

RealTime

Enhanced Global Address Cleansing

POWERED BY:  **Global-Z**

Your Data.

**Exceptionally
Clean.**

Right Now.



Real Time

The Service

Our Real Time Enhanced Global Address Cleansing system can be configured in a number of different ways, depending on your requirements. We currently support two different methods of data transfer:

Batch

Batch processing via file transfer:

Our system regularly polls for files, and any new files are retrieved, processed and returned to the appropriate location.

ASP

Single, record-by-record real-time processing via internet transfer:

Data transfer is session-based, configured to accept single-record feeds.

Global-Z's Online Batch and our single record Address Standardization service provides organizations with a low-cost real-time automated address cleaning solution. The service provides you with a **fast, cost-effective way to process, clean and standardize international address files of any size and at any frequency**, and utilizes Global-Z's superior proprietary international address hygiene technology.

Enhanced Global Address Cleansing

How It Works

In real-time, our proprietary software analyzes and parses each address, and matches the address elements against the postal authority data for the destination country. If elements are missing, misspelled or incorrect, the software inserts or corrects the information, including postal codes. Once this has been done, the address is reconstructed according to the postal authority databases.

Global address validation technology made available to you over the Internet—securely—on your schedule.



1

You send your data to Global-Z

2

We send standardized, cleansed data back to you.

POWERED
BY:



Your Problems* *Our Solutions

“Consolidating disparate, messy data is costing me money.”

Reliable, immediate access to accurate global address data from our redundant data centers eases database integration projects.



“My data warehouse must have current, immediate access to accurate physical address updates to ensure we have exceptionally clean data.”

Ease and flexibility of single-and/or batch-record processing 24x7x365 gives you the best international address data available when you need it.



“Our call center team must verify new customers’ addresses when they have the client on the phone. Undeliverable shipments are costing us a fortune.”

Real Time determines the accuracy of an address, and whether it’s correctable; correcting addresses and formatting them to the unique requirements of each country’s postal system.



“Tracking marketing communications and number of touches is almost impossible, requiring extensive manual processes.”

Real Time easily and securely integrates into your existing information systems, eliminating manual processing of address data.



Data Quality = Money

About Global-Z

Global-Z International was founded in 1989 as a database technology company, providing companies with customized sales and marketing database solutions. We recognized the growing need for businesses to promote their products and services internationally. The development of international address databases had always been difficult due to inadequate validation and correction technology, or incomplete postal authority data. We rose to the challenge and became the first company to introduce worldwide address verification and correction solutions.

Our approach involves a unique synthesis and comprehensive understanding of technology, languages and cultures — knowledge that can give you a competitive advantage in the international marketplace. Through focused training and travel programs, our employees nurture their awareness of standards and practices around the world.

When it comes to the solutions we provide, Global-Z continues to be an industry leader in international postal data processing, research and customer service. While developing new systems and approaches, our R&D specialists closely monitor worldwide changes in postal specifications and international data collection needs.

“Now in their seventh year, the DM Business New Product awards recognise innovative products and services in the marketing arena. By addressing a key marketing need - international online address standardization - our judges found that Global-Z had developed a service that is both highly necessary and likely to be valued by the most forward thinking international marketers.”

***Frank Wainwright
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