

GeoCoder

PRODUCT SPECIFICATION

Product Description

GeoCoder is a software application that parses, corrects and validates address data to improve the overall data quality, and subsequent, matching and integration, of Australian address databases.

GeoCoder is accredited by Australia Post to perform a range of address matching functions. GeoCoder appends the Delivery Point Identifier (DPID), Australia Post's unique reference number assigned to a delivery point address, enabling you access to Australia Post bulk mail discounts and barcoding. Unlike many competitors GeoCoder is also capable of much more.

GeoCoder not only corrects addresses, enabling effective communication to customers, it can also append a range of attributes, segmentation solutions and variables in order to derive insights about customers.

These products include:

- CCD - Census Collection District Identifier
- URN – Unique Reference Number
- LandScape Groups, Segments and Clusters at CCD level and Street Segment level
- GeoRisk at CCD level and Street Segment level
- Prophe\$y at CCD level
- Disposable Income, 10 and 20 bands, at CCD level
- PropertyValue Index at CCD level and Street Segment level
- Residential Capital Growth Indicator at household level
- DPID for household.
- Primary DPID for address

Definitions

A Census Collection District (CCD) is:-

- The base geographic boundary used by the Australian Bureau of Statistics to report on the Census
- It contains, on average, between 200 – 250 households
- There are 38,705 CCDs in the 2006 Census

A Postal Address File (PAF) is:-

- The database of valid, current delivery points released each three months. Includes post office boxes and locked bags

A Delivery Point Identifier (DPID) is:-

- The Australia Post identifier for a specific delivery point for mail. Often used as a proxy for identifying unique households

A Unique Reference Number (URN) is:-

- The unique identifier which is allocated to each address in Veda Advantage's Master Address List (MAL)

GeoCoder Environments

GeoCoder has three basic modes of operation – GeoCoder batch, API and Interactive

GeoCoder Batch

GeoCoder Batch has proven to be a fast and accurate application that can validate and cleanse an address file against the PAF. In a suitable environment GeoCoder can process several million records per hour.

GeoCoder API

GeoCoder API is an application designed to correct and validate addresses at the point of capture. For example, when a potential customer rings in to a call centre and their address details are keyed into the system. It is generally supplied as an Application Programming Interface (API) which allows it to be incorporated into existing systems. The API version has all the features of the GeoCoder batch version in terms of address validation and variable appends.

GeoCoder Interactive

GeoCoder Interactive is a software demonstration tool that can be viewed by using the Interactive Application provided to all clients who have purchased GeoCoder Batch. The Interactive Application is an example of how the input fields (for GeoCoder API) could be developed.

GeoCoder Interactive has a key ahead functionality that populates address fields by using the leading characters to filter the possible address field contents.

For example instead of using 33 key strokes to type the following address:-

3/7 Tideswell St
Summer Hill 2130;

Using GeoCoder Interactive, the action requires just 8 key strokes. After these 8 key strokes the user has a clean and valid address, the CCD, URN, DPID and (if licensed) a range of VSG segmentation variables.

How to Access this Product

Data License

By signing a data license agreement, you will receive a CD containing data updates on a quarterly basis. For the period of this agreement you have the right to use this data set in-house for all your data enhancement and marketing activities.

Requirements

- Operating Systems - Windows 98, Windows ME, Windows NT 4.0, Windows 2000, Windows XP or UNIX Sun Solaris

Deliverables

When you initially purchase a GeoCoder software license, you will receive the following material:

- CD posted with GeoCoder Batch, Interactive or API software solution dependant on software license
- GeoCoder licence on CD. The standard licence is set at 5 interactive seats
- GeoCoder Release Notes
- Variable Release Notes dependant on variable license

On a quarterly basis you will receive:

- CD with updated version of GeoCoder
- GeoCoder Release Notes
- Variable Release Notes dependant on variable license

FIND OUT MORE

If you would like more information about GeoCoder, please contact us.

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