

Four Ways to Use Your Subscription

GUARANTEE DATA QUALITY EXCELLENCE FOR EACH CONTACT IN YOUR DATABASE.

Service Objects flexible transaction-based subscriptions give you the freedom to use your contact validation license key in a variety of ways for real-time and asynchronous validation. With four easy ways to validate you can be sure that no record in your system goes unverified.

1

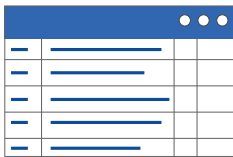


< REAL-TIME API INTEGRATION />

Integrate any of our easy-to-program contact validation APIs directly into your software, application or system for real-time 24/7 cleansing, appending and fraud protection.

Our APIs are compatible with all major programming languages, and support XML and JSON via SOAP or REST.

2



DO-IT-YOURSELF LIST PROCESSING

When you have a quick list that needs to be verified and cleansed, it's time for DataTumbler, our PC-based software application.

DataTumbler is great for cleaning up existing contact records that bypass your real-time API integration or are already in your database. This light-weight tool expands your ability to get the most out of your subscription.

3



AUTOMATED LIST PROCESSING

Sometimes your internal systems require a data validation option that is based on a scheduled time of day or month. That's when implementing an automated FTP batch for your data quality needs is the best option for reliable data cleansing. It's the perfect way to cleanse and standardize data from one of your systems.

Once the automation process is setup, there is no manual labor or person-power needed to maintain data quality excellence.

4



QUICK LOOKUPS

When you have just a few stray contacts that need to be verified, our Quick Lookups are the perfect way to get the job done fast! These web-based, access-from-anywhere data validation tools will come in handy for quick contact lookups.