

Success Story

Success Story • Case Study • Interview

An interview with David Mead, Sales Director
at the long-standing Uniserv sales partner, Capscan Ltd., England


Data Quality Partnerships – Gaining strategic mutual benefits

Capscan



As a company for data quality, Uniserv has been exploiting the synergies of constructive corporate partnerships as a critical factor for successful business activities for many years within the framework of a corporate partner strategy. The Uniserv Partner Programme concentrates on the target-oriented interconnection of Uniserv's software solutions with the services of the various partners. As a result, it is possible to offer end customers a large number of high-grade services and customised solutions.

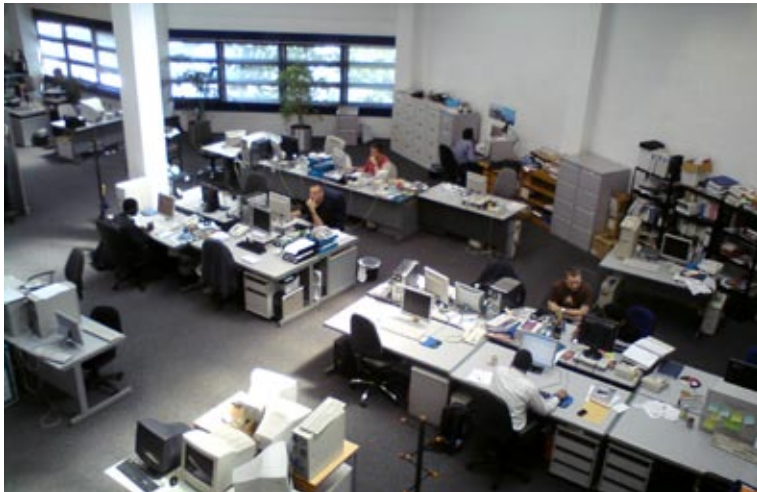
This desired win-win situation has already been successfully implemented by Uniserv dozens of times. The English software company, Capscan Ltd., and Uniserv GmbH have also been complementing each other effectively for several years in the sphere of international address management solutions and have gained ideal mutual benefits from the strong working relationship. David Mead, Sales Director at Capscan, was interviewed in this connection.

On the subsequent pages, David Mead,
Sales Director at Capscan, in an interview. 

WHAT WAS THE AIM OF THE DECISION OF YOUR COMPANY TO ENTER INTO A SALES PARTNERSHIP WITH ANOTHER SOFTWARE COMPANY AT THE END OF 1990s?

DAVID MEAD
SALES DIRECTOR CAPSCAN

Our software range of address management solutions for British companies used to consist only of postal address verification systems for the United Kingdom. However, the demand for high-quality, reliable postal reference data and other address validation options for countries outside Great Britain had already increased on the customer side at the beginning of the 90s as a result of the progressive internationalization. The idea of finding a partner in the area of address data quality, whose key know-how and local knowledge covers this area in an optimum manner and whose range of products perfectly complemented our portfolio, therefore came into being.



WHAT WERE THE KEY POINTS OF THE EXPLICIT RESEARCH PHASE FOR A SUITABLE PARTNER?

During the search for a partner company which would meet our requirements, we discovered Uniserv very quickly. The suitability of Uniserv as a potential Capscan partner soon became clear to us, mainly because of the obvious international orientation and the large number of country-specific expert systems for postal address validation which were offered. When contact was established, Uniserv also showed mutual interest in a cooperative working relationship, since Uniserv's own partnership programme was given high priority internally as an important factor for corporate success during this phase.

WHICH KEY CRITERIA WERE ULTIMATELY DECISIVE FOR SELECTING THE PARTNER?

As a supplier of address management solutions, the added value for our customers was of prime importance to us from the outset. The stated objective of the desired corporate partnership was mainly defined by the goal of considerably

extending the geographical spectrum of the Capscan product range for postal address validation outside the UK without sacrificing the usual Capscan result quality. Uniserv met these demands: In addition to the constantly increasing availability of country-specific software solutions which guarantee a precise address data check up to the house number level, the underlying reference data is subjected to a continuous research service by Uniserv. The data is also used for further customer-specific applications in the area of geo- and micromarketing as well as duplicate matching and merging. This high degree of up-to-dateness improves the result quality of the Uniserv products geocoding and mailBatch, which have also become an essential part of our product portfolio for our customers in the UK in the meantime.

