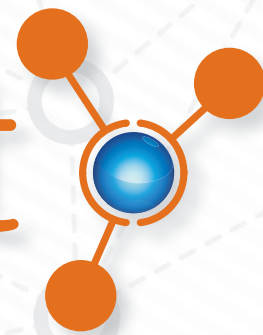


Satori®

Architect



Integrated Contact Data Quality Solutions

Built for easy integration and maintenance, Satori® Architect offers a complete set of tools for the development of a contact data quality solution that meets your organization's unique needs. Validate addresses at point-of-entry on your website. Clean, update and append additional details to contact records in any database. Add value to your retail product by integrating address quality features. Architect works with nearly any application that collects, stores or interacts with contact data.

Comprehensive Contact Data Quality

Whether your focus is direct marketing, order fulfillment or billing, accurate contact data is essential for best results. The negative consequences of incorrect addresses go well beyond delayed mail. Wasted time and materials, lost opportunities and reduced customer satisfaction plague organizations with poor contact data quality.

The Data Quality Problem

The Data Warehousing Institute reports that most organizations believe that their contact data is fine. Yet USPS® consistently releases news that contradicts this assumption:

- ▶ 23.6% of all mail is addressed incorrectly
- ▶ The quality of stored US addresses decays at a rate of 17% per year
- ▶ Undeliverable as Addressed (UAA) mail costs USPS nearly \$2 billion each year — the cost to business mailers is at least double

Satori Architect Delivers Quality

Architect integrates with your systems and processes to deliver results throughout your organization. Use Architect to improve contact data quality at any stage of your operation without import/export hassles.

- ▶ Validate contact data as it is entered into your database
- ▶ Correct and update records already in your database
- ▶ Update addresses in your database as people and businesses move

Quality Ensures Efficiency

Improving quality ensures the deliverability of your mail, makes your communications more effective and eliminates considerable waste. In short, it saves your organization money.

- ▶ Increase deliverability of invoices, direct mail and other communications — save time and postage
- ▶ Reduce your debt ratio and pay fewer address change fees (save up to \$10 per package) — improve the bottom line
- ▶ Improve customer satisfaction — avoid lost or returned orders, packages and mail

Uses for Architect

Data entry

Validate addresses at point-of-entry into your web forms, order entry system or CRM

Database cleansing

Correct and update addresses to protect your investment in lead-generation programs

Custom applications

Build contact data quality functionality into your product — deliver more value to your customers

Customer Relationship Management

Standardize contact data at point-of-entry to more easily merge new information into existing records

Variable data printing

Integrate into document processing to increase efficiency

Features

Built for easy integration and maintenance, Architect delivers point-of-entry address validation, batch updates and change-of-address processing. A full-featured Developer Center and sample code make it easy to implement contact quality functionality into any application, website or environment.

Validate

Confirm that addresses exist in the USPS data set to reduce returned shipments, and then crosscheck contact names to deter fraud. Data sets are also available for the United Kingdom, Canada and Australia.

Correct

CASS Certified™ by USPS, Architect standardizes abbreviations and address formats, corrects the spelling of streets and cities, verifies deliverability and adds missing postal data including nine-digit ZIP™ codes, carrier route numbers and more. Includes DPV®, LACSLink® and SuiteLink® processing.

Update

Maintain contact with your clients and prospects when they move. Update the addresses of people and businesses in your database with our built-in real-time* 48-month NCOA^{Link}® service.

Enhance

Supplement your contact records with additional information. Append contact details, amend addresses and identify moves not reported to USPS — all within your existing system — no need to FTP exported files or manually reconcile changes.

Suppress

Flags records that match entries in do-not-mail, deceased person and correctional facility lists. Improve ROI by identifying people that are unwilling or unable to respond.

Extend

Broaden the capabilities of Satori Architect as your business needs grow. Optional modules provide geocode information, RDI™ service for the identification of residential addresses, mail preparation, monthly updates and more.

Point-of-Entry Address Validation

Complete and validate addresses in your application's data entry forms

Flexible and Easy-to-Implement

Built to make integration and maintenance easy, Satori Architect offers configuration options for a wide range of companies — from small nonprofits to Fortune 500 enterprises.

On-Demand or On-Premise

Satori Architect can be configured to validate contact data using the Satori cloud-based service —hosted in our highly-secure, state-of-the-art data center — or a self-hosted installation of the Satori server. Both options use a secure connection to process data without manual intervention. The Satori cloud-based service provides the latest data and takes the burden off your IT department to maintain a separate server.

The Developer Center

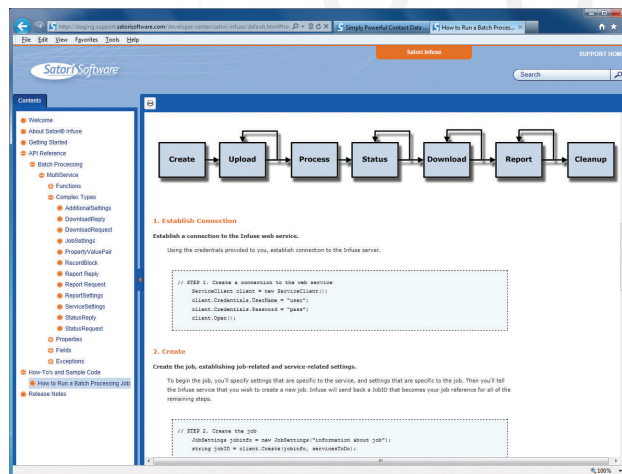
The Satori Developer Center includes detailed documentation and sample code, making it easy to add Satori Architect functionally to your internal processes, commercial application or e-commerce website — plug validation routines directly into ASP and ASP.NET pages or call web services from virtually any web server platform. Full implementation requires surprisingly little coding. Components are available in .NET, COM, ActiveX and DLLs. Architect can interface with virtually any environment through TCP/IP.

Professional Services

While Satori Software® products are designed for ease-of-use and straightforward implementation, many organizations lack the time to implement a comprehensive contact data quality solution. The Satori Professional Services team can help you define, design and implement the solution that meets your particular business needs.

Our skilled professionals understand the complexities of contact data management and government regulations. We provide solutions to leaders in healthcare, financial services, universities, direct marketing firms, nonprofits, large mailing operations and more. We also serve as a vendor of choice for US federal and state agencies.

Developer Sample Code



Sample code and technical notes included with Satori Architect simplify integration with your application or database

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Satori Software Inc.

1301 5th Ave, Ste 2200
Seattle, WA 98101-2676
Ph. 1.800.553.6477
Fax 1.206.357.2901

Satori Software

A Neopost Company

www.satorisoftware.com