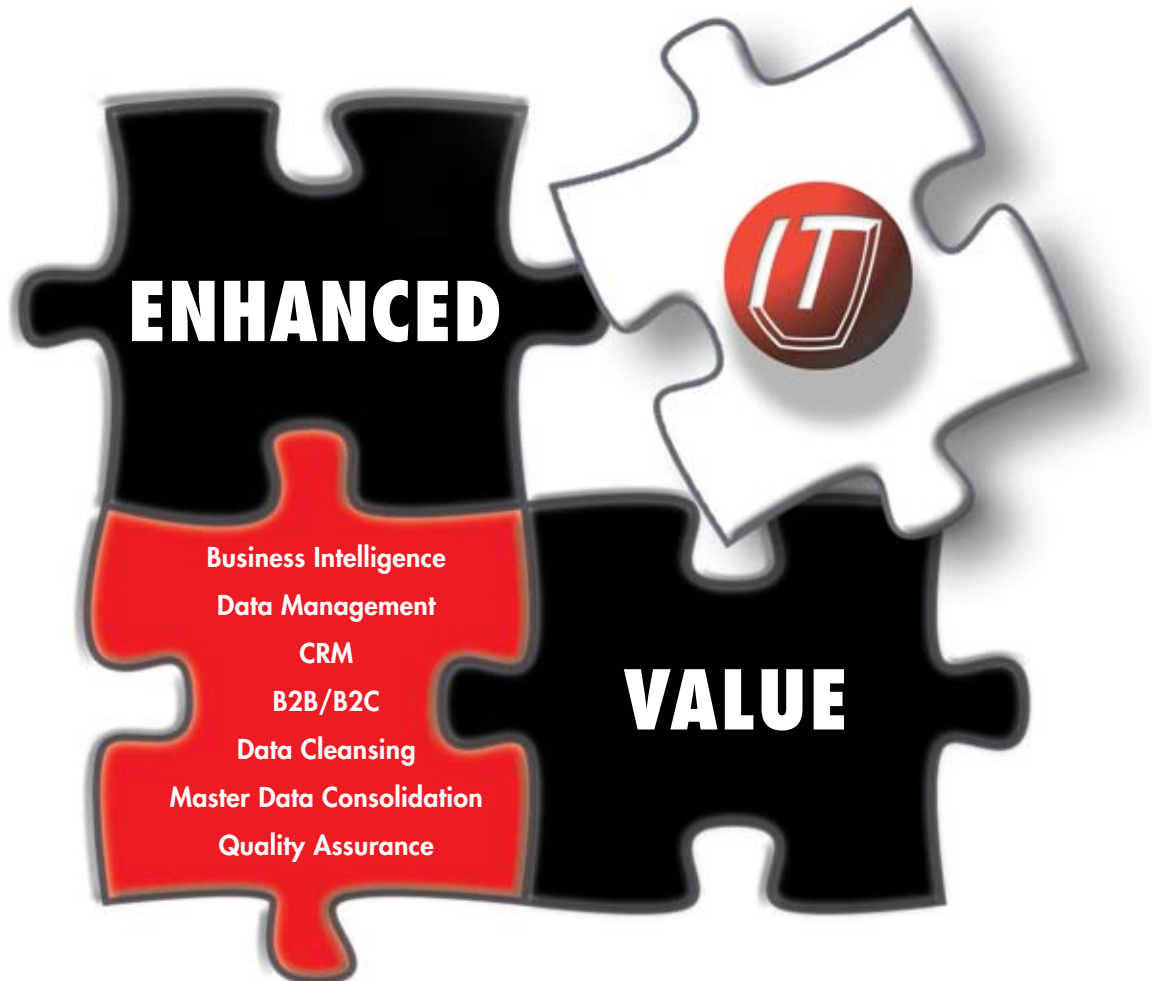


Data Quality



in the environment of
mySAP™ Business Suite

UNISERV
DATA QUALITY SOLUTIONS

Focus: Customer orientation

Reinforcing customer relationships

The competition for the patronage of the customer is a central issue within strategic business planning with regard to market transparency and the interchangeability of products and services. Systematic customer orientation and comprehensive information management are indispensable when it comes to gaining decisive competitive advantages.