WHAT WERE THE MAIN FACTORS FOR CAPSCAN WHICH DETERMINED THE FINAL FORM OF THE OBJECTIVES OF THE PARTNERSHIP WITH UNISERV?

A partnership between companies should always have the goal that all the parties concerned profit from the alliance in the best possible manner. As far as this goes, the basis was provided at Uniserv and Capscan from the outset, as the application spectrum of the Uniserv products complements the Capscan product world perfectly. Both companies see their key know-how and experience in the development and sale of standard software solutions for improving the quality of address and customer data - Uniserv at the international level, Capscan mainly in the UK. As a result of the partnership with Uniserv, Capscan can offer its British customers international address management solutions for more than 240 countries in the meantime. Our well-founded knowledge in the field of address data quality within the UK is also evident to Uniserv on the other hand. As a result of our expert knowledge of the specific British address features and our traditionally close working relationship with the Royal Mail, the Uniserv customers with international operations also have professional address services and bang up-to-date reference data for the UK at their disposal.

HOW MANY CUSTOMER PROJECTS HAVE ALREADY BEEN IMPLEMENTED DURING THE LONG-STANDING PARTNERSHIP?

The partnership has developed into a genuine win-win situation, so that more than one hundred joint projects have been successfully implemented over the years of the working relationship. The span covers customer orders with a global budget of several thousand euros right up to large-scale projects with a revenue volume in the six-figure euro range. The key element for the continuously successful acquisition and implementation of joint projects is still the uniquely high competitiveness of our form of intercorporate cooperation. For our customers, the synergy effects arising from the exploitation of the specific market expertise and application know-how of the partners provide significant added value and guarantee the profitable planning and implementation of data quality projects.



„AS A RESULT OF THE PARTNERSHIP, CAPSCAN CAN OFFER ITS CUSTOMERS INTERNATIONAL ADDRESS MANAGEMENT SOLUTIONS FOR MORE THAN 240 COUNTRIES IN THE MEANTIME.“ **David Mead,
Sales Director Capscan**



➤ WHEN YOU CONSIDER THE MILESTONES OF THE PARTNERSHIP, WHICH WERE THE MOST IMPORTANT PROJECTS?

With Ford Europe, Barclaycard and MBNA (Maryland Bank National Association, the world's largest independent issuer of credit cards, editor's note), I mention only a few of the dozens of projects of well-known customers.

HOW WOULD YOU DESCRIBE THE GENERAL DEVELOPMENT OF THE PARTNERSHIP BETWEEN UNISERV AND CAPSCAN?

An increasingly closer business relationship has developed between the Capscan and Uniserv companies over the years of the working relationship. This is obviously accounted for by the mutual profitable sales-, technical and marketing partnership which I've already mentioned. I have also already referred to the fact that our range is optimally complemented by the Uniserv product spectrum. But the entrepreneurial flexibility on both sides and the willingness for a direct exchange of information without complications is also worth noting. As

has been demonstrated time and again, this ensures efficient project management, which is ultimately expressed in high customer satisfaction.

WHAT DO YOU CONSIDER TO BE THE MAIN ADVANTAGE OF A PARTNERSHIP WITH UNISERV?

Thanks to the partnership with Uniserv, we are able to offer our customers in the UK high-performance solution models, which can be individually customized to a great variety of business structures and system landscapes because of the wide and flexible overall package. A large number of projects could only be implemented because of the efficient working relationship between Capscan and Uniserv.

WHAT DO YOU CONSIDER TO BE THE USPS WHICH DISTINGUISH UNISERV FROM OTHER COMPETITORS?

Uniserv's many years of experience with address data quality was especially relevant for the formation of the partnership. For us the unique selling points of the Uniserv software are its independence from system platforms, the high scalability and the standardized Web and Unicode capability. The quality of the reference data records is also an important issue for us, since we aim to ensure that we always provide our customers with data for countries outside the UK which is most up to date. Uniserv guarantees this by means of a regular update service for the data records, which is oriented towards the delivery cycles of the respective postal services. Apart from the purely technical aspects which I've mentioned, the high flexibility and efficiency of the sales, consulting and software development at Uniserv is also fundamental to our successful cooperation. This basis is lived and breathed, so that our customers can always expect the maximum diversity of use and quality of the solution.

