

# QAS Pro

## Keep Costly Address Errors Out of Your Database



QAS Pro, developed by Experian QAS, validates addresses against official postal authority records during entry. QAS Pro works through database interfaces, Intranets, and Extranets. The software automatically corrects and standardizes addresses, adds the ZIP + 4™ for US data and ensures addresses are deliverable before being passed back into your underlying database application.

By ensuring accuracy and completeness, QAS Pro can improve your overall address data quality, increase productivity, and reduce waste caused by undeliverable direct mail, catalogs, and product shipments.

QAS Pro uses address data licensed from 18 international postal authorities including the United States Postal Service®, Canada Post, and Royal Mail. These postal authorities are the most reliable sources of address data available.

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### Enter virtually any address in 15 or fewer keystrokes

QAS Pro can dramatically increase productivity by providing automatic entry of valid addresses. Users simply start typing the address, usually starting with the ZIP code™ or postal code. As address information is typed, QAS Pro fills in missing information

automatically. If a typo occurs, or a building number is not a valid delivery point, QAS Pro prompts the user to correct it. With QAS Pro's help, most addresses can be entered in 15 or fewer keystrokes, reducing the time needed to enter an address by up to 75%.

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### QAS Pro delivers real business benefits

- Savings – Reducing address errors in your database can allow you to eliminate wasted printing and postage costs from undeliverable mail, and eliminate product shipping returns and delivery correction surcharges.
- Productivity – QAS Pro enables keystroke savings on every address entered, so data entry is faster and calls can be completed more quickly. Improved mail and shipping deliverability means fewer staff resources are required for processing returns and manually correcting addresses.
- Data Quality – Improved address data quality and standardization can enhance the effectiveness of your data analytics, de-duplication efforts and other downstream applications.
- Investment Protection – QAS Pro integrates easily with and enhances virtually any call center, retail, or CRM application you are already using.

### Don't correct address errors; Prevent them.

Most address cleansing software programs attempt to fix invalid addresses through "back-end" database scrubbing. This approach is flawed because once an invalid address enters your database, it can be very difficult or impossible for software to identify and fix. The longer an invalid address stays in the database, the more harm it can cause to

your bottom line. QAS Pro is a point-of-entry solution that identifies and fixes address errors and ensures deliverability before they enter your database.

### Easy implementation

- Most customers can be set up, configured, trained, and using QAS Pro in less than one day
- QAS Pro can easily be configured to work with virtually any address entry program you are already using
- Pre-configured implementations are available for a growing list of leading applications including Oracle®, SAP, Microsoft®, Siebel, Escalate Retail, PeopleSoft®, CommercialWare and FSB.

### Also available...

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

**QAS ProWeb** validates addresses entered into your website forms and Intranet applications.

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

**QAS Pro** is available for Windows 95/98/XP, Windows NT/2000, Client Server and Unix Platforms.

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