

DATA SHEET

# Pitney Bowes Spectrum™

## Enterprise Data Quality Solution

DATA NORMALISATION MODULE  
FEATURING OPEN PARSER



### Key Components

#### DATA NORMALISATION

- **Standardisation:** Evaluates a term and compares it to a previously validated form of that term. If the term is not in the proper form, then the standard version replaces the term
- **Advanced Transformer:** scans and splits strings of data into multiple fields, placing the extracted and non-extracted data into an existing file or a new field
- **Unique ID Generator:** Assigns a unique ID to a record, choosing from several algorithms

#### OPEN PARSER

- **Domain Editor**, comprising three levels of capability:
  - Cultures
  - Grammers
  - Rules
- **Basic Tables**
  - Company Terms
  - Family Names
  - Maturity Suffixes
- **Enhanced Tables**
  - Given Names
  - Family Names
  - Arabic Given Names
  - Arabic Family Names

#### OVERVIEW

Now with new features and capabilities, including expanded international support of the Spectrum Data Quality Solution, the Data Normalisation Module will increase your data quality capability beyond traditional Australian customer data.

### Consistent Use Of Terms Becomes Consistent Communications

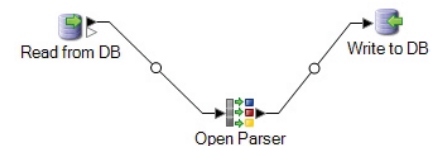
The Data Normalisation Module can identify, extract and standardise any data element – ensuring consistent terms are used across a given domain. In addition, the newly enhanced Open Parser allows the creation, management and deployment of cultural specific or cultural neutral grammars to identify and isolate key data from streaming data fields. It can support any type of data – customer, product or business. These capabilities enable you to generate the uniform data essential to managing relationships effectively as well as parse any defined domain in any defined language or culture based on a defined grammar.

#### Increased International Support

- Multiple languages
- 61 high level cultures
- 143 region-specific cultures
- All in same data input.

The Open Parser provides parsing capabilities that are expanded beyond more accurately parsing customer name and address. The new capabilities can transform unstructured, mismatched content and metadata to

structured content. It offers multi-domain, culture and language specific parsing, enabling users to have full control over definition, behavior and insight into defining the appropriate parsing grammar for data from around the world, giving your organisation the agility it needs to expand into and support your customers around the world.



Provides quality to more than traditional customer data.

### By Applying Standards, You Can Know Your Customers Better

The style and format of your customer data is often subject to the interpretation of the person entering the data. Customers can confound the problem. Sometimes they will use their legal name, other times their nicknames. Nicknames, abbreviates, or misinterpreting data can pollute your database. The Data Normalisation Module ensures that your organisation applies business rules consistently. It will also identify matches and standardise records, ensuring consistent communications between you and your customers at every touch point.

Establish and apply rules consistently. Identify matches, standardise records and provide a more consistent experience across all of your touchpoints.

# Pitney Bowes Spectrum™

Enterprise Data Quality Solution

Data Normalisation Module

## Normalise Your Customer Data

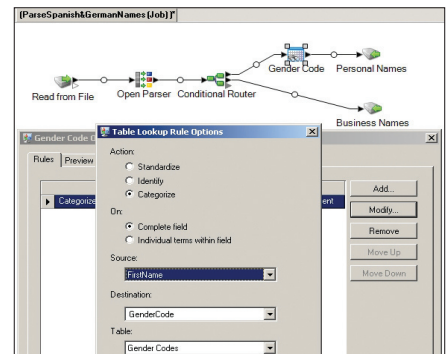
Higher standards. Uniform guidelines. Meaningful brands. The Data Normalisation Module makes it easy to standardise terms within your customer data base. This allows you to consistently apply terminology in your preferred formats – presenting a uniform customer experience at all times and in its preferred form. The Pitney Bowes Spectrum Enterprise Data Quality Solution Data Normalisation Module can meet your needs to create and maintain more accurate, rich customer information. With the Data Normalisation Module you can leverage your data to create a complete, most up-to-date view of your customers.

### Capitalise on More Consistent Data –

Knowing your customers is key to growing customer relationships – and that means using the same terminology consistently.

**Pre-populated Industry Terms** – The Data Normalisation Module with Open Parser allows you to select from a dictionary of pre-populated terms, which makes it easier to set rules on how to govern industry terms, company name derivatives, nicknames, business terms, etc.

**User-defined Domains** – Companies can easily create and maintain standards and dictionaries for any domain, including product names, branding elements and business-specific terms.



Our drag-and-drop interface lets you graphically manage complex data flows, making it easier for you to standardise any data element.

**Multi-level Standardisation** – Includes changing full words to abbreviations, changing abbreviations to full words, changing nicknames to full names or misspellings to corrected spellings.

**Easy Comparisons** – Creates non-unique keys which are shared by similar records – and unique IDs for distinct records.

**Know Your Data Better** – Understand your focus, choosing one or more cultures. Ability to look for patterns in data and common terms. Ability to standardise around tokens.

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## PITNEY BOWES BUSINESS INSIGHT

With the industry's most comprehensive set of solutions for maximising the value of customer data, Pitney Bowes Business Insight helps organisations more effectively locate, connect with and communicate to their customers in today's global markets.



### The Pitney Bowes Spectrum™ Solutions and Business Services

#### Spectrum Enterprise Data Quality Solution

- Address Now
- Advanced Matching
- Universal Addressing
- Data Normalisation
- Universal Name

#### Spectrum Enterprise Location Intelligence Solution

- Enterprise Geocoding
- Enterprise Location Intelligence
- Enterprise Routing

#### Spectrum Enterprise Data Integration Solution

- Data Services for Oracle
- Data Services for Siebel
- Data Services for SFDC
- Data Services for SAP
- Sagent Dataflow

#### Spectrum Enterprise Data Governance Solution

- Profiler Plus
- Monitor Plus

#### Spectrum Business Services

- Enterprise Routing
- Global Sentry
- Enterprise Tax Management
  - > Sales & Use
  - > Payroll
  - > Personal Property
  - > Insurance Premium Tax
- Business Application Connectors
  - > Data Quality Connector for:
    - MySAP CRM v.5.0, v.6.0
    - MySAP ERP v.5.0, v.6.0
    - Siebel Enterprise Apps v.7.8, v.8.0
    - Siebel Industry Apps v.7.8, v.8.0

#### Spectrum OnDemand