



FIRSTLOGIC® DATA QUALITY (DQ)10

AVAILABLE ON-PREMISE, IN-CLOUD AND THROUGH WORKFLOW, DQ10 INCLUDES:

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

SUPPORTED SYSTEMS AND PLATFORMS:

- **On-Premise**
 - Windows® 64-bit platforms
 - Linux® Red Hat® & SUSE® 64-bit platforms
- **In-Cloud**
- **Workflow**

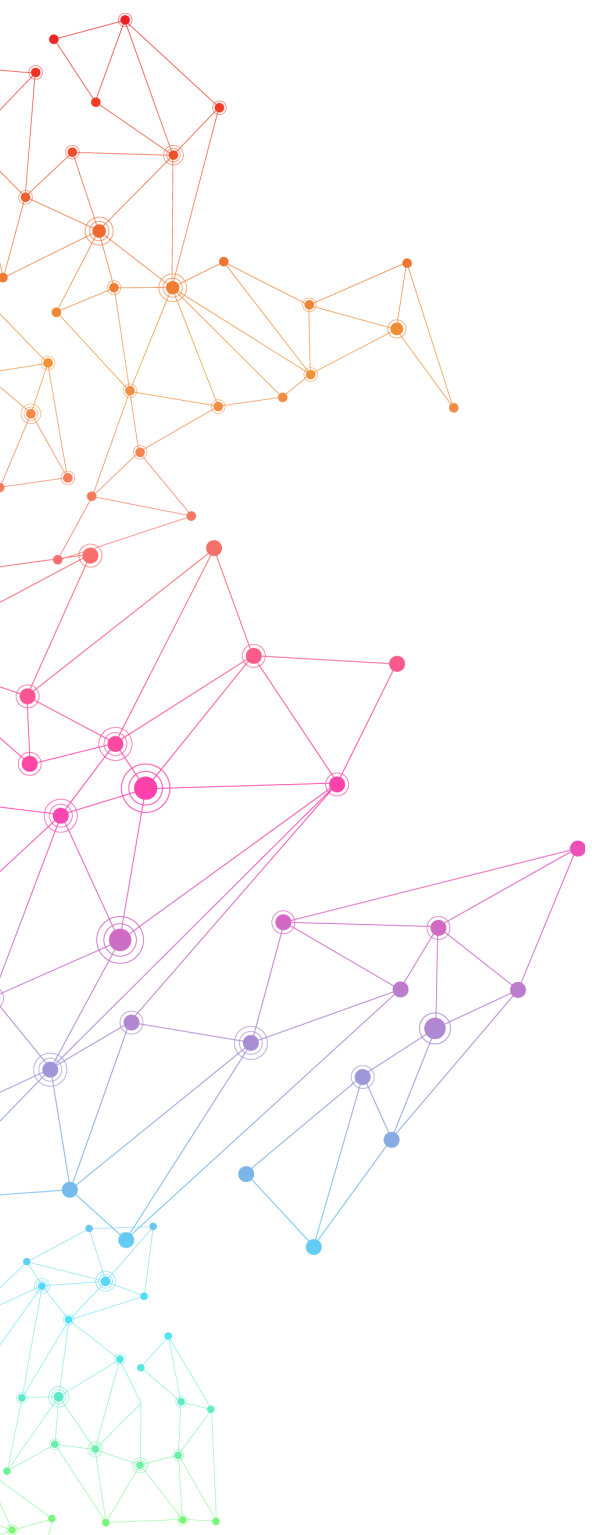


CLEANER DATA FOR YOUR CUSTOMERS

Expand your operational efficiencies, increase profits, and improve customer satisfaction with high-speed data cleansing.

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

Businesses can invoke DQ10 through custom scripts or launch the data cleanser via our easy-to-use Views interface. For real time data integrity, integrate DQ10 directly into your existing applications. We support Java, C++, and .Net API's.



