

Emerson Process Management

Address Verification Crucial to Sales



The Challenge

Emerson Process Management, a global automation and asset management business, was experiencing difficulty integrating sales data and customer activity information from multiple locations needed to keep business running smoothly. Manually correcting

the 1.5 million customer names and addresses from business units all over the world would have been a time and labor-intensive process. Emerson's old address verification systems couldn't handle language barriers and non-standardized address formats, which proved to be a major obstacle in dealing with international address validation. Emerson needed an address verification system that would cover their expansive list of countries and native character sets, provide superior customer support and be simple and cost-effective to implement and manage.

The Solution

AddressDoctor Web Services and Deduplication Engine

Since the initial integration of AddressDoctor's Web Services into their internal application in 2008, Emerson has streamlined efficiency and increased data quality.

Furthermore, AddressDoctor has been most instrumental in helping Emerson find addresses that are duplicated in a database and clean them up so Emerson can return them to the source corrected and in a standardized format. "With AddressDoctor, we have caught a wealth of global address errors that had previously gone unnoticed," said Nancy Rybeck, Global Data Warehouse Architect at Emerson. "The integration of AddressDoctor's global address verification system into our application has saved so much time and money." Emerson continues to enhance its applications to leverage information returned by AddressDoctor.

AddressDoctor is also used by these leading companies (excerpt)

Deutsche Post, 1&1. Adress, AdPepper, Data-Flux, CallCredit, IBM, MICROS-Fidelio, QAS, Nintendo, Swiss Post International, Kempinski Hotels, GSI Commerce

Benefits for Emerson

- | Covers more countries in more languages than any other address verification tool
- | Open communication with AddressDoctor representatives
- | Cheaper, faster and easier to implement than alternative address validation solutions
- | Effective in finding potential mistakes in addresses
- | Deduplication clustering feature allows to merge and manage data better

Quick Facts

- | AddressDoctor Product: Web Services
- | Seamlessly integrated into proprietary system
- | Provides full view of duplicate data by clustered sections
- | Correct and updated addresses for more than 240 countries and territories



"AddressDoctor is a partner. We work together to figure out the best solutions to our needs. They are extremely responsive and being able to communicate with the same people each time is essential."

Nancy Rybeck

Global Data Warehouse Architect
Emerson

About Emerson

Emerson Process Management delivers time-tested and innovative solutions designed to help customers reduce plant maintenance cost, reduce capital requirements, reduce cost of regulatory compliance and increase process availability. For more information, visit www.emerson.com