

Matchcode International

New Matchcode International

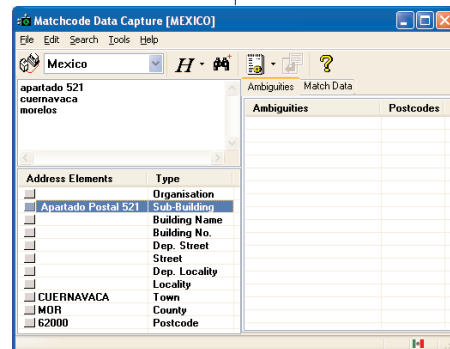
Markets have now become increasingly international. For businesses wishing to successfully sell across borders, accurate address and contact information is critical. Accurate addresses provide businesses with a wide range of benefits including improved marketing, better understanding of customers and enhanced customer service. By reducing the number of inaccurate addresses in your database, you can make substantial savings on postage and print production as well as on the cost of undelivered mail. What's more, a correctly addressed mailer helps to create more professional looking direct mailings, leading to better brand image and customer satisfaction. With Matchcode International you have the perfect tool to achieve your global direct marketing aims. It allows you to better manage and gain the maximum benefit from your key asset - your customer database. It does this by ensuring it contains only correctly addressed and formatted information.

Rapid Address Data Capture

Matchcode International is ideal for international call centres and web businesses. It reduces data entry time by dramatically reducing the number of keystrokes needed to enter an address, leading to improved call centre efficiency and accurate data capture. By entering a postcode or a partial address, users can capture a correctly spelt and formatted address back to their database without needing intimate knowledge of international addressing. Matchcode International supports language specific phonetic matching and recognises country specific characters and multi-lingual spellings. It also deals with local differences for more accurate matching, whilst formatting addresses to comply with country mailing requirements or custom database formats.

Batch Processing and Data Enhancement

As well as capturing and checking addresses interactively, Matchcode International also allows you to bulk cleanse large quantities of names and address data. In Batch mode, it can quickly process large files of free format data, ensuring that your details are accurate and correctly formatted. Matchcode takes input address data and matches it to those contained in the relevant country data files using specific matching routines. These routines enable you to add missing address components, correct misspellings, and validate or add local delivery codes. A number of additional data sets are also available for enhancing addresses including Names and Commercial profiling data.



Matchcode International returns a full postal address from a partial address to ensure a full and accurate address is captured every time.

	Address Data Detail
Expert Systems Countries	23 countries with enhanced data and extended tables including Austria, Germany, France, Italy, Spain etc. Our 'Expert System' countries data is characterised by exhaustive street directory information, whereby country specific features are taken into account.
Diamond Countries	12 countries with Number Range, Street (where available), Locality (City), Country and Postal Code (where used) information. Countries include Austria, Australia, Canada, France, Germany, Singapore, USA etc.
Platinum Countries	68 countries with Street (where available), Locality (City), Country and Postal Code (where used) information. Countries or territories include Argentina, Brazil, Hong Kong, India, Kuwait, Poland, Portugal etc.
Gold Countries	10 countries with Street* (where available), Locality (City), Country and Postal Code (where used) information. Countries include China, Denmark, Italy, Japan, Spain, Taiwan, Thailand etc.
Silver Countries	155 countries with Locality (City) and Country information. Countries or territories include American Samoa, Colombia, Costa Rica, Cameroon, Egypt, Israel, Philippines etc.

* Street level coverage for major cities only.

For further information on our full range of products and services, please call Capscan on:

020 7428 1255

Alternatively please visit our website at:

www.capscan.com

or email:

enquiries@capscan.com

Matchcode International

Unrivalled Quality, Coverage and Global Geo-coding

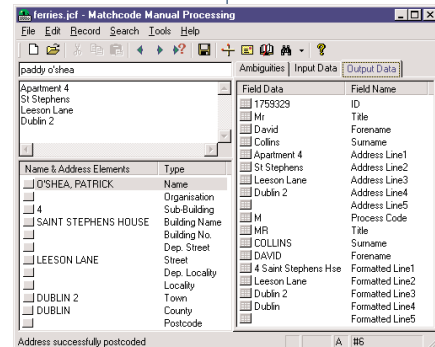
Matchcode International supports more than 240 countries and territories worldwide. Through Capscan's unique links with local data providers, extended data files that surpass local postal authority files are also available to Matchcode International. Take Italy for example: Post Italiana's basic file only provides street names for 28 major towns in Italy, whereas Capscan's extended data file offer additional street names for the smaller towns and provincial areas, bringing the coverage of street names up to 97%.

Further, the addresses contained with Matchcode International data can also be enriched with other elements such as latitude/longitude geo-coordinates, time-zone and other relevant data. Capscan has greater breadth and depth of geo-code coverage than any other vendor, enabling us to add a geo-code to delivery point level for many major countries of the world. This data can then be used for plotting the position of a location, or locations on a map.

FEATURES AND BENEFITS

Matchcode International:

- Provides rapid address capture for enhanced efficiency in call centres and web sites.
- Provides batch cleansing for maintenance of mailing lists and database files.
- Improves the success of direct marketing campaigns and helps to reduce the number of undelivered mail.
- Validates and formats address data for 240 territories.
- Processes free format data, adds missing address components, corrects misspellings and validates or adds local delivery codes.
- Formats data to either country specific postal or custom database formats.
- Allows for country specific characters such as accents and umlauts etc, and supports multiple languages e.g. traditional and simplified Chinese, Japanese Katakana and Kanji, Korean Hangul etc.
- Offers language specific phonetic matching.
- Can be supplied with geo-codes, customer profiling codes and commercial data for most European nations.
- Allows access to multiple country data sets via a single interface for faster data capture and implementation.
- Databases available on a modular basis for a 'mix and match' solution.



Matchcode International can also provide bulk cleaning of names and address data.

TECHNICAL FEATURES

- Available as a GUI or API.
- XML, Java, CGI, C, ActiveX, .NET versions available.
- Can be used as a DDE server.
- Supports Client/Server architecture.
- Available for Windows, Unix, and MVS.

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