CHALLENGES

Dirty Data is Costing You

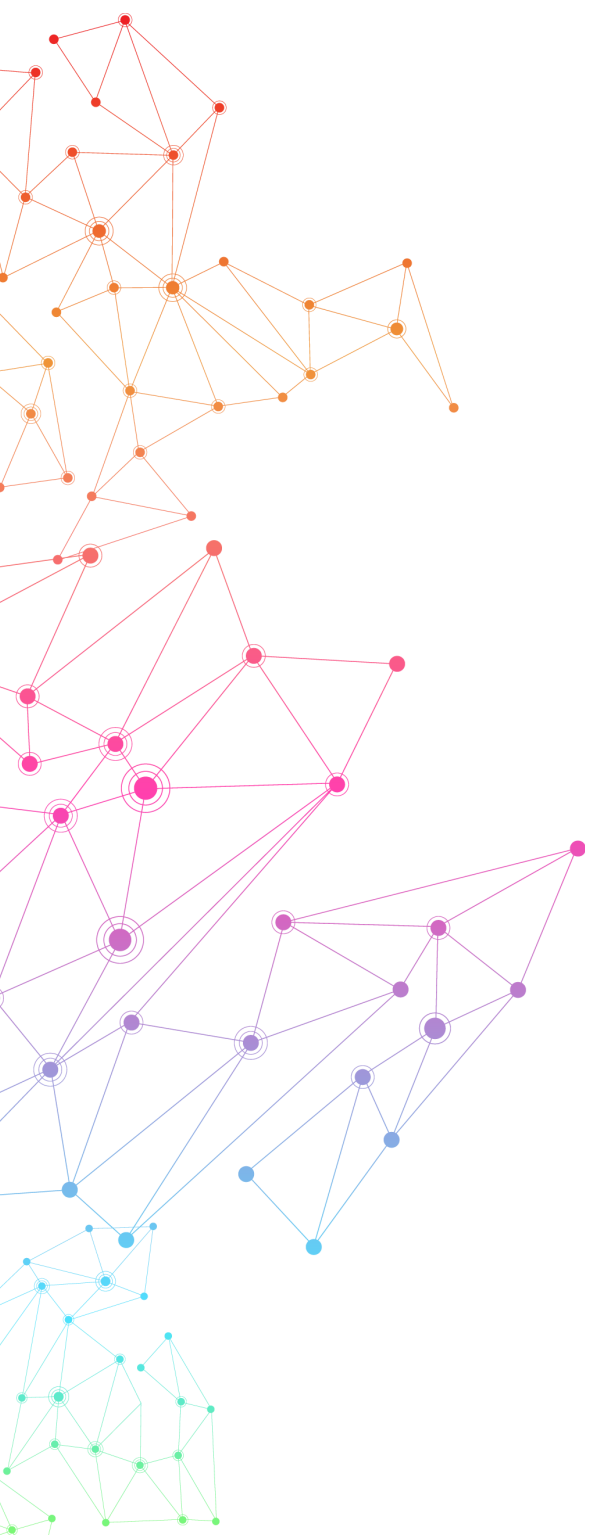
Do you struggle with files full of duplicate and mis-entered customer information? Most organizations do. Bad data limits up-selling and cross-selling opportunities. Use the data quality platform proven to capture and cleanse data with unprecedented accuracy. Eliminating dirty data will streamline your business processes and decrease expensive rework.

Narrow Profit Margins

Why pay extra for unnecessary postage, charge-backs, and fines? Earned revenue is hiding in your data. Use DQ10 to find it!

Dissatisfied Customers

Customers won't be loyal to a brand that disregards their stated preferences and prior transactions, but organizations collect customer-specific data in unconnected systems and files. How will you communicate effectively with individuals unless you can match and combine among data sources? Activate the buying cycle, strengthen loyalty programs, and target offers with geocoding to improve customer satisfaction.



