validation.

IDQS allows users to cleanse address data and provides robust functionality to match, identify duplicates, and consolidate data into a single, comprehensive customer record, providing the insights businesses need to enhance selling opportunity, customer loyalty and lifetime value.

Anchor's IDQS combines best-of-breed data quality functionality, to make more informed business decisions. Powerful parsing, standardization, matching algorithms, and advanced address validation tools work together allowing users to consolidate account data, eliminate redundancies, link members of the same household, and expand customer knowledge.

With Anchor's Postal Processing, Data Quality, and Document Design systems we support our customers' business processes in marketing, sales, customer service and call center operations, data warehousing, CRM, ERP, and e-commerce projects. In all of these areas we help companies leverage their most valuable asset, Customer and prospect information.

We offer open system solutions that run on all major computer platforms that are available for nearly the entire world with many "expert" systems including the United States, Canada, the United Kingdom, and most of Europe. All of our software is created to be sector neutral and is therefore ideally suited for simple integration into existing or planned applications.

Anchor Software is a developer of high efficiency Data Quality and United States Postal Service® Certified address quality software products. Anchor has been in business for over 10 years, and is a recognized leader in the Address Hygiene industry.

### Industry Leading Address Quality

Issues caused by incorrect or missing address information are common and often go unnoticed until problems surface. These problems occur when goods, correspondence, or mailings are undeliverable and returned to the sender.

Anchor's IDQS offers a highly accurate solution to improve the quality of addresses. Businesses benefit from more successful marketing campaigns, reduce the costs of returned mail, and therefore increase the efficiency and cost-effectiveness of customer communications.

### Corrected and Consolidated View

Correct and duplicate-free customer and prospect data is a requirement for successful database management. Accurate, high quality data assures successful business processes in all company departments. Reliable forecasts and reports are the basis for efficient corporate planning and management, as well as legally secure, documentable compliance. Eliminating duplicate customer and prospect records also helps establish brand equity by preventing redundant communications.

The solution applies sophisticated matching algorithms to identify potential duplicate records or relationships between records—based on names, addresses, or any other type of customer information – so you can link members of the same household to a single account, identify additional links between records by normalizing key data fields and create enhanced customer records from multiple data sources

### Address Level Geocoding

Anchor Software offers International Geocoding to provide highly accurate latitude and longitude coordinates to addresses, allowing organizations to market to their customers and prospects better, based on location. Latitude and longitude coordinates also allow address location information to be visualized on a digital map. Businesses can use this information to direct customers or prospects to the nearest service point, enhance routing and delivery, and plan site locations – helping to improve response rates and reduce postage, accurately identify customer location in relation to municipalities and boundaries and increase ROI through targeted marketing

### Product Partners



### Features and Benefits

Supports 240+ Countries and Dependencies

Deduplication and Consolidation

Address Level Geocoding

Available for Real-time and Batch Processing

SaaS Solutions

Integration into SAP, Microsoft Dynamics, Oracle/Siebel, Salesforce.com, as well as custom alternatives.

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