As a result, high-quality data topicality and information preparation nowadays play an increasingly important role in strengthening corporate performance and value creation. This particularly applies to the professional administration and maintenance of address information because these are the linchpins of any customer and market relationship.

The success potential of the address

Experts agree that correct, up-to-date, complete and, above all, duplicate-free address databases are a critical success factor for the uniform implementation of individual communication and customer care across the enterprise. What is more, they are indispensable for a professional, quality-oriented customer management on the basis of qualified one-to-one relationships at the Point of Sale.

Only on this basis can successful strategies for customer bonding and the opening up of markets be developed and implemented. The same applies for customer evaluations, creditworthiness checks and transactions which are differentiated according to customer and consignee or bill-to party. Quality-optimized address information is a prerequisite in every case.

The high quality of data topicality is becoming centrally important in address management.



Enhanced Value for mySAP™ Business Suite

Address management in the environment of mySAP™ Business Suite

Integrated overall systems such as mySAP™ Business Suite have the objective of making up-to-date and transparent information available across the company by means of comprehensive and flexible business applications with highly developed functions. With its open application concept, mySAP™ Business Suite supports the integration of external complementary software solutions. As a result, the addresses of prospective customers, customers, suppliers or partners administered in mySAP™ Business Suite can be optimally managed and kept "up-to-date".

The solutions developed by Uniserv for enterprise-wide address verification and error-tolerant searching with direct access to the address database meet the acute demands of optimizing both the interaction and the dialogue with the business partners.

mySAP™ Business Suite – Maximizing the benefits

We expand both the scope of activity of your SAP® R/3® and mySAP™ ERP solution and that of your mySAP™ CRM application by functions in the front-end area which are essential for your business processes. As a result, you can optimally use mySAP™ CRM for comprehensive and systematic relationship management. In addition to this, integration in web applications such as the IC Webclient is possible. This enables mobile use of the function independent of the location.

The sector-neutral software solutions of Uniserv thereby assume a key role in your IT strategies focused on business partners and the market, irrespective of the operating system used and the application background.



Facts, Backgrounds & Advantages

Data topicality is simply a must

The use of software for securing address quality in the Business-to-Business area can be appropriate at a volume of just 10 - 50 thousand addresses. Suitable solutions in the Business-to-Consumer area, where several hundred thousand or even millions of addresses usually have to be managed, are indispensable in any case.



Uniserv meets SAP®

Why professionalism is so important

It is a fact of life that errors occur when addresses are manually recorded or altered. Such errors can be prevented only with great difficulty. They include:

- ⚙️ Phonetic errors during acoustic transmission (same sound with different letter combinations)
- ⚙️ Mix-up of letters and numbers which "look" very similar to each other when entering handwritten records, irrespective of whether the addresses are read by machine or by personnel
- ⚙️ Incorrect key strokes during data entry
- ⚙️ Use of differing abbreviations
- ⚙️ Exchange of first name and surname, addition or omission of name components, etc.

Without professional address and data quality management, all these points inevitably result in addresses with divergent spelling entering the database, or being created incorrectly as duplicates or not assigned to the correct geographic area.