FEATURED SOLUTION

Firstlogic DQ10 FirstPrep®

File Preparation is the step where marketers define characteristics of their jobs and identify the data to be used. This module guides you through the process, provides a critical data review opportunity, and allows you to predict volumes for targeted list segments, versions, or timed distribution.

- Create your format and definition files and link them to your input file.
- Count and sort on fields in your data.
- Convert file types and merge multiple files into one input file.
- Create several smaller filters and join them together in different combinations based on your business needs.
- Link the filters to specific output files.
- Count the number of records that will be included in each output file based on your criteria.
- Datasheet View shows the field names as column headings with record data listed below.
- Format Editor View allows format modification and shows your data with the defined field names.
- Format Definition window is where you set your field names, types, and lengths.
- Definition Field Mapping enables mapping of input file fields to application input fields.
- Data Selection allows you to create new output files using one or more filters on an input file or by joining input fields to create a new output layout.

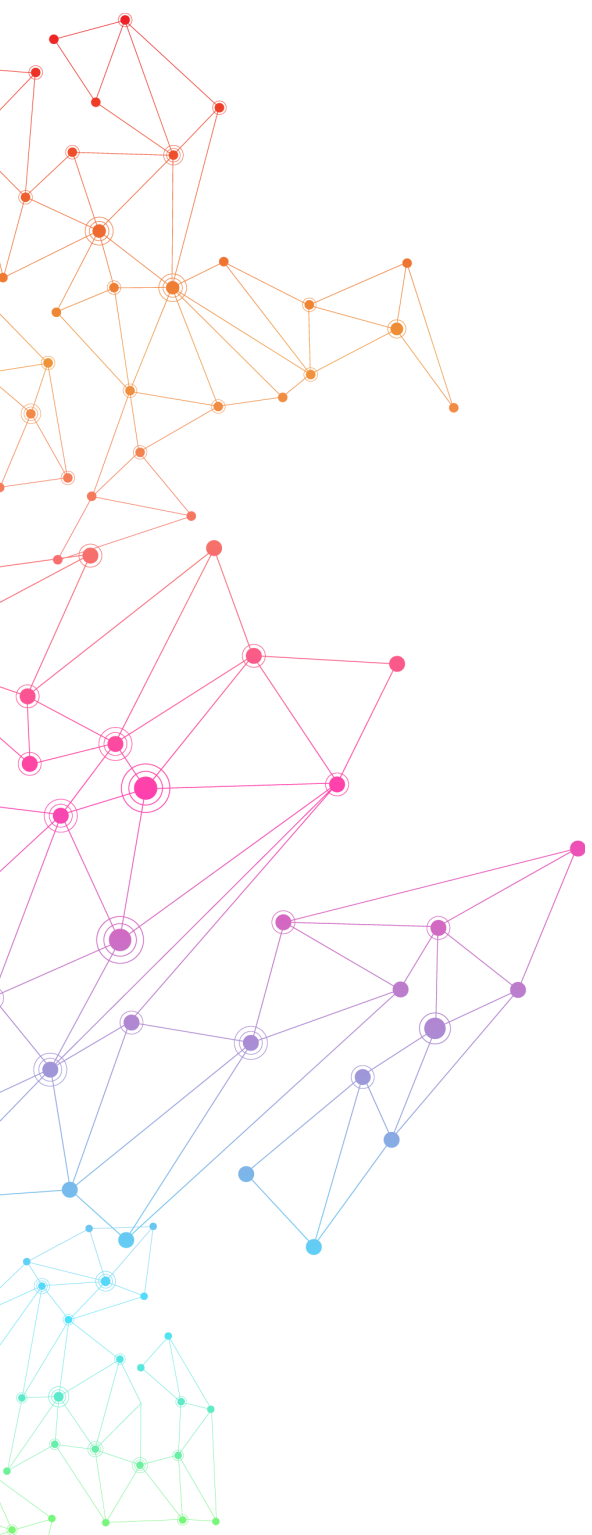


FEATURED SOLUTION

Firstlogic DQ10 ACE®

Firstlogic ACE provides USPS CASS, NCOALink, and DSF2 address cleansing, as well as address level geocoding for the United States. Choose the address correction and enhancement services appropriate for each job using ACE's menu-driven interface or edit simple job files.

