



Loyalty Partner GmbH, Munich



HIGHLIGHT – ADDRESS MANAGEMENT

Uniserv software manages more than ten million German customer addresses under Oracle® / The technological advantage is the decisive factor / Productive in less than three weeks

Loyalty Partner GmbH, located in Munich, has organized its address management within the scope of its bonus program PAYBACK under an Oracle8i™ database, using Uniserv software from the beginning. The postal validation software post for Germany is utilized, including geo-coordinates. In teamwork with a prior external postal validation check, the software provides for consistent high postal quality and up-to-dateness in the database, which in the meantime contains more than ten million German addresses. That makes the addresses fit for successful multichannel dialog with the end-customer.

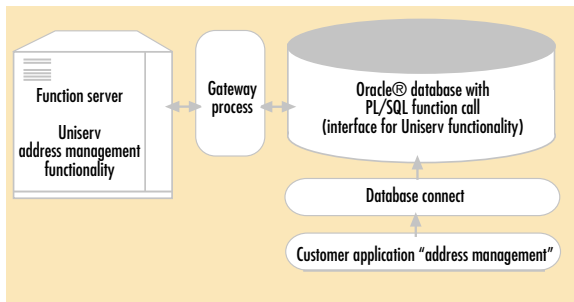
When the professionals at Loyalty Partner take on the task of solving a problem, accuracy and speed are the measure of all things. The best example: the implementation of professional address management under Oracle. Decision-makers realize the importance of addresses that are impeccably correct for the success of their PAYBACK program. "A fundamental element of Loyalty Partner and thus PAYBACK is professional campaign management, i.e. the permanent, personalized dialog with the consumers. This is inconceivable without clean addresses," comments Timo Salzsieder, board member and manager of solutions development.



Uniserv on Oracle®



In the Oracle sector Uniserv cooperates with codeswift. In doing so, Uniserv contributes the address management functionality, codeswift contributes the Oracle interface. Uniserv's Oracle product family encompasses



- *mail for Oracle* (address retrieval system),
- *post for Oracle* (postal address validation for 14 European countries so far),
- *geocoding for Oracle* (geographical address coding for address assessment),
- *convert-name for Oracle* (analysis and structuring of name elements),
- *convert-address for Oracle* (parsing of address elements and line analysis).

Direct use of the components realized in C/S technology is possible from all Oracle client platforms and development tools via PL/SQL package calls. The checking and correction processes run as independent server processes in the background.

The generic C interface is implemented on PL/SQL. Requests are relayed by PL/SQL to the function server via DB pipes and the gateway process UniOEOracle. An interface tool controls and monitors the entire system. The Oracle interface tests a separate dialog; errors are centrally protocolled. The central

parametrization simplifies the programming and the tuning. Last but not least, there are different authorities for the production and development database.

The address management components for Oracle are available for the Oracle8i and Oracle9i databases. The advantages are in particular the high scalability, the architecture and the automatic synchronization of the transactions with the Oracle database. The OE function server can be implemented optionally on one's own computer or on the computer of the Oracle database. www.codeswift.com

Online und offline

With this as background, those responsible at Loyalty examined different providers of address management software in a sophisticated selection procedure. In particular, the aspiring companies had to qualify in the categories "availability under Oracle", "market position/references", "technology" and "price". Uniserv was the only candidate that was convincingly balanced with its offering in all categories. The deciding factors were price and technology in particular. "A special advantage for Uniserv was the fact that the solution works both online and offline," Timo Salzsieder says, commenting on why the contract went to Uniserv in Pforzheim. Moreover, from a technical point of view, according to Mr. Salzsieder, the easy integration into Oracle, the smart interface and, from the programming perspective, the simple operation of the entire architecture should be emphasized. After the contract was awarded, the tremendous flexibility of the Uniserv/codeswift team with respect to collaboration with Loyalty Partner and the implementation at the company site also made a good impression.

Propelled by this tail wind, the entire system was productive in October 2000 after less than three weeks.

The Address is the Center

In the Oracle environment, the utilized Uniserv software reliably provides correct, high-quality addresses. The postal validation software *post* checks the German addresses on the postal code, city, street and house number levels. The function "geo-coordinates" enhances the original address by giving it geographical longitude and latitude coordinates. Thus the regional and local spread of PAYBACK customers can be visualized transparently. Uniserv's functionality based on Oracle operates both online and offline, both interactively and in batch and maintains both data already in the files and new data.

The value of these validated addresses is apparent in different areas and activities of the company. An example is campaign management, which is currently operating on the basis of about 10 million addresses in the company database. "Per year we send out – partially together with our partners – up to 200 mailings numbering up to 2.5 million pieces each,



Timo Salzsieder, member of the board of Loyalty Partner and manager of solutions development, commenting about Uniserv's solution under Oracle: "Easy to implement, problem-free operation!"

and annually we have almost 100 million contacts," Torsten Harms, director of database marketing, explains. In these campaigns – along with customer service such as sending out account status information, change-of-address forms or premiums – it is also a matter of targeted direct advertising. "Without impeccable postal addresses, our response rates of up to 60 percent with minimal undeliverability could not be realized," Torsten Harms clarifies.

Even the company's own call center relies on its access to the cleansed, postally faultless and up-to-date address database. That increases the reliability and quality of the inbound and outbound dialog via telephone considerably.

An additional example for the relevance of correct postal data are new customer addresses. These occur when the consumer officially registers at PAYBACK for the first time. The new addresses reach the company in different ways, namely by mail, fax or telephone, but also via Internet. On the Internet the address check takes place directly online during the registration procedure. Offline addresses are either cleansed interactively or in a batch and then are assigned to the Oracle database. Spelling, hearing, typing and reading errors as well as junk addresses are practically ruled out. That lastingly and reliably protects the entire database from a slow, unnoticed contamination.

Founded on April 1, 1998, Loyalty Partner GmbH has been on the market with the cross-sector and cross-media customer loyalty system PAYBACK since March 13, 2000. Participating consumers can collect points with their free PAYBACK card when making purchases in partner companies. Credit from 1,500 points



cross-media customer loyalty system PAYBACK since

(15 euros) can be exchanged for cash or bonuses, or it can be donated to UNICEF. Alongside representatives of the classic retail business such as real, Galeria Kaufhof, DEA and OBI, partners also include online companies, among them e.g. AOL and booxtra.de. In the meantime, more than 13 million cards are in use, tens of thousands are added every month. The discounts

paid out amount to approximately eight million euros. The goal is to support the participating partner companies in expanding their competitive position and to offer consumers a perceivable and attractive value enhancement. At present, Loyalty Partner has 120 employees. www.payback.de

Positive Results

Timo Salzsieder, member of the board and manager of solutions development: "Due to Uniserv's support we now have reliable, cost-effective address management automatisms, with which we can keep our addresses 'fit'. That is the foundation for the permanent, interference-free dialog with our customers – an important prerequisite for securing and expanding PAYBACK. Since we use Oracle, it is of course optimal that Uniserv fits into this environment and thus does not change our accustomed working interface. The software was easy for us to implement and runs error-free and with high performance in day-to-day operations. Everything fits together!"

Uniserv, Pforzheim



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

Additional information

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