

HILBERT[®] ADDRESSUP OVERVIEW



Today's customer-centric marketplace recognizes that the human touch really does make a difference to the bottom line - one-on-one scenarios provide the best 'customer experience,' generate customer loyalty and consequently a healthy profit. More and more customer service and marketing program investments are being channeled into customer management, as businesses shift from a product orientation to a customer focus. Yet the ROI of such efforts is heavily dependent on the quality of household address and contact information; this quality erodes dramatically as population mobility increases. Accurate, complete, unique and active address and contact information is now imperative to profitability.

The Challenge

The householding process is at the core of Customer Relationship Management (CRM) processes. There are various definitions of the problem; all revolve around the same concept, namely: analyzing customer names and addresses. Permutations, duplicates and incomplete information must be resolved correctly. After cleansing, all records that belong to the same household must be clustered accurately and assigned identification numbers. If a finer level of granularity is required, individuals within the same household must also receive identification numbers. To further enhance accuracy, in-house address and contact information must be verified and enriched through comparison to an up-to-date external reference.

The Solution - Hilbert AddressUp

Hilbert AddressUp handles all of the data quality deficiencies associated with address and contact data, namely: incompleteness, incorrectness, redundancy and fictitiousness. It corrects all four types of deficiencies for both address and contact information, and delivers accuracy levels unmatched by any other product or service.

Why Hilbert?

We are the only solution provider for ultra high-speed access, manipulation, storage and analysis of large volumes of structured and unstructured data.

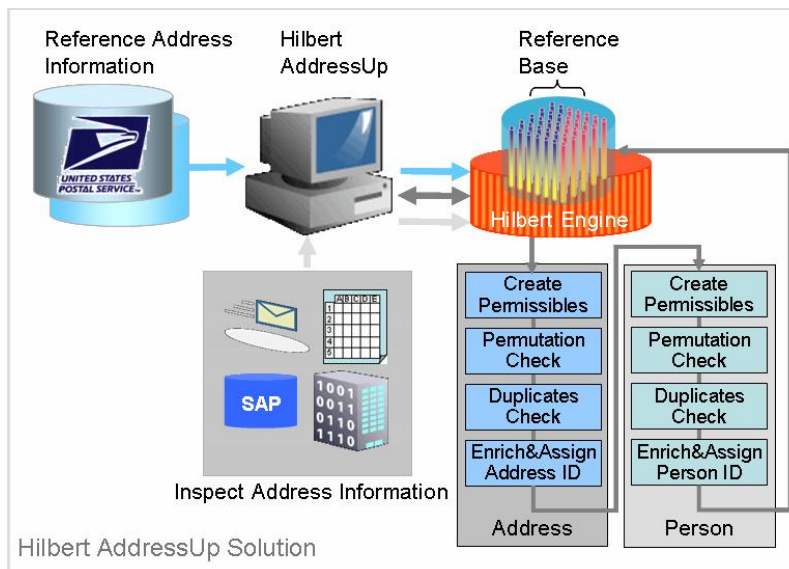
Speed, Flexibility and Scalability have been the design criteria of the Hilbert solution.

The Hilbert solutions are offered as embedded Hilbert Engine technology, standard products or industry specific solutions.

Bjorn Gruenwald, CEO and Founder of Hilbert Technology Inc.

High speed data access and analysis through the use of highly efficient mathematical algorithms

Low cost of ownership



- n ***Load Reference Address/Contact Information***
Any one of a variety of up-to-date external references (such as the US postal service, Electoral Rolls, and Dun&Bradstreet etc.) can be loaded and synchronized in Hilbert Space to build an internal reference base of address and contact information for initial data cleansing and householding. Any other external reference can then be loaded and used for the final verification and enrichment step.
- n ***Load Address Information that is to be Inspected***
Address and contact data can come from operational systems such as SAP, Siebel and Oracle, internal packages such as Outlook, Excel etc., or from purchased lists that must of course be verified. This data will also be loaded into Hilbert Space.
- n ***Create Permissibles***
After Data Quantification, Hilbert AddressUp generates all permissible permutations for all address and contact information (i.e. 33 WASHINGTON SQ W, 33 WASHINGTON SQ, 33 W WASHINGTON SQ, ...)
- n ***Permutation Check***
In this step AddressUp compares the permutations with the address and contact data that is to be inspected, and assigns master data information
- n ***Duplicate Check***
A comparison of results from the previous two steps will find any duplications in address and contact data
- n ***Enrich/Assign Address/Person IDs***
Drawing from other internal information the system will enrich the available address and contact information and then assign unique Address IDs (HID) and Person IDs (PID)
- n ***Verify and further Enrich***
To further enhance accuracy and completeness, in-house address and contact information is verified and enriched through comparison to an up-to-date external reference.

Powered by the Hilbert Engine and running on a Windows 2000 PC, Hilbert AddressUp qualifies 50 million records per hour, and achieves a level of accuracy almost 50% greater than today's industry standards.

Conclusion

Hilbert AddressUp creates an accurate, complete, unique and fiction-free address and contact data set using its patented Hilbert Engine technology. Hilbert AddressUp runs on any off-the-shelf PC and achieves accuracy nearly 50% higher than that provided by any conventional address standardization and householding product available today.

Solution Areas

Hilbert AddressUp is a high performance householding application that can effectively be applied to a variety of solution areas. Some of these areas include:

Customer Database Updates	Clean Mailing Lists	Do-Not-Mail Databases
Accurate Marketing Prospects	Address Correction	Address Enrichment
Direct Marketing Campaigns	Merge / Purge Applications	Regulatory Compliance
Credit Checks	Deduplication	Integrated View of Customer

Your Advantages

- n Unparalleled accuracy of address qualification
 - § More addresses for direct marketing activities
 - § Addresses of CASS-certifiable quality
 - § Higher ROI in direct marketing activities
 - § Lower rate of returns
 - § Targeted customer service yields greater customer satisfaction

About Hilbert

Pennsylvania based Hilbert Technology Inc. is an international provider of business intelligence (BI) solutions for large and medium size enterprises worldwide. The offering is based on the revolutionary, patented Hilbert Engine technology for the ultra high-speed access, manipulation, storage and analysis of large volumes of structured and unstructured data. The Hilbert solutions are offered as embedded Hilbert Engine technology, standard products or industry specific solutions. Organizations in public services, law, government, finance, communications, whole- and retail sales, transportation & tourism and chemical & pharmaceutical can employ Hilbert solutions to gain unparalleled speed in access and analysis over large data volumes.

Notes

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Hilbert Technology Inc.
P.O. Box 330
Newtown, PA 18940
USA
Web: www.hilbertcompany.com
E-Mail: info@hilbertcompany.com
Tel: +1 (212) 252 1600
Fax: +1 (212) 252 1615