- US National Directory (Zip + 4®) – Appends data to your addresses such as ZIP+4 codes, carrier routes, and eLOT data.
- CASS™ – Validates and corrects addresses, ensuring complete, correct, and current data using the powerful SAP CASS-Certified ACE address engine and CASS directories.
- DPV® – Determines if addresses are valid USPS delivery points.
- LACSLink® – Converts rural route, highway contract, and rural route box number addresses to street addresses.
- SuiteLink® – Adds secondary suite information to business addresses.
- NCOALink® – Leverages SAP Mover ID software to identify over 40 million Americans who move every year.
- RDI™ – Determines whether an address is residential or commercial.
- Z4CHANGE - Provides a cost-effective means of limiting processing to those addresses with ZIP+4 changes in the last 12 months.
- DSF2® Ready – Generates delivery sequence sorting information, including address information such as seasonal, vacant, residential, and business indicators.
- Address Geocoding – Provides latitude and longitude geocoding as well as US Census Data statistics.

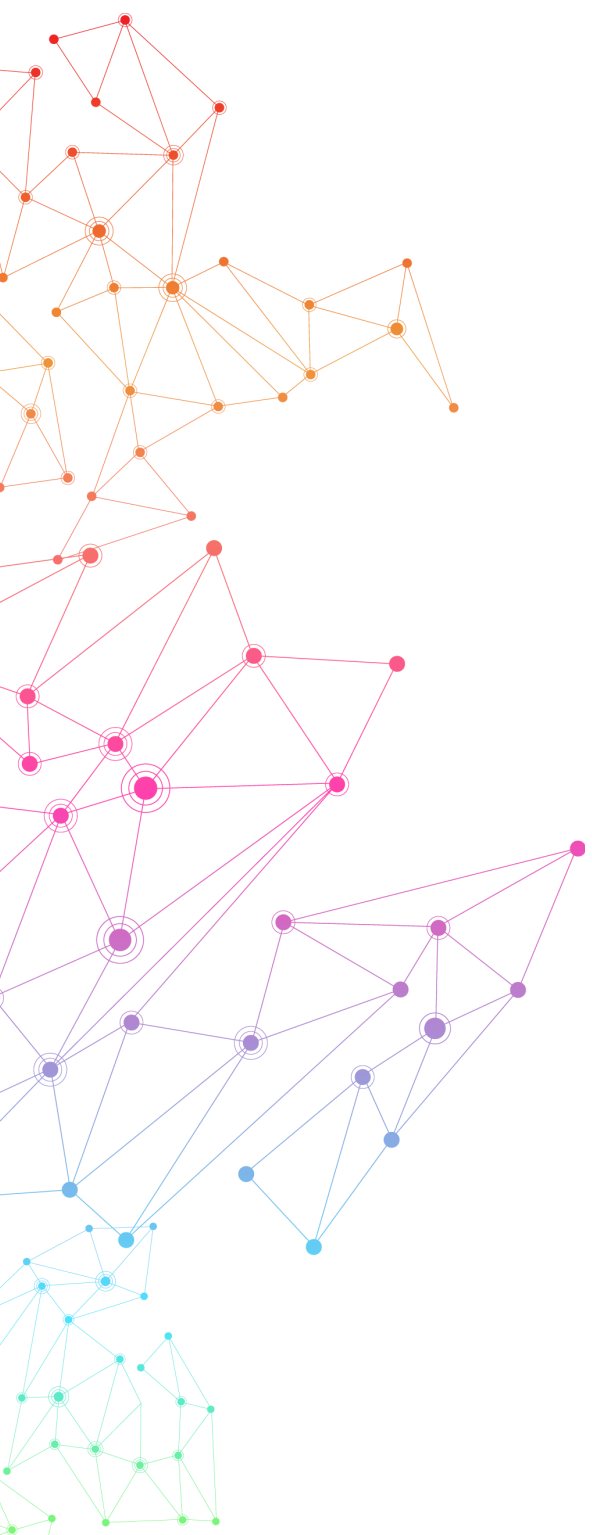


FEATURED SOLUTION

Firstlogic DQ10 DataRight IQ®

Firstlogic DataRight IQ parses, standardizes, and enhances all types of data, including names, firms, email addresses, phone numbers, social security numbers, account numbers, and dates, as well as user-defined patterns and data. Personalization increases the effectiveness of communications, but your data needs to be in shape to avoid costly mistakes. Ensure your data fields used to control printed content contain legitimate values in every record. DataRight IQ makes the task of standardizing data manageable. Personalize with confidence by using the DataRight IQ tools to manipulate the data.

- Non-address data parsing, standardization and enhancement.
- User-defined pattern matching support.
- 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 and 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.



FEATURED SOLUTION

Firstlogic® DQ10 Match/Consolidate®

Firstlogic Match/Consolidate provides powerful data matching, deduplication, householding and consolidation by leveraging sophisticated matching algorithms to identify unique relationships. Anyone can match on exact values. Unfortunately, data doesn't come that way. Multiple collection sources often result in differences in spelling, data field distribution, formal vs. informal references, missing elements, etc. Use DQ10 Match/Consolidate to seek out those difficult comparisons. Combine data from multiple sources to compile a single view of each customer. Eliminate the expense and embarrassment of producing duplicate mail pieces. Use householding techniques to communicate with customers more effectively.

