

Better data quality worldwide!



**postWorld software
validates addresses internationally**



Areas of application

Business Intelligence • Customer Relationship Management
Database Marketing • Direct Marketing • Enterprise Resource Planning
Web and Intranet applications

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A limitless postal address check

Postally correct addresses are an absolute must in the age of the Internet and cross-border customer relationships. They have a considerable and wide-ranging impact on a wide variety of applications in the enterprise and are therefore a critical success factor in important business processes. With *postWorld*, Uniserv has enhanced its existing portfolio of expert systems for international postal address validation for a current total of 16 European countries as well as for Canada and the USA, thereby providing another effective instrument for the quality enhancement of global address and customer data.

190 countries – one solution

postWorld is another solution from the Uniserv product family *post*. The software enables the user to check, correct and standardize addresses from more than 190 countries inside any application in real-time. It can also be used via ASP. *postWorld* helps to detect errors and remedy problems which arise from incorrect or missing postal details in the addressing as a result of reading, hearing or writing errors, abbreviations or other error sources.

Correction examples from five continents:

Brazil		Region: Central/South America
	Input	Output
Street:	Verbo div. 288 RUA	VERBO DIVINO 288
Postcode:	04891	04719-001
Post town:	Soa Paulo	SAO PAULO

Morocco		Region: Africa
	Input	Output
Street:	5, Derb B. Slimane	5, DERB BEN SLIMANE
Postcode:	3200	30200
Post town:	Fes	FES

New Zealand		Region: Pacific Ocean
	Input	Output
Street:	29 Quenway	29 Queensway
Postcode:	1006	1004
Post town:	Auckland	Auckland

Monaco		Region: Western Europe
	Input	Output
Street:	2 r. P. Antoinette	2 Rue PRINCESSE ANTOINETTE
Postcode:	98	98000
Post town:	Monako	MONACO

Hungary		Region: Eastern Europe
	Input	Output
Street:	Szigeti 12	Szigeti ut 12
Postcode:	7627	7624
Post town:	Pecss	Pecs



Improving customer relationships ...

... means increasing the quality of the address data. If e.g. addresses need be upgraded by additional attributes, quality assurance measures to ensure postal correctness are essential. Otherwise, the quality level of the database cannot be raised to the extent required to assign existing addresses with important marketing-relevant (e.g.: telephone number) or enterprise-critical (e.g.: bankruptcy) information.

Interactive address validation ...

postWorld can be easily embedded in existing or new applications and runs in the background invisible to the user. The open system architecture and a large number of APIs enable rapid, seamless integration in the existing IT environment. *postWorld* currently supports the platforms Windows and the most important Unix derivatives. Integration in SAP® and Oracle® environments is also available under Windows.

... or via ASP

postWorld can be used in two ways in Application Service Providing:

- Access via the Internet client made available by Uniserv, with the advantage of direct utilization of the service without integration work.
- Integration based on WEB APIs in an e-Shop or other Web-based applications. Advantages: no costly reviewing of addresses, since a check is made during input of the data.

Advantages at a glance:

190 countries – one solution – Data quality for all address-related processes, enterprise-wide!

Global increase in the data quality – Address validation and error detection during data input. This ensures that only correct data enters the address database.

Cost saving – Higher data quality increases the duplicate recognition rate, reduces mailing and printing costs and prevents unnecessary expenditure on postage.

State-of-the-art technology – One set of interfaces guarantees simple and rapid integration in online applications (e.g.: call centres, CRM etc.), websites and Intranet applications. Error-tolerant search strategies provide the best possible result quality.





Country	Region	Data Level
Algeria	Africa	B
Angola	Africa	C
Benin	Africa	C
Botswana	Africa	C
Burkina Faso	Africa	C
Burundi	Africa	C
Cameroon	Africa	C
Cape Verde	Africa	B
Central African Rep.	Africa	C
Chad	Africa	C
Comoros	Africa	C
Congo (Rep.)	Africa	C
Côte d'Ivoire (Rep.)	Africa	C
Democratic Rep. of the Congo	Africa	C
Djibouti	Africa	C
Egypt	Africa	B
Equatorial Guinea	Africa	C
Eritrea	Africa	C
Ethiopia	Africa	B
Gabon	Africa	C
Gambia	Africa	C
Ghana	Africa	C
Guinea	Africa	B+
Guinea-Bissau	Africa	B
Kenya	Africa	B
Lesotho	Africa	B
Liberia	Africa	C
Libyan Jamahiriya	Africa	C
Madagascar	Africa	B
Malawi	Africa	C
Mali	Africa	C
Mauritania	Africa	C
Mauritius	Africa	C
Morocco	Africa	A
Mozambique	Africa	B
Namibia	Africa	C
Niger	Africa	B
Nigeria	Africa	A
Rwanda	Africa	C
Sao Tome and Principe	Africa	C
Senegal	Africa	B+
Seychelles	Africa	C
Sierra Leone	Africa	C
Somalia	Africa	C
South Africa	Africa	B+
Sudan	Africa	B
Swaziland	Africa	B
Tanzania (United Rep.)	Africa	C
Togo	Africa	C
Tunisia	Africa	B+
Uganda	Africa	C
Zambia	Africa	B
Zimbabwe	Africa	C

