



Verlagsgruppe
Weltbild

Weltbild Reduces Costs and Increases Customer Satisfaction with Informatica Identity Resolution Technology

CHALLENGE

- High-precision, high-volume identity data search-and-match capabilities needed to standardize addresses, find duplicates, and delete duplications from a marketing database

SOLUTION

- Informatica identity resolution technology

RESULTS

- Identifies duplicate identity records across multiple languages
- Reduces unnecessary mailing costs
- Increases customer satisfaction

“The Informatica identity resolution technology provides the best results for discovering duplicates. Also, it is the best tool when planning the size of the mailing campaigns, such as new customer mailings to a specific target audience.”

— Thomas Seelmann, Manager, Address Management, Weltbild GmbH

Protecting a Valuable Brand

Weltbild GmbH is an internationally successful media and mail-order company. Over the past year, the company has grown to 6,900 employees in Germany and abroad and has generated revenue in excess of €1.6 billion (as of June 30, 2007).

Weltbild sells media and media-related products, and it also publishes books and magazines. For 20 million customers, Weltbild means carefully selected products at attractive prices. Seventy-eight percent of Germans recognize the Weltbild brand; for them, it embodies quality and credibility in the media market.

Direct marketing is the key strength of Weltbild. Every month, millions of households receive a catalog that offers books and media products. Weltbild also distributes two specialty catalogs. “The most important thing to Weltbild is customer satisfaction,” says Thomas Seelmann, in charge of address management.

Weltbild delivers a large number of catalogs through regular mass mailings. One challenge is ensuring the delivery of only one catalog per residence. Customers dislike receiving duplicate catalogs. Weltbild wanted to be able to correctly identify individuals and households to guarantee proper catalog delivery and to avoid unnecessary production and postal costs.

Weltbild selected **Informatica® identity resolution technology** (formerly known as SSA-NAME3)* to handle high-volume, highly accurate identity data searches and matches.

*Informatica Corporation acquired Identity Systems in May 2008. Identity Systems products have been repackaged.

Avoiding and Eliminating Errors in Different Languages

Eliminating duplicate identity data records can be difficult. There are differing qualities of addresses and errors and variations such as misspellings, nicknames, or typing errors. Weltbild's goal for the Informatica technology was to standardize addresses, find duplicates, and delete duplications from its database.

The technology needed to integrate fully with existing system environments (MVS, AS/400, PC), as well as with current applications. Also, the system needed to be able to process large quantities of address data and deliver results quickly while maintaining high-quality data.

Furthermore, the technology had to be language-independent and flexible enough to work with different languages: German, French, and Polish. The solution also had to be applicable to addresses from different countries. "We did not want a black box, but the software had to be customizable and flexible enough to support the ever-changing business processes at Weltbild," says Seelmann.

Reducing Costs and Increasing Customer Satisfaction

The Informatica identity resolution technology is used to generate address keys to enable the searching and matching of names and addresses in the data system. The technology is also being used to scramble addresses, by using a match code that cannot be reconstructed.

In collaboration with Informatica, Weltbild took one week to implement the system. "The professional technical support provided by Informatica helps Weltbild in the day-to-day running of the software as well as offering guidance for tuning and implementation of new methods and processes, to optimize our address business," says Seelmann.

Through Informatica identity resolution technology, Weltbild has been able to reduce mailing costs as well as increase customer satisfaction by eliminating mailing multiple catalogs to the same person.

"The Informatica technology provides the best results for discovering duplicates," says Seelmann. "Also, it is the best tool when planning the size of the mailing campaigns, such as new customer mailings to a specific target audience."

LEARN MORE

Learn more about Informatica identity resolution technology and the entire Informatica product platform. Visit us at www.informatica.com or call 800.653.3871.

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Informatica enables organizations to gain a competitive advantage in today's global information economy by empowering them to access, integrate, and trust all their information assets. As the independent data integration leader, Informatica has a proven track record of success helping the world's leading companies leverage all their information assets to grow revenues, improve profitability, and increase customer loyalty.



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