

Making intelligent business decisions, connecting with your customers, and effectively measuring performance all starts with **Data Quality**.



140 surveyed

Gartner surveyed 140 Fortune 500 companies that were losing revenue due to having bad data quality.



\$8.2 million

Gartner discovered these companies were losing an average of \$8.2 million annually due to their poor data quality.



40% bad data

The survey also found that nearly 40% of the company data was inaccurate.

Business leaders were making poor decisions based on **bad data**.

Having a Data Quality solution can...



20% revenue increase

Impact the overall business by increasing revenue up to 20%
- Halobi.com



15% better decisions

This enables employees to focus on the overall business performance, improving business making decisions by 15%
- Aberdeen Group

Validated contact data (address, email, phone) at the point of entry is the first and crucial step in the data quality solution. Our Validate solution can parse, standardize, verify, cleanse, transliterate, and format address data for over 248 countries worldwide. The parsing engine cleanses addresses from unstructured and semi-structured data; and automatically places elements into the correct fields and eliminate erroneous non-address data.

46% of companies who has a Data Quality solution, were completely satisfied with quality of their business decisions.

Aberdeen Group

Key Features



Dataset for 248+ countries globally

- › The transliteration capability works for different global character sets and provides the output in either native or Roman characters
- › Validates data against the Loqate Global Knowledge
- › Repository of worldwide reference data
- › Corrects common misspellings and converts data to local address format
- › Single API for IT for all addresses worldwide
- › Identifies non-location data within the text string and quarantines that data
- › A simple command line processor utility enabling batch files to be easily processed, with no requirement to separate data into individual country files

Key Benefits



Overall operation cost reduced by up to 40%



Time spent resolving issues reduced by 13%



Data accuracy increased by 20%



Organizations can expect revenue to increase by up to 20%



Time looking for and correcting erroneous data decreased by 33%



Time spent searching for information improved by 19%

- > Lower total cost of ownership (TCO) – GBG Loqate maintains worldwide reference data
- > Companies with Data Quality tools were more likely to have complete trust in their data; from decision-makers to line-of-business managers

- > With trusted and reliable information, employees are able to focus their efforts on improving the overall business performance

How Validate Works

1. Input data

The **input** uses either single-line or mixed field entry.

INPUT ADDRESS  816 CHENRY STREET SF 94131

2. Standardize into components

Rules in our knowledge base **split** the input into address component fields.

COUNTRY **USA** PREMISE **816**
 THROUGHFAIRE **CHENRY** THROUGHFAIRE TYPE **ST**
 LOCALITY **SF** POSTAL CODE PRIMARY **SF**

3. Validate, match & correct

The record is then **matched** to valid information within our reference data. Missing fields are **added** and **corrections** made.

COUNTRY **USA** **US** **724** PREMISE **816**
 THROUGHFAIRE **CHENRY ST** LOCALITY **SAN FRANCISCO**
 ADMINISTRATIVE **CA** POSTAL CODE PRIMARY **94131**
 POSTAL CODE SECONDARY **2909**

4. Format by address line

The **output** includes a full address profile, including country, component and address line information.

ADDRESS LINE 1 **806 CHENRY ST**
 ADDRESS LINE 2 **SAN FRANCISCO, CA 94131-2909**

5. Report

This code provides the standardization and validation levels of the result and also compares the quality of the record before and after processing.

V 4 2 - 1 4 4 - P 7 - 0 8 2

Key Integrations

- > Oracle
- > IBM
- > SAS
- > Pitney Bowes