

# Pitney Bowes Spectrum™

## Enterprise Data Quality



Match, consolidate and enrich enterprise data to create accurate, comprehensive customer information.

Establish a consistent foundation for data quality so marketing, customer care and operations can all capitalize on a more complete view of your customers.

### Overview

Quality and consistency of data remain key concerns for most companies. Many organizations are not satisfied with their data quality, citing incorrect information, missing data fields and inconsistent standards as contributors to the problem. The cost of poor data can be substantial, including redundant efforts, dissatisfied customers and lost revenue.

Pitney Bowes provides the tools you need to help create and maintain up-to-date information—consistent, accurate data that can drive business results across every corner of your company. The Pitney Bowes Spectrum Enterprise Data Quality solution, provides valuable insights that can help you improve customer engagement and increase customer value.

Business users, administrators and data stewards can all access a single, enterprise-wide data quality solution to standardize, cleanse, update and enhance customer data, while streamlining the overall data quality process.

### Benefits

- Increase overall loyalty
- Target more precisely
- Acquire a comprehensive global reach
- Streamline business processes
- Communicate more effectively
- Eliminate wasteful spending
- Meet compliance requirements
- Minimize risk
- Enhance business security

### Data: your most important asset

Once deemed a necessary business expense, today data quality management has taken on a heightened level of importance.

In today's economic environment, and with increased competition, companies are striving to be more customer-centric. At the same time, the pace of change continues to accelerate, with new markets, new products and new innovations becoming an every-day occurrence. The idea that poor data quality is an acceptable cost of doing business has today become far too costly to prevail. A standard of poor data quality can no longer be accepted.

As the driving force behind critical CRM and ERP systems—and their corresponding output—some experts predict that customer data will one day be treated as a balance sheet asset, an asset whose value depends on its accuracy and completeness. More importantly, as organizations look for ways to cut expenses in a down economy, many have calculated the actual cost of poor data quality—with a figure that often is in the millions or even more.

## Get to know your customers better

The Pitney Bowes Spectrum Enterprise Data Quality solution provides you with the rich customer information needed to locate new opportunities, connect with customers and communicate more efficiently. By linking and consolidating customer information, you can make it easier for distinct functional areas to work in concert to improve customer relationship management, due diligence, financial reporting, compliance and risk management.

- Drive analytics and business intelligence with confidence in your data quality
- Focus cross-marketing and cross-selling efforts on valued customers and prospects
- Enhance and improve existing procedures through customizable business processes
- Maximize the value of each customer interaction
- Deliver timely, relevant and personalized communications to customers
- Avoid embarrassing errors and costly mistakes
- Prevent fraud, identity issues and security risk associated with global commerce

## Comprehensive management tools

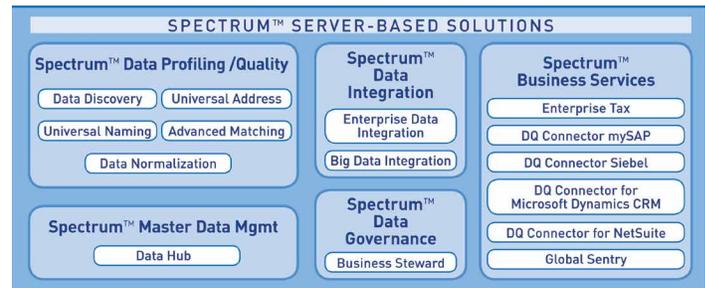
The Pitney Bowes Spectrum Enterprise Data Quality solution offers a single solution for both batch and real-time systems, providing uniform results across every business application. This comprehensive tool provides end-to-end capabilities:

**Data Discovery:** Powerful tools to assess and profile your existing data assets. Helps you identify quality issues across your data landscape to set up strategies for data cleansing.

**Advanced Matching:** Sophisticated algorithms and user-defined criteria work together to ensure you can merge and consolidate records based on your business needs.

**Data Normalization:** Enables you to generate uniform data and apply common rules, so you can provide a more consistent experience across every touchpoint.

**Universal Addressing:** Designed specifically to meet the requirements of large volumes and/or time-critical international address checking. Moreover, it can be used to correct addresses from a single country or up to 240 countries throughout the world.



**Universal Naming:** Provides flexible name parsing capabilities so you can match, standardize, analyze and consolidate complex records with confidence.

**Business Steward:** Enable data owners to visualize and instantly correct data quality issues through a simple dedicated portal. Set up rules for information governance and handle exceptions from automated processes.

**Data Integration:** Connect multiple sources of internal and external data, including new big data streams to consolidate data from application and business silos.

**Data Quality Connectors:** Integrated data quality services for SAP, Siebel, Netsuite and Microsoft Dynamics CRM systems.

## Leading-edge functionality

This robust solution combines innovative data quality functions in a single, service-oriented architecture that seamlessly integrates into business operations. Easy to use and even easier to manage, each module has been researched, designed and configured for rapid acceptance.

An intuitive interface allows users to define, test, filter and update criteria, so you can match data and records to meet specific business objectives. Drag-and-drop functionality lets you graphically manage even the most complex data flows. For added assurance, records are validated against the leading postal and industry databases, helping to prevent bad names and addresses from becoming part of your database right from the start.

For more information visit us online: [www.pitneybowes.com/us/customer-information-management-software.html](http://www.pitneybowes.com/us/customer-information-management-software.html)

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