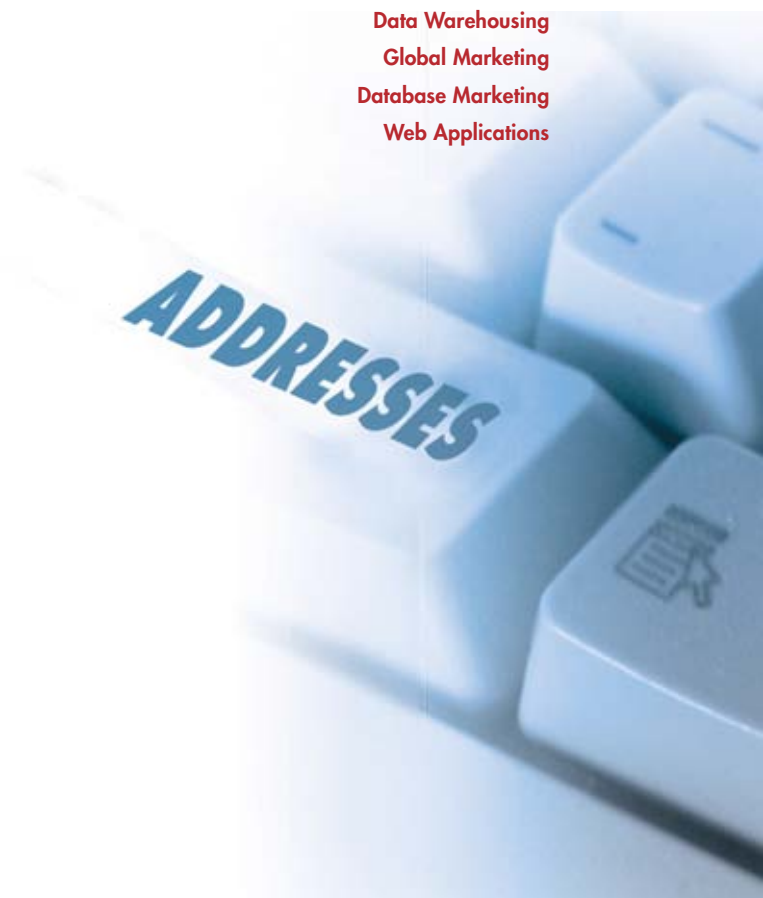
Your advantage: Solutions made by Uniserv

We offer expert systems which automatically ensure that your database contains only postally correct, up-to-date and complete addresses in future – even if you have an international clientele.

In addition to this, you ensure through error-tolerant search methods that duplicates do not arise in the database when making new address entries or changes (without an explicit user query).

What is more, you will find the address you are searching for in your database, even if it has been stored with one or more of the errors described above, or an incorrect or fragmented query is executed.

- One-to-One-Marketing
- E-Commerce
- Call-Center-Management
- Data Entry
- Customer Relationship Management
- Data Warehousing
- Global Marketing
- Database Marketing
- Web Applications



Product portfolio

We optimize your address management in mySAP™ Business Suite

Our overall solution for your customer and quality-oriented marketing in mySAP™ Business Suite consists of various components for optimizing the quality of your address database – as a dialog application or in batch processing. The components can be used as a unit and also individually.

post for mySAP™ Business Suite

Certified for SAP NetWeaver™



This component ensures that in future only addresses with a valid postcode, place name and street name, correct PO box no. (where applicable) and – e.g. for German addresses – a correct house number are administered in your database.

post for mySAP™ Business Suite operates error-tolerantly on the basis of various analysis processes and enables the automatic checking and, if required, correction of your addresses by means of up-to-date and complete reference lists. If an ambiguity cannot be clarified automatically, the user is presented with a selection and can thus e.g. solve the problem via the call center in direct dialog with the customer.

post for mySAP™ Business Suite is available in various national versions for the most important European countries as well as the USA and Canada.

post for mySAP™ Business Suite provides the basis for all the geographic information which is to be automatically assigned under the respective country. Even in the standard version, the region (the province, federal state, Bundesland, canton or the county, depending on the country) is assigned fully automatically for most countries. Geographic assignment at the level of the street or the individual house number is also possible if additional geodata is subscribed to.

post for mySAP™ Business Suite also ensures that any changes in the addressing system of the addresses stored in the database which are required as a result of local government reorganization, changes to street names or a change in the postal structure are automatically detected and corrected to the largest possible extent without your intervention.

