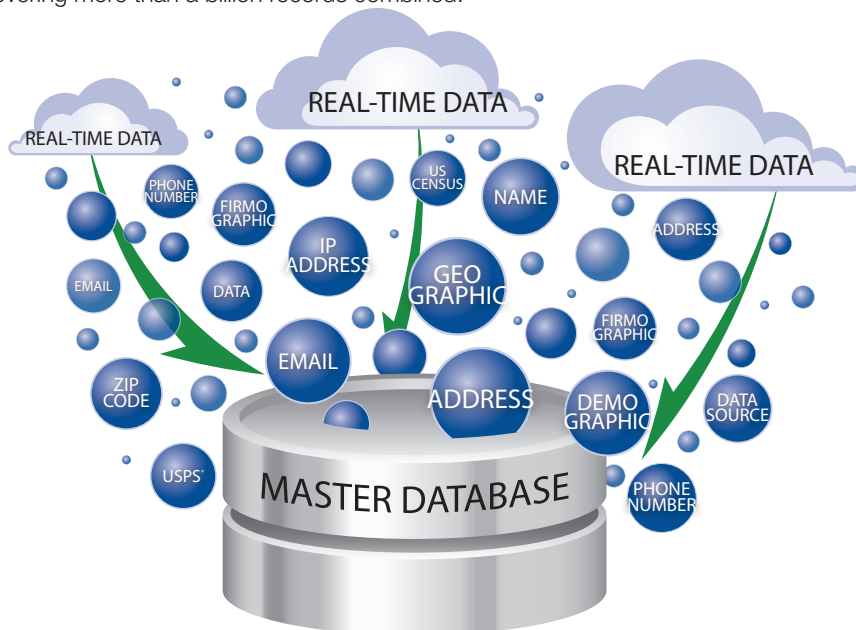


# Genuine. Trusted. Accurate.

Each year, 8% of the population will move, resulting in undeliverable mail and paper waste. Nearly 15% will change their email address creating wasted bandwidth and email costs. Finally, more than 18% of online registrations will be incomplete or fraudulent, consequently producing massive losses in inventory, resources and money.

As the leader in real-time data validation, Service Objects is committed to reducing waste in time, resources, and paper by providing unparalleled data quality excellence. Our master data system is compiled from thousands of researched, high-quality databases covering more than a billion records combined.



Our comprehensive master database covers 25% more contacts than other companies in the industry.

## DATA SOURCE

Service Objects Master Database is designed to accommodate an immense flow of data. The Master Database contains over three billion records derived from 300 quality data sources. Updates are made continuously as new data becomes available. Our production team regularly monitors and verifies our data to ensure the quality of each record, and to find new trends within the data that impact accuracy. As a result, our Master Database covers 25% more contacts than other companies in the industry.

### Primary Sources of Data Include:

- Address data from the United States Postal Service®
- Demographic and mapping data from the United States™ Census Department
- Telephone information provided by over 2,300 telecom providers
- Geolocation and netographic information collected daily

## PROPRIETARY BLENDED DATA

Service Objects dedicates more internal resources to compiling blended demographic, geographic, and firmographic data than any vendor in the industry.

Our master database updates in real-time and utilizes data-unification algorithms so that our records remain authentic, precise, and clean during the proprietary blending process. This unique process ensures that every Service Objects web service contains the most up-to-date data available.

## PERFORMANCE

We take transaction speed seriously. We provide sub-second transaction processing and redundant load-balanced servers. In fact, third party tests have shown that Service Objects is rated high in speed and reliability.

## TRUSTED BY

- Abbott Labs
- American Standard Brands
- Automatic Data Processing, Inc.
- CoreLogic
- Hughes Network Systems, LLC
- Intel
- Microsoft
- NASA
- Pepsi Bottling Ventures, LLC
- Quest
- Revlon
- Thomas Reuters
- United Technologies Corporation
- VISA
- and over 2,000 others**

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