

Firstlogic® DQ10 Postalsoft® Platform



Quick Facts

Summary

The Firstlogic® Data Quality (DQ)10 Postalsoft® platform provides data quality processing functions including:

- File Preparation
- Address Correction & Encoding
- Data Cleansing & Enhancement
- Data Matching & Consolidation

Firstlogic DQ 9.0 includes the suite of data quality tools including:

- FirstPrep®,
- ACE®,
- DataRight IQ®
- Match/Consolidate®

Firstlogic DQ10 is powered by the SAP ACE CASS™ and SAP Mover ID NCOA^{Link}® platform from SAP America, Inc.

Firstlogic DQ10 is a batch application with an available real-time option. The batch Job-Files can be developed and launched via the Views™ interface or via command line. The real-time option can be integrated into your application via JAVA, C++ or .Net APIs.

Business Challenges

Greater Operational Efficiencies

- Capture and cleanse poor data quality upon initial data entry.
- Parse and standardize data based on your business rules.
- De-duplicate data with sophisticated matching and consolidation.
- Setup new customers and suppliers faster and with more accurate data.
- Increase cross-sell and up-sell opportunities with a single view of your customers.
- Streamline business processes and decrease rework to resolve bad data.

Increased Profit Margins

- Cleanse addresses for postage price discounts.
- Reduce publication costs and postage leveraging householding.
- Decrease shipping charge backs and fines.

Higher Customer Satisfaction

- Improve customer interaction by leveraging more accurate information.
- Cleanse and consolidate customer data for customer loyalty programs.
- Increase customer delivery accuracy and performance.
- Better target marketing with geocoding location awareness.

Key Features

Firstlogic® DQ10 ACE®

- ACE® (Address Correction & Encoding) – for address cleansing and assignment.
- US National Directory (Zip + 4®) – appending addresses by adding ZIP + 4® codes, carrier route, eLOT®, and LOT order information.
- CASS™ – keep addresses complete, correct, and current using the powerful SAP CASS Certified™ ACE address engine and CASS directories including DPV®, LACS^{Link}®, Suite^{Link}®, RDI™ and Z4 Change.

- ▶ DPV® – to determine if addresses are valid deliverable addresses.
- ▶ LACSLink® – for conversion of rural route, highway route and box number addresses to street addresses using the Locatable Address Conversion System.
- ▶ SuiteLink® – to add secondary suite information to business addresses.
- ▶ NCOALink® – leverage SAP Mover ID software to identify over 40 million Americans who move every year.
- ▶ RDI™ – to determine residential vs. commercial addresses.
- ▶ DSF2® Ready – Delivery sequence with vacant, residential, business and seasonal address information.
- ▶ Address Geocoding – for latitude & longitude assignment.

Firstlogic® DQ10 DataRight IQ®

- ▶ Non-address data parsing, standardization and enhancement.
- ▶ User defined pattern matching.
- ▶ List conversion for up to 255 input files in any record layout and/or one of four file types. (ASCII, delimited, dBase3, EBCDIC)
- ▶ Intelligent casing.
- ▶ User modifiable dictionaries for parsing and capitalization.
- ▶ Gender determination and pre-name (Mr. Ms.) assignment.
- ▶ Match standards (nicknames) for individuals (i.e. Margaret and Peg).
- ▶ Search & replace functions.
- ▶ Input and output record filtering.
- ▶ Firstlogic scripting for output field creation or filtering of output data.
- ▶ Up to 12 lines of floating name and address data within a record.

- ▶ Identifies the name/firm elements and parses into discreet fields.
- ▶ Address data is carried into separate fields for further processing in ACE.

Firstlogic® DQ10 Match/Consolidate®

- ▶ Data parsing, matching and consolidation.
- ▶ Quickly uncover relationships within one or multiple data sources.
- ▶ Identify duplicates to increase efficiency and reduce costs.
- ▶ Combine both internal and external data into a single file to create a streamlined view of your customers.
- ▶ Match and consolidate account records to create a single, complete view of customer addresses.
- ▶ Define and implement your own business rules to identify customers within data sets.
- ▶ Process multiple sets of business rules so you can identify hidden relationships in your data.
- ▶ Assign unique identification numbers for records to create relationships between different sets of data.
- ▶ Selectively choose data on a field-by-field basis to build a "best" consolidated record.
- ▶ Combine records by matching different forms of the same name or firm such as "Beth" and "Elizabeth" or "AT&T" and "ATT."
- ▶ Utilize suppression lists to remove records that shouldn't be included in a campaign.

Business Benefits

- ▶ USPS Reporting – produce the Form 3553 CASS™ and SAP® Mover ID NCOALink® summary reports and statistics files for flexible reporting.
- ▶ Address Directories – US National (Zip + 4®, eLOT®) and CASS (DPV®, RDI™, LACSLink®, SuiteLink®, Z4 Change) address directories.
- ▶ On-Premise Solution – Run your on-premise software to retain control, performance and security of your data and applications with no data limitations or per-record charges.
- ▶ Software Subscription – Firstlogic DQ10 software annual software subscription expense model replacing large upfront software license asset investment costs.
- ▶ Ensure Future Roadmap – Firstlogic Solutions is actively building new product features and enhancements to the Firstlogic DQ platform powered by the SAP CASS™ and NCOALink® platform as acquired from SAP America, Inc. and certified with the USPS®.
- ▶ Trust in Firstlogic Solutions – As the leading SAP Gold Partner specializing in the SAP Data Services platform, SAP has entrusted Firstlogic to provide former SAP Postalsoft DQ8 customers with upgrade options and to provide future development and support for customers to ensure future success.



For more information
 Firstlogic® DQ10 Platform
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Supported Systems and Platforms

Firstlogic® Data Quality (DQ)10

- Windows® - 64-bit platform
- Linux® - Red Hat® & SUSE® 64-bit platforms
- AIX® - 64-bit platform
- Solaris® - 64-bit platform

