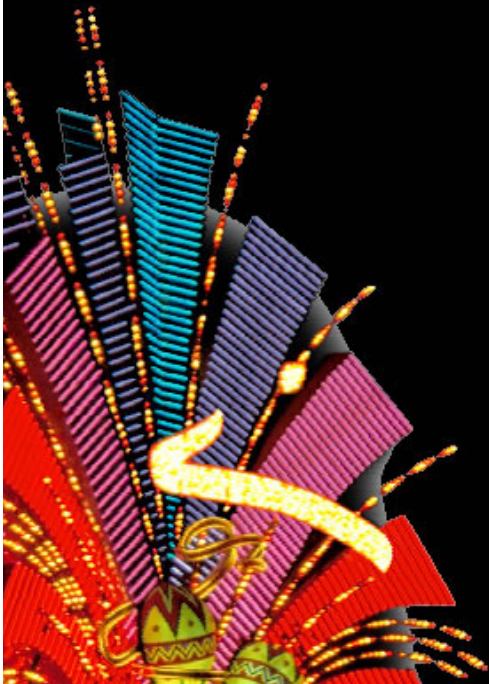


Introducing AURA

- Jay Bourland & Heidi Geronimo



MapWorld⁰⁸
LIVE IN LAS VEGAS

G1 customer conference⁰⁸
LIVE IN LAS VEGAS

In the beginning...

- Using CASS software is non-threatening
 - Best Practice
 - Logic certified by USPS
 - Most changes minor
- Still have interactive checking
- Still have Audit Reports



But now...

- Solutions change the address much more
 - VeriMove
 - LACS/Link
 - Suite/Link
- Some products aren't certified
 - Delivery Point Correct
 - Database matching with CDQP
 - Others??
- The comfort level is not there



Strict Rules About Addresses

- Many businesses will not allow significant changes to addresses
 - Regulatory Reasons
 - Independent Agents
 - Data Governance Rules
- Last chance changes
 - StreamWeaver
 - Inline batch processing
 - Reference data gets stale





Case Study – Financial

- Financial Consultants
 - Own the customer relationship
 - Own the data
- Data can be processed on the way out
 - NCOA goes stale
 - LACS/Link goes stale
 - Can't consolidate statements
 - Returned mail problem (after 18 months)
- Need
 - A solution to notify financial consultants of new addresses for clients
 - “Close the Loop”

Case Study – Voter Registration

- Voting addresses are systems of record
- Need voters to register at correct address
- Incorrect address
 - Fraud
 - Questionable results
 - Poor logistics
- Need
 - Identify updated addresses
 - Send notification to voter to register



Case Study – Insurance

- Independent agents
 - Own the customer relationship
 - Own the data
- Data can be processed on the way out
 - NCOA goes stale
 - LACS/Link goes stale
 - Can't consolidate statements
 - Returned mail problem (after 18 months)
- Need
 - A solution to notify agents of new addresses for clients
 - “Close the Loop”



Case Study – Telecommunications

- Bad Address Data Creating a **\$40 Million** Annual Expense
 - Un-delivered bills – 900,000 pcs/month X \$3 = \$2.7M
 - Changes of Address – 1M /month X \$.50 = \$500K
 - Delayed Payments - \$110 M treasury float/month
 - Fraud – lost equipment, unpaid services, etc.
 - Call Center Activity – 15% to 20% of all calls
 - Postage - \$104,000 Extra each month
 - Marketing– lost message, wrong message, etc.
- Address Data Drives Revenue
- Data Stored in 27 Different Billing Systems
 - Affects Multiple Departments
 - Marketing, Customer Service, Tax, Operations, Fraud, etc



Case Study – Telecommunications Cont.

