

Profisee helps you make your data even better with easy-to-configure integrations with best-in-class third-party services like Google, Melissa, Loqate, Dun & Bradstreet and more. Profisee integrates with data verification services to validate names, physical locations, mailing addresses, email addresses and phone numbers.

MAILING VERIFICATION IN THE PROFISEE PLATFORM

Mailing verification is accomplished using your Profisee license for Melissa or Loqate (or both) and is most useful for organizations where address accuracy and the ability to deliver items to a physical address is important. Use mailing verification when the postal address will be used to contact individuals or organizations.

Melissa lets you verify addresses for the US and Canada geographical regions. The mailing verification service standardizes and verifies postal mailing addresses based on standards set by the United States Postal Service and the Canadian Post. The service attempts to find a single address match, or no match at all. In addition, Melissa can provide geocoding information for the US and Canada through a mailing verification strategy.

Loqate offers verification on a per-transaction basis for international mailing addresses. Loqate provides parsing, verification, and standardization of mailing addresses worldwide.

Additional name, email address and phone verification is available from Melissa via an OEM integration with the Profisee Platform. Melissa can be licensed during the Profisee purchasing and configuration process or added later as an additional service.

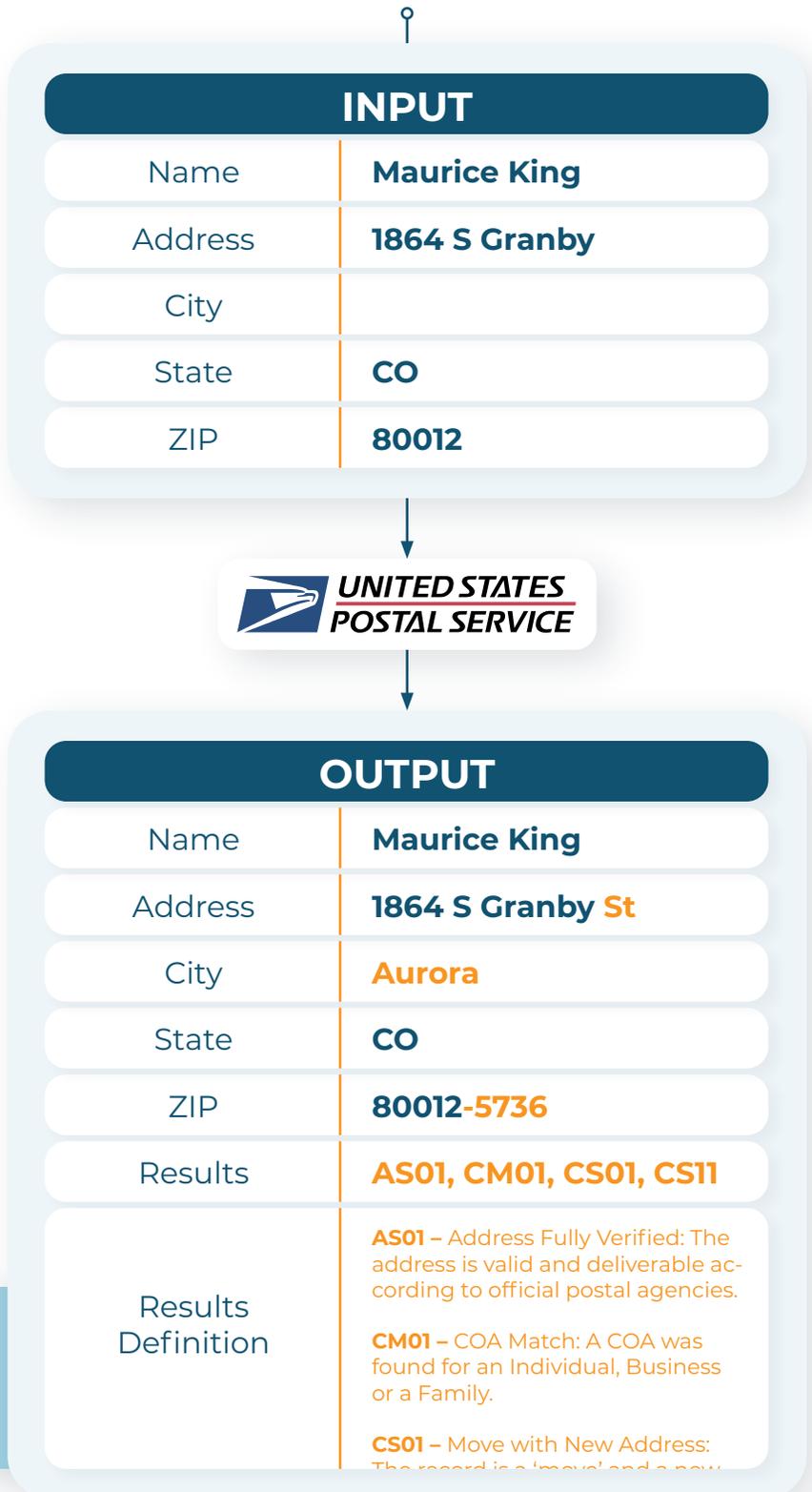
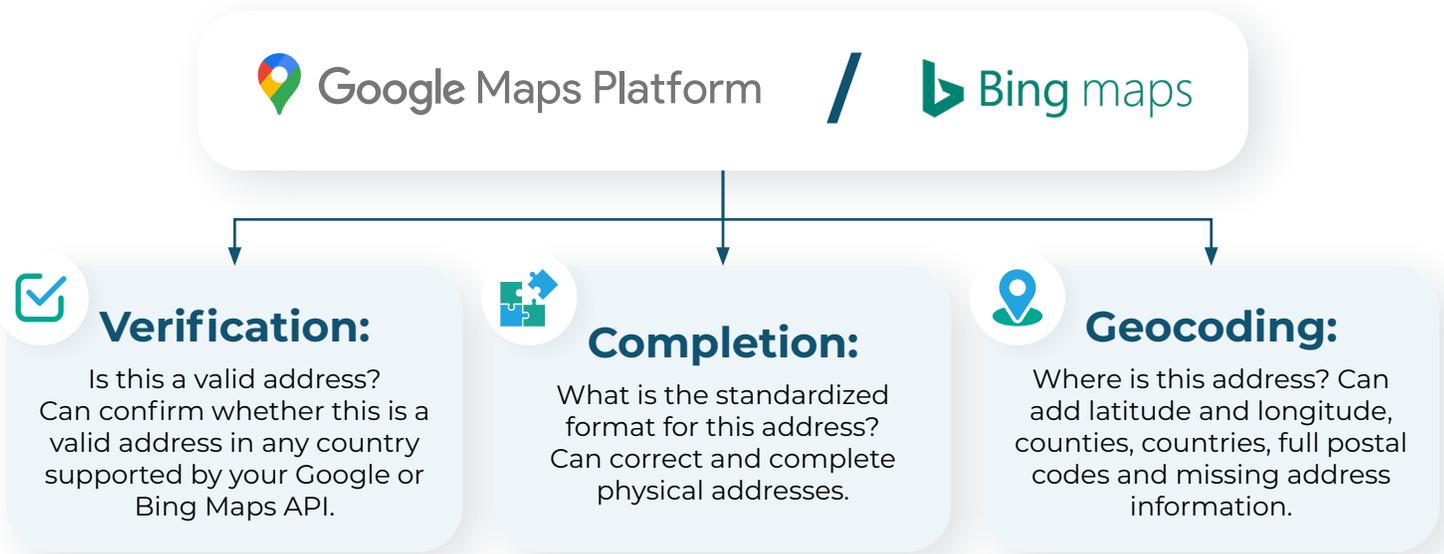


