

mDesktop

Simply powerful.

Data quality — made easy.



Data quality has never been easier.

In today's big data world there's never been more data to work with – nor have the insights from the data more valuable. We know this data can be extremely difficult and time-consuming to work with, especially if it's been entered by hand or pulled from various sources.

mDesktop is a complete contact data quality solution, designed specifically to address the nuances of customer data. With a full spectrum of data quality capabilities, you can be confident that your data is always clean, accurate, and complete.



Powerful

Capable of supporting complex enterprise data quality needs.



Painless

Easy-to-use UI makes quick work of common data cleansing tasks.



Complete

Clean, Parse, Match, Standardize, Correct and Enrich. #MicDrop.



Accurate

Matching and addressing logic accurately fixes your data.

Integrated Address Validation & NCOA

Extract, Transform, & Standardize

Match, Merge & Consolidate



360Science's matching engine delivered up to a **226% more accurate match rate** on customer CRM data than competing solutions (INDEPENDENT PARTNER TESTING)

Cleaning your data is quick and easy.

1

Load your data.

2

Run matching & cleansing

3

Output clean data



- Corrected and Standardized
- Validated Delivery Points
- Append missing address data
- Correct and Append Zip +4®
- Update Mover Address Data (NCOA)
- Extract, Transform & Standardize (ETL)
- Proper Case Recognition/Correction
- Fully Parsed Data
- Multiple File Merge/Purge