- Need
 - Address management solution that is consistent across operational systems
 - Rules-based system to allow data stewards to examine exceptional cases
 - Data movement system to allow updates to other system when an address in one changes





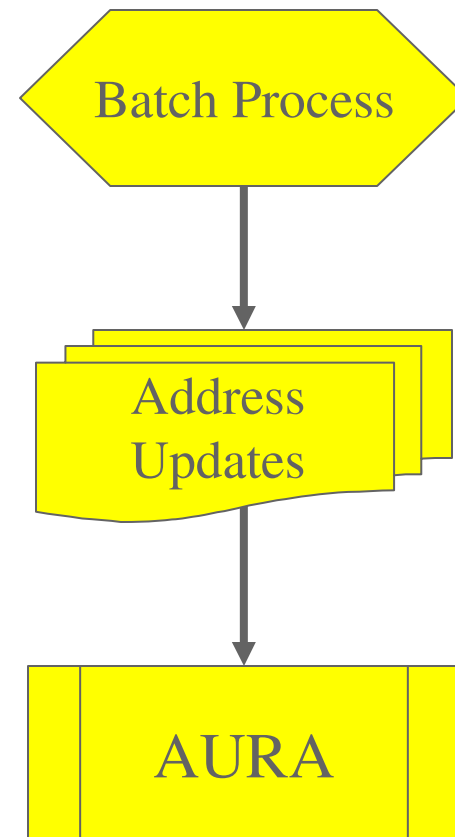
Introducing AURA

Aura is a customer address processing solution. It is designed to help companies ensure that address changes are handled through a consistent and documentable process to help them ensure the correctness of the address information as well as their compliance to industry standards and regulations.



Step 1

- Addresses are processed using batch update tools
- Results are in the form of flat files
- Files are read in by AURA



Step 2 (cont.)

COVMCDP01 - Remote Desktop

Address <http://localhost/aurademo/admin/ConfigureCoder.aspx?coder=code1>

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aura

Address Correction and Approval

Home | Review | Reports | Settings | Help

Welcome admin | Logout

Home -> Change Settings -> Choose Address Coders -> Modify Coder

Choose result code action you want to modify?

The following rules determine how an address will be treated based upon the result code of the Code1 address coder. Select Edit to modify the action and set start/end dates.

Code	Description	Actions	Start Date	End Date	Edit
01	Customer has moved to a foreign country.	Automatic Reject	2/1/2008	12/10/2007	Edit
02	Customer moved but left no forwarding address.	Automatic Reject	1/1/2008	12/31/2099	Edit
03	Customer closed PO box and left no forwarding address.	Request Approval	1/1/2008	12/31/2099	Edit
04	A COA was found utilizing the last Name and Address but the input did not contain a secondary number and the COA contained a secondary number.	Automatic Approval	1/1/2008	12/31/2099	Edit
05	Customer moved but new address is unclear.	Request Approval	1/1/2008	12/31/2099	Edit
06	Middle Name Conflict - More than one COA and the Middle Name or initials on the COA's are different. New address can not be provided due to unresolved conflict.	Automatic Reject	1/1/2008	12/31/2099	Edit
07	Gender Conflict - More than one COA exists and the genders on the COA's are different. New address can not be provided due to unresolved conflict.	Automatic Reject	1/1/2008	12/31/2099	Edit
08	Conflicting Instructions - More than one COA exists with differences in the new address. New address can not be provided due to unresolved conflict.	Automatic Reject	1/1/2008	12/31/2099	Edit
	Highrise Default - Family COA with High-Rise address	Automatic			

Step 3

- Notification is received
- Web site is used to accept or reject change

Address Validation - Microsoft Internet Explorer

Pitney Bowes
GROUP 1 SOFTWARE

aura

Advanced Action Approve Reject **Address Correction and Approval**

Current Account Record	
Date of record:	2008-03-04T17:35:47
Account holder name:	ALICE BRITTINGHAM WERSTAK
Address 1:	25-62 127TH ST
Address 2:	
City, State Zip:	COLLEGE POINT NY 11354
Country:	USA
Telephone:	(408) 244-0837
Broker Information	
Broker ID	1
Broker name	Heidi Geronimo
Broker email	heidi_geronimo@g1.com

Validation Detail	
Code	91
Description	Customer has moved to the new address provided.

