



Address Data Quality at Heineken France



A Passion for Data Quality

Oracle® database with approximately 150,000 addresses / Uniserv software ensures up-to-dateness, correctness and freedom from duplicates

The corporate culture of Heineken is distinguished above all by respect, an unqualified desire for success and a passion for quality. Heineken has based its business on these values since its foundation in 1863 while on its way to becoming the fourth largest beer concern in the world. World-famous brands are the rock on which this strong market position is built. This is also the case in France, where Heineken has developed into one of the market leaders through the combined sales of its premium brand Heineken and strong local brands. The addresses of its approximately 150,000 outlets in France are stored in a Business-to-Business database. Heineken France relies on the software solutions supplied by the data quality solutions specialist Uniserv from Pforzheim, Germany, to secure the quality of these addresses. The address analysis and structuring software *convert*, the postal validation software *post* for France and the duplicate checking software *mail* are used. All three products are embedded as an overall solution in the OPALE application which Heineken uses for the IT administration of its business dealings with hotels, bars, cafés and other outlets in France.

Several factors were decisive for the implementation of the OPALE project and the associated search for suitable software solutions which guaranteed the quality of the address data. In particular, the system previously in use and its database were inflexible, non-modular and errors and inaccuracies frequently occurred during address maintenance. In addition to this, networking facilities, e.g. for accountancy and contracting, were not available owing to the problems with the addresses of the outlets. Taken as a whole, these factors had a negative effect on the work of the sales force. The fact that the sales force often supplied incomplete addresses made matters worse. This in turn had a negative effect e.g. on invoicing and delivery. ►

► In view of all these difficulties, the responsible people at Heineken France had very precise ideas about what a future application should be capable of achieving. José Benzadon, chef de projet OPALE, sums up: „We envisaged a modular application on the basis of a reference database with high availability and validated addresses of our outlets in the whole of France. Our objective was to optimize the work of our sales team and put it on a firm basis. We also wanted to have the option of assigning statistical information to the addresses.“

As a result, Heineken France initially invited three agencies to tender for the contract for the engineering of the overall application, including the implementation of suitable data quality software solutions. Two of these three agencies had decided to integrate Uniserv products. After one agency dropped out in the preliminary stages, the tender of GFI was finally accepted owing to the superior price-performance ratio. The outcome was the OPALE application on the basis of an Oracle® database which is now in use.



José Benzadon, chef de projet OPALE: „The Uniserv tools turn our database into a valuable instrument for handling the addresses of our outlets!“

OPALEissimo

OPALE has been in productive use at Heineken France since 2001. The crucial feature of the application is that it really does meet all the original requirements. Apart from the modularity and high availability, this includes networking e.g. with the contract management department or the finance and accounting department. In addition, it was possible to create the desired reference outlet database, in which the addresses validated by Uniserv form the central linking element for all the connected processes. All 150,000 addresses and the Uniserv tools are accommodated in one server. Apart from this, the overall architecture is designed in such a way that each of the Uniserv products can be used multi-dimensionally on the basis of a single licence, i.e. both online and in batch processing.

Clear division of tasks

The addresses of the licensed premises, where beer from Heineken is sold to the consumer, as well as the work of the sales team are the focus of the work of OPALE. The task is to monitor and direct the latter, e.g. with regard to profitability, division of territory or sales targets. José Benzadon explains: „As a result, our central requirement is that an address must be complete and correct! We guarantee this by means of the software from Uniserv.“ The addresses are generally input into OPALE by the sales team. Addresses which are automatically recognized by Uniserv as being complete, correct and not duplicate, immediately receive a customer number. They are subsequently stored in the database or are returned to the sales force personnel, who further process the address. All this takes place in batch processing. However, if Uniserv identifies a problem in an address and outputs e.g. a multiple choice of street and/or place name, the address concerned is passed to the application as a user-interactive mode. A member of staff checks the postal information, uses Uniserv to correct the address manually following the steps RNVP (Restructuration, Normalisation, Validation Postale) and then carries out a duplicate check. Only after this procedure is the address applied to further activities and tasks.



Data duplicates firmly under control

In the run-up to putting OPALE into productive use, José Benzadon's team deliberately dispensed with the initial cleanup. As Benzadon emphasizes: „We thereby saved an enormous amount of time and money. With Uniserv we also have solutions available which allow us to clean up duplicates more or less on-the-job during day-to-day business.“ Night after night, OPALE executes a batch run using the Uniserv solutions, which takes no more than an hour. The duplicates thereby identified are very closely checked - manually. „If we discover that it really does concern the same outlet, we take the latest address entry and add the information from the duplicate data records, whereby we are gradually generating an unrivalled data quality“, explains José Benzadon.

Summary

José Benzadon, the chef de projet OPALE, can now take stock after more than two years, and his verdict is entirely positive: „We have been able to significantly reduce the amount of manual intervention in the address processing. Our old system produced a great many errors. The batch runs often had to be re-started, which required both a great deal of time and effort. All this is now a thing of the past with the new application OPALE with Uniserv!“ Any addresses which are still incorrect after cleanup are now reliably identified and can be clarified interactively, with the result that we don't lose anything any more. Everything runs as it should do, unerringly and with precision. „The response times are correct and the overall system runs practically error-free. In a nutshell: The users are satisfied!“

Background information on Heineken

Heineken, with its head office in Amsterdam, Holland, is the fourth largest brewing concern in the world and has a range of famous beer brands. In the meantime, the group has operations in more than 170 countries, including France. At the end of 2003 Heineken owned more than 115 breweries. Approximately 61,500 people work for and at Heineken. The concern generated a total revenue of 9.25 billion euros in 2003, and the sales of the Heineken group amounted to 99 million hectolitres.

The roots of the present-day brewery empire lie in Amsterdam. There the company founder Gerard Adriaan Heineken, who was then just 22, bought his first brewery on 16th December 1863 and started selling the popular amber liquid. Over the decades, the present-day brewing group has gradually developed from these modest beginnings into an unparalleled success story under the management of three generations of the Heineken family - not least through moderate expansion, systematic brand development and a commitment to the highest quality.

The Heineken Holding N.V. is at the pinnacle of the organisational structure of Heineken. It holds 50.005 percent of Heineken N.V., which runs the operative business in conjunction with the various subsidiaries. The holding company is responsible above all for the strategy of the group. This strategy is aimed at defending and reinforcing the leading global market position e.g. by creating solid local market positions as well as efficient cost structures. Further information is available at <http://www.heineken.com>.

In an elaborate certification procedure, LaPoste evaluates address validation systems, issues an official approval after a quality check has been carried out and confirms this in an official document. Uniserv was the first foreign software company to complete this certification process successfully and receive a certificate for its IT systems. The certification process includes various test systems, quality aspects, analyses, diagnoses and result evaluations. These comprise e.g. the correct structure of name and address elements as defined in the address standard AFNOR, compliance with the corresponding correct line



standardization, the correct handling of special delivery addresses in private and company addresses or PO box addresses. By means of the certification initiative, LaPoste aims

to achieve a high quality standard for address validation software and to ensure that the products conform with the French addressing system.

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, micro-marketing, geo-coding
- Benefit: ability to optimally address customers on the basis of validated address information

Additional information

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