Figure 1. Profisee's mailing verification provides nearly global coverage for mailing address validation and includes standard address data as well as latitude-longitude, census and time zone geocoding

LOCATION VERIFICATION WITH GOOGLE OR BING

Location verification, using your Google or Bing key, provides information for near-global coverage of physical addresses. It can provide some or all the following enhancements for address data, depending on the information available:



Location verification can improve poorly formatted addresses or find multiple possible alternative addresses.

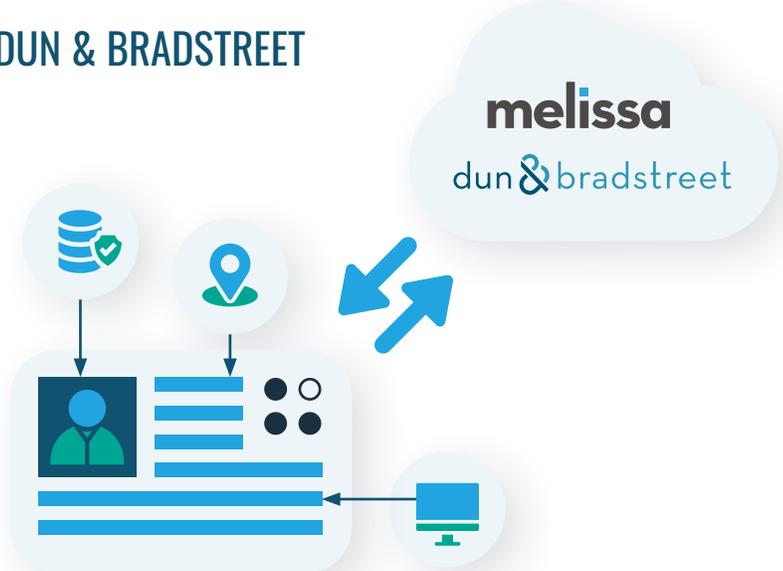
Organizations requiring address information for marketing or billing purposes, or to contact individuals and organizations, should consider using mailing verification in addition to location verification.

DATA SERVICE CALLS WITH MELISSA AND DUN & BRADSTREET

Data service subscriptions can also be used in event processing. Rather than syncing between systems, Profisee data is sent to a web-based data service provider that returns enriched data based on the submitted information.

The data service subscription can be triggered in the same way as the data transfer subscription, and like data transfers, data service calls rely upon connector software. Data service providers include Melissa and Dun & Bradstreet.

Melissa can be licensed during the Profisee purchasing and configuration process as an OEM feature of the Profisee Platform. Dun & Bradstreet is available via an out-of-the-box connector jointly developed by Profisee and D&B for fast, easy set-up.



ABOUT PROFISEE

Profisee MDM is how enterprises can finally solve the data quality issues that have been holding back so many strategic initiatives. With the industry's only "make it easy, make it accurate, make it scale" approach to data management, Profisee helps companies get past the "brick wall" of data quality issues without the cost, complexity and risk of traditional MDM solutions.

Customers can leverage Profisee MDM SaaS for a true Software-as-a-Service experience, or maintain complete deployment flexibility in any cloud, on-premise or via a hybrid model. With low total cost of ownership, fast implementations and a truly flexible multidomain platform, Profisee fully cleans and unifies your enterprise data — so you can finally make it happen. To learn more, please visit [Profisee.com](https://www.profisee.com).