New mailing address	
New address1*	<input type="text" value="1251 116TH ST # 2"/>
New address2	<input type="text"/>
New city*	<input type="text" value="COLLEGE POINT"/>
New zip code*	<input type="text" value="11356"/>
New country*	<input type="text" value="USA"/>
New telephone*	<input type="text"/>

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Step 4

- User selects Accept or Reject
- Data is updated in AURA repository
- Data is updated in user's systems



Account Status Report

COVMCDP01 - Remote Desktop

Back Search Favorites Go

Address http://localhost/aurademo/user/ViewReport.aspx?plan=Account%20Status%20Report#

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Home Review Reports Settings Help Address Correction and Approval

Home -> Generate Reports -> View Report Welcome admin Logoff

Print

Account Status Report

Current Account of Record

Customer ID: **145**
First name: **PEGGY**
Last name: **WILCOX**
Latest Status: **Requesting Approval**

Current Mailing Address New Mailing Address

Address 1: **2323 CHERRYSTONE DR** **628 33RD ST**
Address 2:
Address 3: **SAN JOSE, CA 95128 USA** **MANHATTAN BEACH, CA 92166 USA**
Phone: **(415) 309-3233**

History Hide

Record Status	Audit Date	Action Applied
Requesting Approval	2008-04-18T17:42:46	Cleansing Rules Applied
In Progress	2008-04-18T17:42:42	Received from cleansing output

Home | Review | Reports | Settings | Help
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Trusted sites

Broker Summary Report

The screenshot shows a remote desktop window titled "COVMCDP01 - Remote Desktop". Inside, a web browser displays the Pitney Bowes Group 1 Software "aura" interface. The browser address bar shows the URL: <http://localhost/aurademo/user/ViewReport.aspx?plan=Broker%20Summary%20Report>. The page header includes the Pitney Bowes logo and "GROUP 1 SOFTWARE" on the left, and the "aura" logo on the right. Below the header is a navigation menu with buttons for "Home", "Review", "Reports", "Settings", and "Help". The main content area shows the breadcrumb "Home -> Generate Reports -> View Report" and a "Print" button. The title of the report is "Broker Summary Report". Below this is a table with the following data:

Broker	E-mail	Status	Count
Brad Stengel	brad_stengel@g1.com	Pending Approval	1
Heidi Geronimo	heidi_geronimo@g1.com	Pending Approval	1
Jay Bourland	Jay_Bourland@g1.com	Pending Approval	1
Scott Arnett	thomas_arnett@g1.com	Pending Approval	1
Victoria Cashion	victoria_cashion@g1.com	Pending Approval	1

At the bottom of the page, there is a footer with navigation links: "Home | Review | Reports | Settings | Help", a copyright notice: "Copyright © 2008 Group 1 Software, Inc. All rights reserved.", and a disclaimer: "Additional trademark, copyright and privacy information is available." The "aura" logo is also present in the bottom right corner of the page content.

Benefits

- Improved customer satisfaction
- Reduced costs because of ANK mail
- Better opportunities for consolidation
- Better opportunities for cross-sell and up-sell
- Enables use of more address quality tools
- Closes loop to make tools more effective
- Satisfies regulatory or internal requirements for address ownership
- Audits channels for effectiveness of update notifications





Is AURA right for you?

- Are you receiving maximum benefit from your address cleansing practices?
- Are you using advanced tools such as VeriMove and DP Correct?
- Are your data governance rules being satisfied by your current systems?
- Do you need a way to confirm address changes? Do you have one?

AURA ROI

- How much ANK mail do you get returned?
- Is fraud a problem with fictitious addresses?
- How do you resolve a bad address?
- How much does a bad address cost you?
- How much are you spending on returned mail?





Questions?