

Matchcode International For Ireland

New Matchcode International for Ireland



For effective direct marketing campaigns, accurate names and addresses on a mailing list or database is vital. To help realise your marketing ambitions, Capscan have developed a comprehensive address management software solution for Ireland. By validating, correcting, and formatting customer addresses against the 2 million addresses on GeoDirectory, Matchcode International ensures your contact database is as accurate as possible. With accurate names and addresses, you benefit from more efficient and effective mailings, better understanding of customers and improved customer service. And by reducing the number of inaccurate addresses in your databases, you will also make huge cost savings on postage and print production as well as on the cost of undelivered mail.

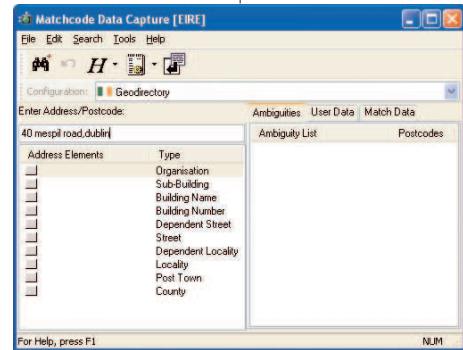
Data Capture and Batch Processing combined

As well as capturing and checking addresses interactively, Matchcode International allows you to bulk cleanse or process large quantities of names and address data. This can be achieved via the Windows GUI, or through automation in API versions. In Batch mode, it can quickly process large files of free format names and address data, ensuring that your data is accurate and correctly formatted. A number of additional data sets are also available for Matchcode International to enhance addresses including geocodes, customer profiling codes and commercial data etc.

GeoDirectory Data From An Post and Ordnance Survey Ireland

The address data used in Matchcode International for Ireland comes from GeoDirectory, developed by An Post and Ordnance Survey Ireland (OSi), the experts in postal and geographic addressing in Ireland. GeoDirectory is a complete database of buildings in the Republic of Ireland. It assigns each property its own individual fingerprint - a unique, verified address in a standardised format, together with a precise geocode. It consists of:

- A distinct, verified address ID for every property - over 2 million in total



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

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 For Ireland

- An exact geographical location - a geocode - for every building
- Over 176,000 individual business addresses
- Details of new construction underways

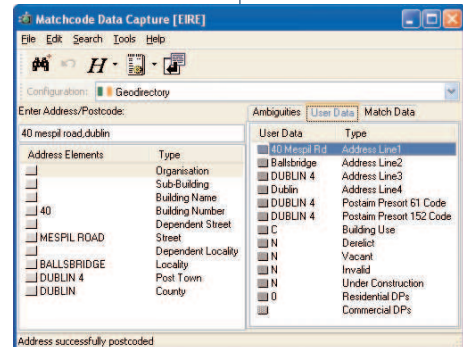
FEATURES AND BENEFITS

Matchcode International for Ireland:

- Speeds up the process of data capture and helps to reduce data entry errors - an essential requirement for call centres or customer contact centres.
- Allows you to 'Batch' cleanse large quantities of names and address data.
- Improves database accuracy and ensures that there is a correct delivery address.
- Returns a full postal address from a partial address to ensure a full and accurate address is captured every time.
- Adds missing address information to ensure address accuracy.
- Validates input address against the GeoDirectory database of 2 million addresses.
- Allows enhancement of addresses with additional information including geocodes, and business and lifestyle profiling data to help analyse and segment your existing prospect or customer database.
- Includes comprehensive reporting tools.
- Supports multiple databases.

TECHNICAL FEATURES

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



Matchcode International provides detailed information on both residential and commercial properties and new construction underway.

Capscan also provide addressing solutions for 240 countries or territories worldwide including:

- Australia
- Austria
- Belgium
- Canada
- Denmark
- Finland
- France
- Germany
- Italy
- Luxembourg
- Netherlands
- Norway
- Portugal
- Spain
- Sweden
- Switzerland
- USA

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