

DOTS Address Validation – US

ONLINE HOSTED ADDRESS VALIDATION

OVERVIEW

Do you have accurate and complete address information for all of your clients, leads, and business prospects? Do you find that your company wastes countless sales, marketing, and shipping dollars mailing to outdated and incomplete contact addresses? If you are considering address validation and enhancement software but want to avoid the cost and complexity of in-house maintenance, then DOTS Address Validation - US is the solution for you.

DOTS Address Validation - US is a hosted, programmable XML Web Service that enables businesses to validate, correct, and append their contact address data in real-time. DOTS Address Validation – US integrates directly into a client's Web site, CRM application, and other business contact dependent processes. DOTS Address Validation is compatible with existing application development technologies, and is based on industry standards such as XML, SOAP, and WSDL.

Service Objects' DOTS Address Validation - US is the most accurate address validation service available in today's market. DOTS Address Validation - US utilizes only the most reliable sources, including Government official address databases provided by the United States Postal Service® (USPS). With certified access to millions of address records, DOTS Address Validation - US offers the most complete and precise address information in the industry.

FEATURES

- Thousands of updates made monthly.
- Return data delivered in hundredths of a millisecond.
- Address data is compiled from USPS databases with matching engines that are CASS Certified™.
- Service Objects is one of only 15 address validation companies certified by the USPS for Delivery Point Validation™ (DPV).
- Returns standardized, corrected, and appended postal address information for over 165 million unique addresses throughout the United States.
- Real-time XML Web Service. Batch service also available.

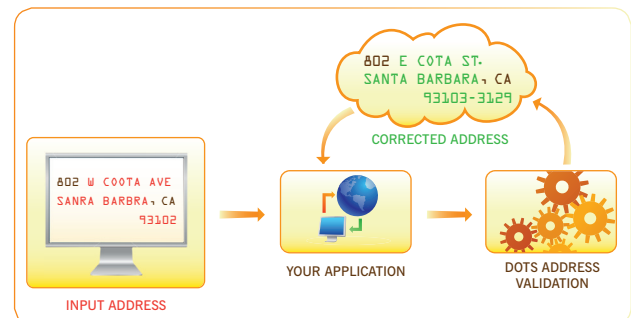
BENEFITS

- Instantly identify undeliverable addresses.
- Correct data-input errors at the point-of-entry.
- Standardize address data.
- Reduce marketing costs and returned mail.
- Detect fraud & focus on your most qualified prospects.
- Improve lead and customer conversion rates.
- Ensure the integrity of the contact information in your CRM database.

HOW IT'S USED

Service Objects' DOTS Address Validation - USSM enables companies to instantly verify addresses at the point-of-entry for just pennies per transaction. Having complete and accurate mailing address information not only improves sales and marketing campaigns, but also speeds up delivery times, and reduces the high cost and support issues associated with lost and returned packages. DOTS Address Validation - US can tell you if a prospect's address is valid and deliverable, and will then standardize, enhance, and append your address data as needed.

By integrating DOTS Address Validation - US into your business processes, you acquire the tools to automatically and immediately verify the accuracy of a prospect's mailing address. Our extensive databases, combined with our utilization of USPS certified DPV services, ensures that you have the strongest address resources available at your fingertips.



OPERATIONS

DOTS Address Validation - US offers nine unique operations to suit the versatile inputs and informational needs of its users.

1. ValidateAddress

The very basic operation found in DOTS Address Validation - US. Given a street address, city, state, and zip code, this operation returns corrected and USPS standardized address information.

2. ValidateAddressSingleLine

Returns parsed and validated address elements for an address with the street, city, state, and zip code on a single line.

3. ValidateAddressWithFragments

Returns corrected address information and parsed out street address fragments for a given US postal address.

4. ParseAddress

Returns corrected address information and street address fragments for a given US postal address. Even if information is not found, the address will be parsed.

5. ValidateAddressWithExtras

Returns corrected address information for a given US postal address including the Address2 field.

6. ValidateAddressType

Returns the building type for a given US postal address.

7. ValidateCityStateZip

Determines whether or not a given US city, state, and/or postal code combination are valid.

8. ValidateAddressWithDPV

Returns parsed and validated address elements including Delivery Point Validation.

9. GetPossibleMatches

Returns the possible validated matches for a given US postal address.