ARE THERE ANY PARTICULAR ASPECTS IN THE PARTNERSHIP WITH UNISERV IN COMPARISON WITH OTHER INTERCORPORATE COOPERATIVE EFFORTS OF CAPSCAN?

On the one hand, the partnership has been contributing to the continuous optimization of the entire course of business of both companies from the aspect of sales and development from the very beginning. In addition, the situation of Capscan as the only company in the entire UK which offers Uniserv products is of particular benefit to us. On the other hand, personal contact between the responsible people of both companies has developed over the years as a result of the experiences I've described. This is an aspect which also has a very positive influence on the working relationship and its stability, of course.

HOW WOULD YOU ASSESS THE FUTURE MARKET DEVELOPMENT FOR DATA QUALITY PROVIDERS AGAINST THE BACKGROUND OF THE PARTNERSHIP WITH UNISERV? HOW DO YOU SEE UNISERV'S MARKET POSITIONING IN THE NEXT FEW YEARS?

Capscan will continue to consider Uniserv its strongest strategy and sales partners and looks forward to the further positioning of existing Uniserv solutions and the distribution of new ones. We are convinced that companies will become more aware of adverse time and cost drivers, such as incorrect customer data, especially in economically turbulent times. The fact that unnecessary expense can be considerably reduced through optimized data quality is one of the most important principles for the efficiency of business processes – irrespective of the market sector. And it is precisely here that we see the high potential which Uniserv provides as one of the leading European suppliers of data quality solutions with an internationally usable software portfolio.

WHAT DO YOU CONSIDER TO BE THE IMPORTANT ASPECTS OF THE FURTHER DEVELOPMENT OF THE PARTNERSHIP? CAN YOU GIVE US AN OVERVIEW OF THE FUTURE PROSPECTS?

The innovations and continuous further development of the Uniserv data quality solutions are an essential element of our business relationship, of course. The long-term guaranteed exclusivity as a supplier of Uniserv software in the UK is also an important aspect for us. We also greatly value the excellent relationship with Ulrich Sohn and his team. With the know-how of both partners, our companies will continue to find ideal conditions for opening up new markets and to profit from economically difficult times.

THANK YOU VERY MUCH FOR TALKING TO US!

Capscan

Capscan was founded in 1969 and is a member of the Scandex group of companies. It is a leading supplier of address management solutions and products for the postal validation of addresses in the United Kingdom. The company has the enviable reputation of being able to offer fast, flexible and, above all, reliable products, both nationally and internationally. To supplement the "address management software" product range, Capscan offers its customers a series of complementary products and data packages for data verification and qualification.

Uniserv

Uniserv is a leading European supplier of data quality solutions with an internationally usable software portfolio and services for the quality assurance of data in business intelligence, CRM applications, data warehousing, eBusiness and direct and database marketing. With several thousand installations worldwide, Uniserv supports hundreds of customers in their endeavours to map the Single View of Customer in their customer database. Uniserv employs more than 110 people at its headquarters in Pforzheim and its subsidiary in Paris, France, and serves a large number of prestigious customers in all sectors of industry and commerce, such as ADAC, Allianz, BMW, Commerzbank, DBV Winterthur, Deutsche Bank, Deutsche Börse Group, France Telecom, Greenpeace, GEZ, Heineken, Johnson & Johnson, Nestlé, Payback, PSA Peugeot Citroën as well as Time Life and Union Investment.

FURTHER INFORMATION
IS AVAILABLE AT <http://www.uniserv.com>



Uniserv, Pforzheim

- Founded 1969
- Leading provider of address management software
- Product portfolio – international, web-capable, platform-independent, sector-neutral
- Areas of use for software – CRM, e-commerce, 1:1 marketing, ERP projects, call center activities, micromarketing, geocoding
- Benefit: ability to optimally address customers on the basis of validated address information

Additional information

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