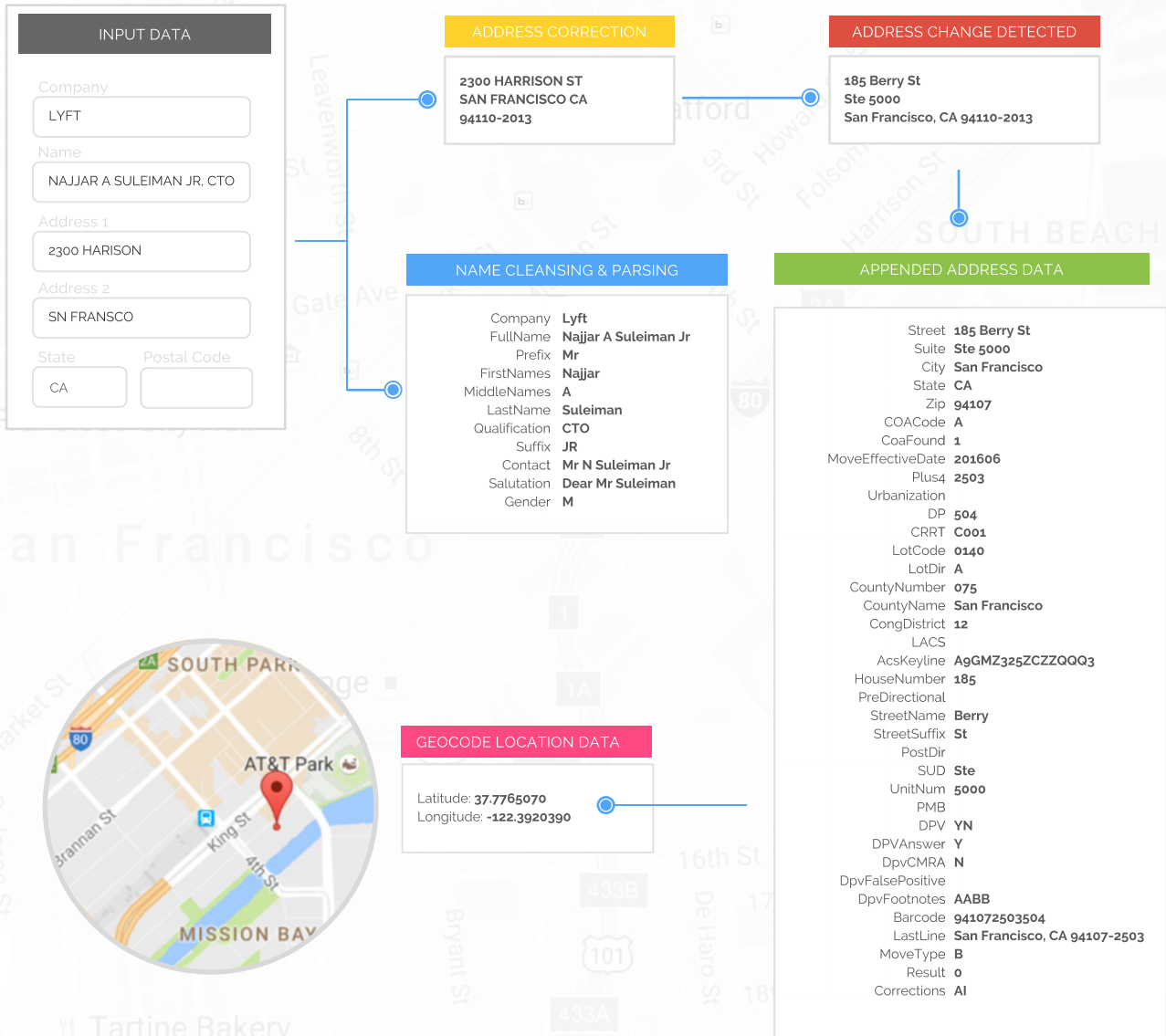
Powered by Intelligent Matching

Fullname	Company	Address1	Address2	Address3	Address4	State	Zip	Phone
geoffrey Thomas bower	Columbia Broadcasting System	7800 Beverlie Blvd		CALIFORNIA 90037	Miracle Mile			(404) 827-1500
Jeff Bauer, VP		CBS Inc	The Price Is Right	7800 Beverly Blvd	Los Angeles	CA	9003	404-827-1500 ext 101
Jeff T & Sue Bauer	CBS TELEVISION CITY	7800 Beverly			Wilshire La Brea CA 90036			4048271500

Annotations for the table above:

- Hearing & Typing Errors: points to 'geoffrey Thomas bower' and 'Jeff T & Sue Bauer'
- Inconsistent Names & Acronyms: points to 'Columbia Broadcasting System' and 'CBS TELEVISION CITY'
- Typo: points to 'Beverlie Blvd' and 'Beverly Blvd'
- Null Values: points to empty cells in Address2 and Address3 of the first row.
- Concatenated & Mis-Aligned Data: points to 'Wilshire La Brea CA 90036' in Address4.
- Non-Phonetic Similarity: points to 'Jeff T & Sue Bauer'.
- Parsing Issues: points to 'CBS TELEVISION CITY'.
- Multiple Names: points to 'Jeff T & Sue Bauer'.
- Address Data - Incorrect, Inconsistent & Misaligned: points to the entire address columns.
- Non-Standard Formats: points to the phone numbers.

Address Data Quality for Exacting Requirements



Coverage:
United States



Technology:
Desktop Software



Method:
Batch



Data:
USPS CASS Certified Delivery Point Validation (DPV) , NCOA®, LACSLink®

Coding Accuracy Support System (CASS®) is a certification system from the United States Postal Service (USPS) for address validation.

Delivery Point Validation (DPV®) identifies inaccurate, incomplete, or erroneous addresses contained in your address data and validates accurate delivery address information and . In short - DPV tells you if an address is deliverable.

National Change of Address (NCOALink®) is a secure dataset of approximately 160 million permanent change-of-address (COA) records consisting of the names and addresses of

individuals, families and businesses who have filed a change-of-address with the USPS®

Locatable Address Conversion System (LACSLink™) is a secure dataset of USPS 'converted' addresses. LACSLink primarily corrects rural-style addresses to standardized city-style addresses. The database also contains addresses that have been renamed or renumbered.

SuiteLink® identifies businesses in multiple-occupancy buildings or high-rises and automatically corrects incomplete business addresses by adding known secondary address (suite) data.

Match & Consolidate

Single and multi-file processing. Files in different file formats and in different locations? No problem! Match, merge/purge and suppression is a breeze!



Database Connectivity

Load and output all common file types (Access, Excel, DBF, and more). Or connect your data using Open Database Connectivity (ODBC) and integrate directly with SQL Server, Access, Oracle, DB2 and MySQL.

Address Correction

Verify your data against the USPS® database to correct, clean, parse and standardize addresses. Delivery Point Validation DPV™ confirms deliverability and adds ZIP+4 codes.



Intelligent Data Merge

Guarantee record quality with mDesktop's intelligent data merge. Combine data from duplicate records or identify and complete missing fields—ensuring your records are as complete as possible.

NCOA™

Want to know when a customer moves? Integrated NCOA processing checks your data against the USPS database to return new addresses for individuals or businesses that have moved.



No ETL - No problem!

Bring your data as it is. mDesktop will parse freeform names into their proper fields and relocate data that is in the wrong field. We'll even recase your data to ensure that it's formatted as cleanly as possible at all times.



The best part? Bring your data as is. Get started right away.

Curious if mDesktop's right for you? Get in touch to find out. We want to understand your challenges, goals, and objectives — and marry you to the right solution for your needs. We're not "salesy" — we just really love this stuff!