This is carried out by means of the so called "monthly cleansing", which is already included in a basic function in *post* for mySAP™ Business Suite. Any altered geodata can also be updated in the address database by means of this function.

mail for mySAP™ Business Suite

Certified for SAP NetWeaver™



With *mail* for mySAP™ Business Suite, you reliably prevent the creation of duplicates in your database, because specialized checks and matching operations are initiated automatically in the background for new entries and alteration of data records. Any suspicious cases can be manually checked and an appropriate decision made. In the dialog, you will find the address you are searching for, even if it has been stored in the database with errors, your query is bad or you are searching with address fragments. Specially adapted techniques (phonetics or fuzzy logic) are used to obtain a high result quality and selectivity.

The search can be executed with partial information as a "high-speed" and/or error-tolerant alternative to the generic search already available in mySAP™ Business Suite. With *mail* for mySAP™ Business Suite, you can freely select your inputs, e.g. with regard to the sequence. It goes without saying, however, that the search can also be executed with the complete name and address information.





SAP® Certified
Integration with SAP NetWeaver®

Batch Cleansing System – Data Integration and Data Cleansing in batch processing

With the Batch Cleansing System (BCS), Uniserv offers you a batch workbench in addition to the two above-mentioned dialog components. By this means, you can sequentially carry out typical tasks for securing the data quality in the SAP® solution environment, such as the integration of address data or data cleansing, with high efficiency via suitable back-end address management servers.

BCS directly integrates both the postal validation and the error-tolerant search in the SAP® system with the familiar SAP® user environment and makes their functions available for batch runs. In this respect, BCS can be used stand-alone and in combination with *post* for mySAP™ Business Suite and/or *mail* for mySAP™ Business Suite.

In particular, the advantages of BCS lie in a higher performance with batch applications, a reduction in the work required for the integration and cleansing of data, a higher flexibility in job runs and in its usability in heterogenous data environments.

BCS can be used on the SAP® side from SAP® R/3® Release 4.6 C, mySAP™ ERP and mySAP™ CRM Release 4.0 and is also available for industry-specific solutions such as IS-M and IS-U.

mySAP™ Business Suite integration

Implementation to SAP® standards

As an SAP® software partner, we paid particular attention to integration in the SAP® solutions and to the concerns of address and data quality management during the development stage. A uniform optical impression in the usual Look & Feel is provided throughout as a result of the implementation in accordance with SAP® standards and the output of the results as mySAP™ Business Suite dialog elements.

As user, you move around on the accustomed user interface with the familiar control elements. All the validation and correction processes are executed automatically in the background.

Uniserv solutions with SAP® certified integration

SAP® confirmed the compliance with the SAP® standards and the fulfilment of all SAP® requirements for Postal Address Validation, Duplicate Check and Error-tolerant Search by awarding the respective certificates for the first time in 2002. Recertification based on a future- and experience-oriented redesign of the components was successfully completed at the end of 2006 and compliance with the SAP® standards and requirements was again confirmed through the award of the certificates by SAP®.

The certified integration is available from SAP® R/3® Release 4.6 C, mySAP™ ERP, mySAP™ CRM Release 4.0 and SAP NetWeaver™ Application Server Release 6.10 and has also already been implemented for various industry-specific solutions such as IS-M and IS-U.