HOW IT WORKS

DOTS Address Validation - US is a hosted, programmable XML Web Service which can be used in either a real-time environment or through batch processing. Using DOTS Address Validation - US in a real-time environment allows for on-the-spot requests to the Web Service with an immediate XML response. Batch processing allows large numbers of contacts to be processed in one bulk order, and returned in a comma separated style file. Both formats use the same Web Service and return the same data, but neither collect or store the contact information that you submit.

The input for DOTS Address Validation - US is the postal address of a given residential or business prospect. This address data is run through an XML Web Service interface where it is validated, and then returned in real-time or as a batch process. Each address is analyzed to determine if it is valid, standardized to match USPS standards, and any missing or incorrect data is corrected and/or appended.

XML RESPONSE EXAMPLE

```
<Address>802 E Cota St </Address>
<City>Santa Barbara </City>
<State>CA</State>
<Zip>93103-3129</Zip>
<Address2 />
<BarcodeDigits>931033129027</BarcodeDigits>
<CarrierRoute>C002</CarrierRoute>
<CongressCode>23</CongressCode>
<CountyCode>083</CountyCode>
<CountyName>Santa Barbara </CountyName>
<Fragment />
<FragmentHouse>802</FragmentHouse>
<FragmentPMBNumber />
<FragmentPMBPrefix />
<FragmentPostDir />
<FragmentPreDir>E</FragmentPreDir>
<FragmentStreet>Cota</FragmentStreet>
<FragmentSuffix>St</FragmentSuffix>
<FragmentUnit />
<DPV>1</DPV>
<DPVDesc>Yes, the input record is a valid mailing address</DPVDesc>
<DPVNotes>1, 3</DPVNotes>
<DPVNotesDesc>The input address matched the ZIP+4 record, The input
address matched the DPV record </DPVNotesDesc>
<Corrections>39</Corrections>
<CorrectionsDesc>ZIP changed</CorrectionsDesc>
```

DOTS Address Validation - US ensures the quality of your addresses by checking the most up-to-date sources available, to simultaneously verify the existence of, standardize, correct, and enhance your addresses. Above is an example of the ValidateAddressWithDPV XML response generated from DOTS Address Validation - US. The Address, Address2, City, State, and Zip fields contain the corrected

address by using proper capitalization, street suffixes, and Zip +4 resolution.

In addition to correcting the address, we also provide detailed information about the address. The "BarcodeDigits" node contains the USPS bar code digits associated with the address. The Carrier Route, Congress Code, and County codes are returned along with the name of the county.

The key portion of the XML response for ValidateAddressWithDPV are the DPV fields. These fields ensure that the address is a valid and deliverable mailing address registered with the USPS. Lastly, the "Corrections" and "CorrectionsDesc" nodes contain a record of all of the changes made during the standardization of the address.

SECURITY & AVAILABILITY

- HTTPS protocol encrypts transactions sent to and from the DOTS Address Validation - US Web Service.
- All data is protected by an internal privacy policy and security guarantee.
- No customer data is retained or stored.
- A 99.995% Service Level Agreement is provided.
- Third Party Sentry testing immediately notifies Service Objects' technicians of issues.
- Primary and backup data centers on opposite coasts.
- Fully redundant, load-balanced hardware and Internet connections are used.

INTEGRATION & SUPPORT

Standard integration of DOTS Address Validation - US is very straightforward and takes a developer only days to test and implement. Almost any language can integrate with DOTS Web Services, allowing users to program their applications in the language of their choice. Service Objects also offers a developer's guide and sample code for most programming environments. Service Objects' expert developers are ready to help with your integration process and can even write custom sample code for you. They are also available to discuss integration quality and verify that it is fully robust.

Once fully integrated, the Service Objects support team is always ready to answer questions and help you with any issues that may arise. In the event of a problem with the service, a support ticket will be created immediately and a member of the support team will contact you within 90 minutes.

EMERGENCY SUPPORT

Emergency support is available 24/7, should you need to speak with an engineer immediately.

NEXT STEP

To try an online demo, signup for a Free 30-day Trial; or, to learn more about DOTS Address Validation - US please visit:

www.serviceobjects.com/products/address/address-validation-us

Service Objects also offers free presentations and demo batches. Please call 800.694.6269 or email info@serviceobjects.com for more information.