

Pitney Bowes Spectrum™

Enterprise Data Quality Solution

UNIVERSAL NAME MODULE



Summary

The Pitney Bowes Spectrum Enterprise Data Quality Solution Universal Name Module breaks down strings of data into multiple fields, so you can standardise data elements with greater accuracy. This module enables you to parse personal names, company names and many other terms and abbreviations – so you can perform automated data quality operations far more effectively.

Key Components

- **NAME PARSER**
Breaks down personal names, business names, and other terms in the name data field into their component parts. These parsed elements can be used by other automated operations such as name matching, name standardisation or multi-record name consolidation.
- **NAME VARIANT FINDER**
Works in either a first name or last name mode in order to query the names database and return name variations.

OVERVIEW

Turn Data Into Usable Components So You Can Know Your Customers Better

Shakespeare once asked “What’s in a name?” A better question for many companies may be “What’s in a name field?” Names are rarely formatted using a consistent structure; and with joint ownership and legal entities such as DBAs and Trusts (not to mention nicknames and typographical errors), it is difficult to apply data with certainty. This matter is compounded with business records, where company names, contact names, titles and job functions add to the complexity, making it even more challenging to perform simple data quality tasks. The Universal Name Module, part of our Spectrum Enterprise Data Quality Solution, offers flexible name parsing capabilities. So you can match, standardise, analyse or consolidate even complex records with confidence.

Parse Names Into Their Component Elements – For Consistent, Flexible Data Management

Sophisticated Parsing

The Spectrum Enterprise Data Quality Solution Universal Name Module provides you with the flexibility to enhance in-house data files as well as purchased mailing list files, quickly and easily parsing information into a range of usable data fields.

Data Formatting

With the Universal Name Module you can string data together to form a single field or break up strings into usable components.

It provides you with the flexibility you need to build a clean record format for further processing.

Name Separation

The Spectrum Enterprise Data Quality Solution Universal Name Module allows names to be separated into multiple elements including title, first name, middle name, surname, suffix (Jr., Sr.), and business title.

International Knowledge Base

With the Universal Name Module your records are compared against referential data that includes millions of name variations across 204 cultures. Optional name libraries with extensive knowledge of Arabic and Asian names are also available.

Name Variants

Finds variations, which may have been introduced into your database as a result of typographical errors, letter substitution, alternate spellings and abbreviations. Also considers different spellings based on country of origin (e.g. Michael, Mikhail, Mykolas).

Gender and Ethnicity

Provides gender and ethnicity information that can be useful for targeting or customised marketing.

Custom Terms

Create your own list of custom terms to use as the basis for scan/extract operations.

Pitney Bowes Spectrum™

Enterprise Data Quality Solution

Universal Name Module

The tables to the right show the number of given (first) names and variation within each culture set. Given name counts include both script and Roman characters. Also shown are the surname (last name) counts, which do not include variations.

To provide some perspective, close to a quarter of the Australian population was born overseas. The most common languages spoken at home, other than English, include Greek, Cantonese, Arabic, Italian, and Mandarin Chinese.

ASIA-PACIFIC/AUSTRALIA

Level 7
1 Elizabeth Plaza
North Sydney NSW 2060
main: 61.2.9437.6255
fax: 61.2.9439.1773
pbbi.australia@pb.com
www.pbinsight.com.au

UNITED STATES

One Global View
Troy, NY 12180-8399
main: 1.800.327.8627
fax: 1.518.285.6070
pbbi.sales@pb.com
www.pbinsight.com

EUROPE/UNITED KINGDOM

Minton Place
Victoria Street
Windsor, Berkshire SL4 1EG
main: 44.1753.848200
fax: 44.1753.621140
pbbi.europe@pb.com
www.pbinsight.co.uk

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.



ARABIC LANGUAGE LIBRARY				
Arabic listed as Script, Latin as English Alphabet				
Arabic	Latin	Given	Surname	Quantity
•			•	23,382
•		•		14,385
	•		•	1,024,145
	•	•		685,000
•	•	•		830,629
•	•		•	1,281,968
•	•	•	•	1,277,749
•		•	•	31,524
•	•	•	•	1,619,295
CHINESE LANGUAGE LIBRARY				
Chinese listed as script, Latin as English Alphabet				
Chinese	Latin	Given	Surname	Quantity
•			•	794
•		•		42,880
	•		•	1,596
	•	•		104,697
•	•	•		219,698
•	•		•	3,121
	•	•	•	105,111
•	•	•	•	43,414
•	•	•	•	222,084
JAPANESE LANGUAGE LIBRARY				
Japanese listed as Script, Latin as English Alphabet				
Japanese	Latin	Given	Surname	Quantity
•			•	91,620
•		•		288,878
	•		•	333,130
	•	•		309,351
•	•	•		2,886,644
•	•		•	656,788
•	•	•	•	573,162
•		•	•	364,062
•	•	•	•	3,487,291
KOREAN LANGUAGE LIBRARY				
Korean listed as Script, Latin as English Alphabet				
Korean	Latin	Given	Surname	Quantity
•			•	331
•		•		13,152
	•		•	332
	•	•		13,031
•	•	•		13,157
•	•		•	339
	•	•	•	13,233
•	•	•	•	13,358
•	•	•	•	13,370

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