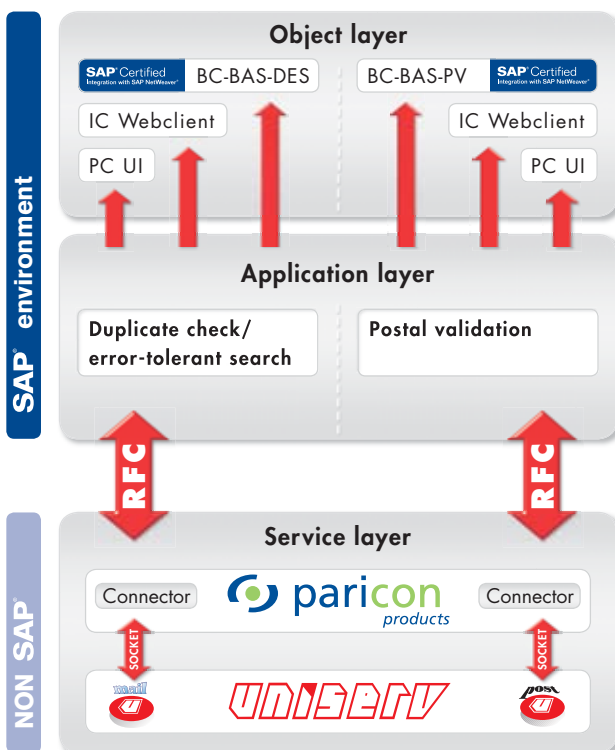


Smooth and flexible integration

The Uniserv solution package for securing the quality of the address data in the SAP® solution environment has been systematically implemented in client/server technology and seamlessly integrates "plug & play" in the mySAP™ Business Suite environment. Both solutions are compatible with all the platforms on which mySAP™ Business Suite is available. The servers of the products *post* for mySAP™ Business Suite and *mail* for mySAP™ Business Suite can either be installed on the computer in which the mySAP™ Business Suite platform is installed or on any other dedicated computer. Here too you are free in the choice of the platform, whether it be a Unix derivative or Windows.

Layer architecture

The overall package is based on an innovative layer architecture. The thereby associated modular structure of the products, as well as the interface, which is permanently defined for the release, and the decoupling of the GUI functions enable both *post* for mySAP™ Business Suite and *mail* for mySAP™ Business Suite to be used openly and flexibly via the central starting point, the Business Address Services (BAS). As a result, it can be applied in further possible applications in the SAP® environment where this seems appropriate and necessary, e.g. applications developed in-house, AddOns or as part of web applications such as the IC Webclient.



Business Address Services (BAS) is part of the SAP® solutions and provides you with a series of functions which are required for highly efficient address and data quality management. Business Address Services (BAS) is used almost everywhere in SAP® applications (e.g. in mySAP™ CRM, mySAP Financials, SD, MM).

In this respect, BAS offers a feature set which supports developers and administrators in implementing central control tasks of address management and for securing the data quality. With Release 4.6 C, BAS also supports the use of third-party software solutions through open interfaces, so-called Business Add-Ins (BAIs). These solutions provide optimum address management and security of the data quality without the SAP® solutions themselves having to be modified.

Postal address validation is integrated via the BC-BAS-PV interface, and the duplicate check and error-tolerant search via the BC-BAS-DES interface.

Integration outside Business Address Services (BAS)

Uniserv offers APIs at various levels for integration of the functions outside BAS e.g. in individually developed in-house applications, AddOns or web applications. For web integration, simple implementation in the IC Webclient, Web-GUI or PC UI is possible, thereby enabling mobile utilization of the functions independent of the location. As a result of their open and flexible layer architecture, the functions can also be integrated in areas which are not yet served by SAP®. In particular, the future security of the investment in the data quality solutions of Uniserv is thereby guaranteed.

Integration in Business Address Services (BAS)

The quickest and simplest way to integrate the products *post* for mySAP™ Business Suite and *mail* for mySAP™ Business Suite is via the SAP® Business Address Services (BAS). Here integration is possible without any application development and merely requires appropriate customizing.



Useful information

FAQs

How does postal address verification with *post* for mySAP™ Business Suite differ from a “normal” table look-up?

- Automatic check and correction of all postal address elements.
- The checking is error-tolerant, so that many errors are corrected automatically, i.e. without user interaction.
- Assignment of the correct postcode based on street, house number or PO box information.
- Display of the most probable alternatives in the case of ambiguity.

How does postal address verification with *post* for mySAP™ Business Suite differ from other postal address verification systems?