- Address and Non-Address 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.
- Detect and eliminate duplicates so you can delete them from your customer database and mailing lists.
- Use "householding" techniques to identify members of the same household or to identify employees of a single company at the corporate level.
- 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.



BENEFITS

Expand your operational efficiencies, increase profits, and improve customer satisfaction with high-speed data cleansing. The key to effective and efficient communications is in the data. Firstlogic DQ10 provides all the functionality you'll need to tackle any project and produce high-quality and accurate customer communications every time.

- On-Premise, In-Cloud & Workflow – Multiple deployment options to enable processing flexibility.
- Build stronger customer relationships - Parsing & standardizing data, consolidating duplicate records and adding value to your customer relationships to drive revenue.
- Improve campaign outcomes - Accurately segmenting and targeting campaigns to the right customers and addresses.
- Better customer experiences - Communicating efficiently with customers, staying in touch as they relocate, and eliminating duplicate mailings that drive up costs.
- Lower postage and printing costs - Sending direct mail only to addresses known to USPS and selectively shipping parcels using USPS to avoid residential address surcharges.
- Accurate mailings - Providing the guidance and strict verification you need to ensure your mailings are always prepared correctly.
- Higher postage discounts - Enabling you to easily gather and cleanse data and prepare mailings to receive the highest possible postage discounts.
- Detect and eliminate duplicates - So you can delete them from your customer database and mailing lists.
- Use “householding” techniques - To identify members of the same household or to identify employees of a single company at the corporate level.

Firstlogic, Firstlogic Solutions, ACE, DataRight IQ and Match/Consolidate are registered trademarks of Firstlogic Solutions, LLC. Postalsoft is a registered trademark of SAP America, Inc. SAP America, Inc. is a certified licensed NCOALink Interface Distributor of the United States Postal Service®. The following trademarks are owned by the United States Postal Service: CASS, CASS Certified, DPV, RDI, eLOT, First-Class, DSF2, LACSLink, NCOALink, SuiteLink, USPS, U.S. Postal Service, United States Postal Service, United States Post Office, ZIP, ZIP + 4, ZIP Code.