Country	Region	Data Level
Afghanistan	Asia/Pacific Ocean	C
Australia	Asia/Pacific Ocean	B
Bahrain (Kingdom of)	Asia/Pacific Ocean	B
Bangladesh	Asia/Pacific Ocean	B
Bhutan	Asia/Pacific Ocean	C
Brunei Darussalam	Asia/Pacific Ocean	A
Cambodia	Asia/Pacific Ocean	B
China (People's Rep.)	Asia/Pacific Ocean	B
Dem. People's Rep. of Korea	Asia/Pacific Ocean	C
Fiji	Asia/Pacific Ocean	C
India	Asia/Pacific Ocean	B
Indonesia	Asia/Pacific Ocean	A
Iran (Islamic Rep.)	Asia/Pacific Ocean	B
Iraq	Asia/Pacific Ocean	B
Israel	Asia/Pacific Ocean	B
Japan	Asia/Pacific Ocean	A
Jordan	Asia/Pacific Ocean	B
Kiribati	Asia/Pacific Ocean	C
Korea (Rep.)	Asia/Pacific Ocean	A
Kuwait	Asia/Pacific Ocean	B+
Lao People's Dem. Rep.	Asia/Pacific Ocean	B
Lebanon	Asia/Pacific Ocean	B
Malaysia	Asia/Pacific Ocean	A
Maldives	Asia/Pacific Ocean	B
Mongolia	Asia/Pacific Ocean	B
Myanmar	Asia/Pacific Ocean	C
Nauru	Asia/Pacific Ocean	C
Nepal	Asia/Pacific Ocean	B
New Zealand	Asia/Pacific Ocean	A
Oman	Asia/Pacific Ocean	B
Pakistan	Asia/Pacific Ocean	B
Papua New Guinea	Asia/Pacific Ocean	B
Philippines	Asia/Pacific Ocean	A
Qatar	Asia/Pacific Ocean	C
Samoa	Asia/Pacific Ocean	C
Saudi Arabia	Asia/Pacific Ocean	B
Solomon Islands	Asia/Pacific Ocean	C
Sri Lanka	Asia/Pacific Ocean	B+
Syrian Arab Rep.	Asia/Pacific Ocean	C
Thailand	Asia/Pacific Ocean	B
Tonga	Asia/Pacific Ocean	C
Tuvalu	Asia/Pacific Ocean	C
United Arab Emirates	Asia/Pacific Ocean	C
Vanuatu	Asia/Pacific Ocean	C
Viet Nam	Asia/Pacific Ocean	B
Yemen	Asia/Pacific Ocean	C





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Country	Region	Data level
Bermuda	North America	A
United States of America	North America	B
Antigua and Barbuda	Central and South America	C
Argentina	Central and South America	A
Aruba	Central and South America	C
Bahamas	Central and South America	C
Barbados	Central and South America	C
Belize	Central and South America	C
Bolivia	Central and South America	C
Brazil	Central and South America	A
Chile	Central and South America	A
Colombia	Central and South America	C
Costa Rica	Central and South America	B
Cuba	Central and South America	B
Dominica	Central and South America	C
Dominican Republic	Central and South America	B+
Ecuador	Central and South America	A
El Salvador	Central and South America	A
Grenada	Central and South America	C
Guatemala	Central and South America	B
Guyana	Central and South America	C
Haiti	Central and South America	A
Honduras (Rep.)	Central and South America	B
Jamaica	Central and South America	C
Mexico	Central and South America	B+
Netherlands Antilles	Central and South America	C
Nicaragua	Central and South America	C
Panama (Rep.)	Central and South America	C
Paraguay	Central and South America	A
Peru	Central and South America	C
Saint Christopher (St. Kitts) and Nevis	Central and South America	C
Saint Lucia	Central and South America	C
Saint Vincent and the Grenadines	Central and South America	C
Suriname	Central and South America	C
Trinidad and Tobago	Central and South America	C
Uruguay	Central and South America	A
Venezuela	Central and South America	B+

Country	Region	Data level
Armenia	Eastern Europe	B
Azerbaijan	Eastern Europe	B
Belarus	Eastern Europe	A
Bosnia and Herzegovina	Eastern Europe	B
Bulgaria (Rep.)	Eastern Europe	B
Czech Rep.	Eastern Europe	A
Estonia	Eastern Europe	A
former Yugoslav Rep. of Macedonia	Eastern Europe	B
Georgia	Eastern Europe	B
Hungary (Rep.)	Eastern Europe	A
Kazakhstan	Eastern Europe	B
Kyrgyzstan	Eastern Europe	B
Latvia	Eastern Europe	A
Lithuania	Eastern Europe	A
Moldova	Eastern Europe	A
Poland	Eastern Europe	A
Romania	Eastern Europe	C
Russia	Eastern Europe	B
Serbia and Montenegro	Eastern Europe	B
Slovakia	Eastern Europe	A
Tajikistan	Eastern Europe	B
Turkmenistan	Eastern Europe	B
Ukraine	Eastern Europe	B
Uzbekistan	Eastern Europe	B
Albania	Western Europe	C
Andorra	Western Europe	B
Austria	Western Europe	A
Belgium	Western Europe	B
Croatia	Western Europe	B+
Cyprus	Western Europe	A
Denmark	Western Europe	A
Faeroe Islands	Western Europe	B
Finland	Western Europe	B
France	Western Europe	B+
Germany	Western Europe	B
Great Britain	Western Europe	B
Greece	Western Europe	B
Greenland	Western Europe	B
Iceland	Western Europe	A
Ireland*	Western Europe	A
Italy	Western Europe	A
Liechtenstein	Western Europe	B
Luxembourg	Western Europe	A
Malta	Western Europe	A
Monaco	Western Europe	A
Netherlands	Western Europe	B
Norway	Western Europe	A
Portugal	Western Europe	A
San Marino	Western Europe	B
Slovenia	Western Europe	B
Spain	Western Europe	A
Sweden	Western Europe	A
Switzerland	Western Europe	A
Turkey	Western Europe	A
Vatican	Western Europe	B

Data Level

- A = postcodes for localities and streets
- B+ = postcodes for localities and districts
- B = postcodes for localities
- C = names of localities only (no postcodes)
- *no postcodes existing



ADDRESS DATA QUALITY