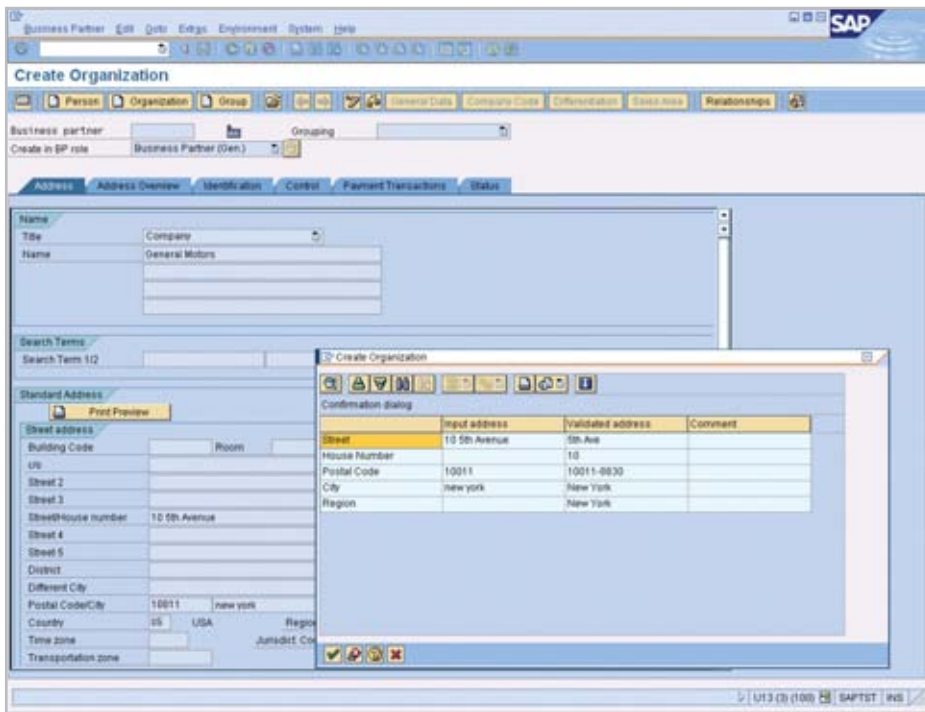
- National program versions are available for the most important European countries as well as Canada and the USA.
- Wherever possible, Uniserv products have been certified by the national postal authorities.
- A check by street and house number over the entire country is possible to a high degree in all countries.
- The highest data topicality is provided through regular updates.
- Support of all particular national postal features.
- Support of rapid entry functionality in the Netherlands and the UK.
- Address components entered in the wrong fields are automatically put into the right fields (important for untrained users and foreign addresses).
- Enhanced geocoding data is available on subscription, enabling the automatic assignment of data details down to the street or house number level when entering or changing addresses.
- Facilities for “monthly cleansing” are included in the basic function. As a result, any changes in the address database which become necessary because of local government reorganizations, changes in street names, the postal structure or the geographic classification can be automatically detected and corrected to the largest possible extent.



Also in the World Wide Web: Address and data quality management without limits independent of location!

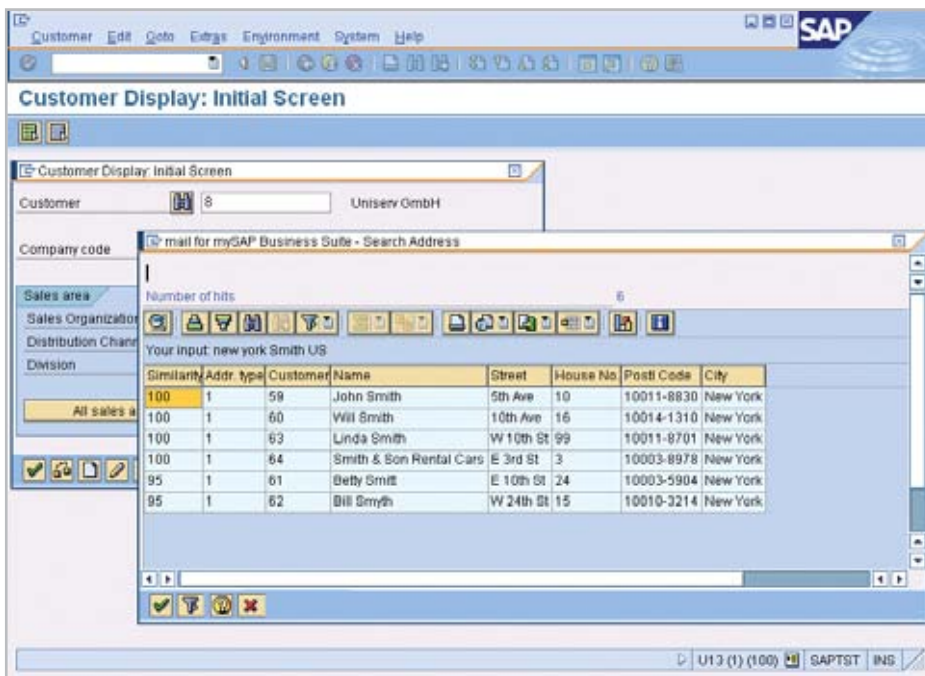
How does the address retrieval system *mail* for mySAP™ Business Suite differ from the standard search with “wildcards” available in mySAP™ Business Suite?

