

# QAS Pro Web

Address Validation  
for Online Transactions



The Web provides an unrivalled opportunity for creating and maintaining customer relationships. But with that opportunity comes an even greater demand for speed and accuracy.

Accurate address data provides organizations with a wide range of benefits, from enhanced database analysis to fast and efficient delivery of goods and services. Inaccurate address data can adversely affect almost every area of your business:

- Goods and services may not arrive on time
- Mailings may never reach their target audience
- Customer relationships can be damaged

In the highly competitive world of e-Commerce, don't let your address capture hold you back. By using QAS Pro Web on your Internet, Intranet, or Extranet sites, you can ensure that only valid address data enters your company database and downstream applications. QAS Pro Web provides a complete, accurate, and valid address with just a few keystrokes.

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#### **The Experian QAS Solution: QAS Pro Web**

##### **Requires minimal information**

Because it returns a complete, correctly formatted, valid address with only minimal information, QAS Pro Web can speed up address entry.

##### **Reduces returned packages**

Because it ensures that addresses collected from your website are valid and formatted correctly, QAS Pro Web reduces returned, delayed, and undeliverable packages.

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**“Prior to QAS, we used to get armloads of returned mail. Now if we get 2 or 3 returned pieces a day, that’s considered a lot. It’s a tremendous improvement.”**

—Anaruth Gordon, Ph.D.  
Associate Director Admissions  
and Orientation University of  
Michigan-Dearborn

#### **Reduce shopping cart dropout rates**

By providing real-time address validation, you reassure your customers that the products they are ordering will reach them on time. Adding this quick extra step may actually reduce ordering dropout rates!

#### **Multiple country support**

QAS Pro Web offers the flexibility of international address verification for 18 countries. Popular additional address data includes UK and Canadian addresses.

#### **Intranet/Extranet deployment**

QAS Pro Web can be used externally by customers on the Web or internally via an Intranet or Extranet in any browser-based application.

#### **Fuzzy address matching**

QAS Pro Web performs automatic address correction on misspelled addresses or returns a pick-list of possible matches for the address details supplied.

#### **Easy to implement**

QAS Pro Web requires no change to your existing address entry form. The product ships with sample code demonstrating time-tested user interface options with varying degrees of interaction.

#### **Also available...**

**QAS Pro** validates addresses against official postal authority records during entry into any database. By automatically filling in address fields, QAS Pro can save up to 75% of the time needed to enter a full, valid address.

**QAS Batch** is designed to clean and enhance records, as well as maintain validity of those records over time.

**QAS Names** validates residential names and addresses against thousands of data sources.

**QAS Pro Web** is a scalable and easy-to-implement Web Service with Support for XML, SOAP, J2EE, and .NET standards. It is simple to integrate into websites, browser-based applications and thin-client environments. Full sample code is provided for AJAX, ASP, JSP, C#.NET, VB.NET, ASP.NET and PHP.

QAS Pro Web is available for Windows 2000/2003/2008, Vista and UNIX platforms.