- The results are generated much faster. Even with databases containing several million addresses, the response time is usually less than one second.
- Searches made with *mail* for mySAP™ Business Suite are error-tolerant even without wildcards. This is important to mention, since entering wildcards presumes that the user suspects where there could be a deviation!
- High quality results are output even if the search is executed with incorrect addresses or only with address fragments.
- The search can be executed automatically without user action for new entries and changes. As a result, the creation of duplicates is prevented to the largest possible extent without intensive searching by the user.
- The results are generated according to the degree of compliance.
- Entries can be made in random order.
- Each type of word, whether it is e.g. the name or house number, can be specifically weighted in the parametrization.



Incomplete Postcode
Search via street
names, if necessary
with house numbers.

© SAP 2007



Address retrieval
for interactive
customer searches.

© SAP 2007



What particular advantages does the redesign of the two components *post* for mySAP™ Business Suite and *mail* for mySAP™ Business Suite provide for the user?

- Modular structure with loose coupling of the components to the Business Address Services (BAS).
- Decoupling of the GUI functions to support web applications.
- Implementation of the guiding principle "Customizing instead of programming, user exits instead of modification".
- Parallelisation and optimization of the performance, particularly for customers with large address databases.
- 100 percent Unicode-capable in applications and data.
- Improved recycleability and uniform, simplified maintenance of the components.
- Extensive facilities for individual extension and integration.

How does the complete solution from Uniserv differ from other products in the SAP® solution environment?

- The experience: With more than 3,300 server installations, the data quality solutions from Uniserv are one of the most widely used solutions internationally.
- Uniserv is an SAP® Software Partner.
- The Uniserv solutions *post* for mySAP™ Business Suite and *mail* for mySAP™ Business Suite have an SAP® certified integration.
- Uniserv not only provides stand-alone components but also a complete solution.
- As a result of the trendsetting layer architecture, the components can be integrated in Business Address Services (BAS) and outside BAS in applications developed in-house, AddOns or web applications such as the IC Webclient. A web connection enables mobile use of the functions independent of the location.
- Postal address verification and duplicate checking are usually combined, thereby achieving a better result quality in detecting duplicates. Both solutions are designed as dialog applications. They are supplemented by the Batch Cleansing System (BCS), a high-performance batch workbench for the integration and cleansing of mass data.
- The Uniserv solutions make no compromises and have been developed exclusively for address management and optimization of the data quality online or in batch processing.
- High scalability, even with many "power users", through flexible distribution over different logical and physical servers.
- The available solutions are internationally oriented, application-neutral and industry- and platform-independent.
- The components pay off immediately and result in a positive ROI, because they support integrated customer management from start to finish and help to develop customer relationships profitably.
- From SAP® R/3® Release 4.6 C, the systems are available as components for simple and extremely quick integration "plug & play".





The Uniserv solutions for the management of address and data quality in mySAP™ Business Suite were developed in collaboration with our specialist SAP® technology partners:

**post for mySAP™ Business Suite /
mail for mySAP™ Business Suite**



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Batch Cleansing System (BCS)



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