

# SAP EIM Address Data Quality for India

The SAP EIM Cross Industry Address Verification Solution enables you to validate any address in India. The solution houses a complex rule engine developed specifically for India, which converts raw address data to an accurate address result that you can be located on digital maps thereby helping business needs across industries.

The solution is equipped to comprehend regional words in the address along with its varied naming conventions. It intelligently consolidates missing address lines using a reference address database, and stores it for future use.

## KEY FEATURES

- **Parsing** – Categorizes and segregates the address into separate attributes
- **Standardizing** – Normalizes address attributes to suite your business rules
- **Correcting** – Verifies and appends the address elements based on a set of sophisticated algorithms
- **Matching** – Identifies duplicate records within multiple tables and databases
- **Consolidating** – Combines unique address elements from matched data into a single source
- **Enhancing** – Appends additional data, thereby increasing the value of the address

## BUSINESS BENEFITS

- **De-duplicated address data** to ensure a single master record per customer
- **India-specific address structure** to deal with the complexities in Indian addresses such as “Landmarks”
- **Wide-spread reference data** spanning across urban and rural addresses from one of the leading address data vendors in India
- **Easy adaptability** to any industry that uses address data in India
- **House-holding feature** to consolidate similar addresses



## ENABLE YOUR ORGANIZATION TO MANAGE ADDRESSES BETTER

Your organization may deal with a huge amount of business partner information on regular basis that involves incorrect or incomplete addresses. Considering the complexity of the Indian address structure, managing this information to suit your business needs can be very challenging.

With the SAP EIM Data Quality Solution for Address Cleansing you can de-duplicate addresses to identify, unique address records and use the house-holding feature to consolidate similar addresses based on your business need.

### India Address Structure

The address data structure is designed to include various address attributes in address lines. The structure has address lines to incorporate the details like street, locality, landmark, city, state, pin code and so on.

### Data Cleansing

The first step in the address data cleansing process is parsing. Often, multiple address data elements are collected and stored in a database grouped into single fields. Parsing identifies individual address data elements and breaks them down into separate attributes. It rearranges addresses data elements from a single data field to multiple discrete fields as identified in the address structure.

After your address data has been parsed, the next step is to ensure consistency across all your records. This is necessary to prepare the address data for validation, correction, and accurate record matching. Standardization includes business rules around formats, abbreviations, acronyms, greetings, and pattern matching – all examples of address elements that you can control to meet your business requirements. For example, in an address the street can be provided as Street, St, Gali (Hindi), or Salai (Tamil). The solution has the capability to comprehend all these words as street information.

Address data with incorrect elements is known as “dirty data.” Cleansing dirty data involves correcting it and adding missing elements. Data cleansing can occur on a wide variety of data types. Depending on the data type, you can remove or correct dirty data using sophisticated algorithms and rules in conjunction with reference data provided by SAP from a reputed ad-

dress data vendor. For example, you can use address information obtained along with the solution to correct address data.

### Data Matching and Consolidation

It gets complicated when you have incorrect information about business partners, such as invalid contact information for your customers or partners, improper addresses and identification numbers. These problems intensify if there are duplicate entries in the system. It then becomes difficult to identify the correct record to append new information against an existing record.

Duplicate records often exist in one or more source systems, so the goal of data matching is to determine whether records refer to the same entity. This involves evaluating how well the individual fields, or record attributes, match each other. Matching algorithms can help correct data entry errors, character transposition, and other data errors to match records. You can set rules based on combinations of various address elements matching at a certain threshold – for example, you may require the address line information to match the first name information in order to flag the records as a possible match. Once matches have been identified, data from these matched groups can be salvaged and posted to form a single best record, or posted to update all matching records. The **SAP EIM Data Quality Address Cleansing** solution can match any address in India using comprehensive rules. You can match and consolidate internal records as well as reference records provided along with the solution. Finally, the software offers predefined business rule templates that you can readily modify for fast deployment.

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SAP Data Quality Management, built on over 30 years of development expertise, provides a single, powerful tool for the measurement, analysis, cleansing, enhancement, matching, and consolidation of data. With India Localization, this tool facilitates address data cleansing across India.



### Data Enhancement

Data enhancement is the process of enriching your existing address data set by appending additional attributes to it. This provides a more complete view of your address that can help you, for example, more effectively target customers and prospects, take advantage of cross-selling opportunities, and fulfill your data quality strategy.

### De-duplication and House-holding

**De-duplication** is the process of identifying duplicate records for a specific record using the matching rules. This helps you to achieve a unique address record. The SAP Address data quality solution can do this for any address in India based on the matching rules defined for your specific business.

**House-holding** is a process of identifying similar records by matching various addresses. For example, employees from the same company can be identified and stored together. This can help companies to cross-sell or up-sell products based on related information. The SAP Address data quality solution has built in sophisticated rules that are flexible to attributes. Members of the same family accommodate business specific rules or they can be used directly.

These features independently or as a combination make the address data a lot more meaningful and less complex.

### Availability

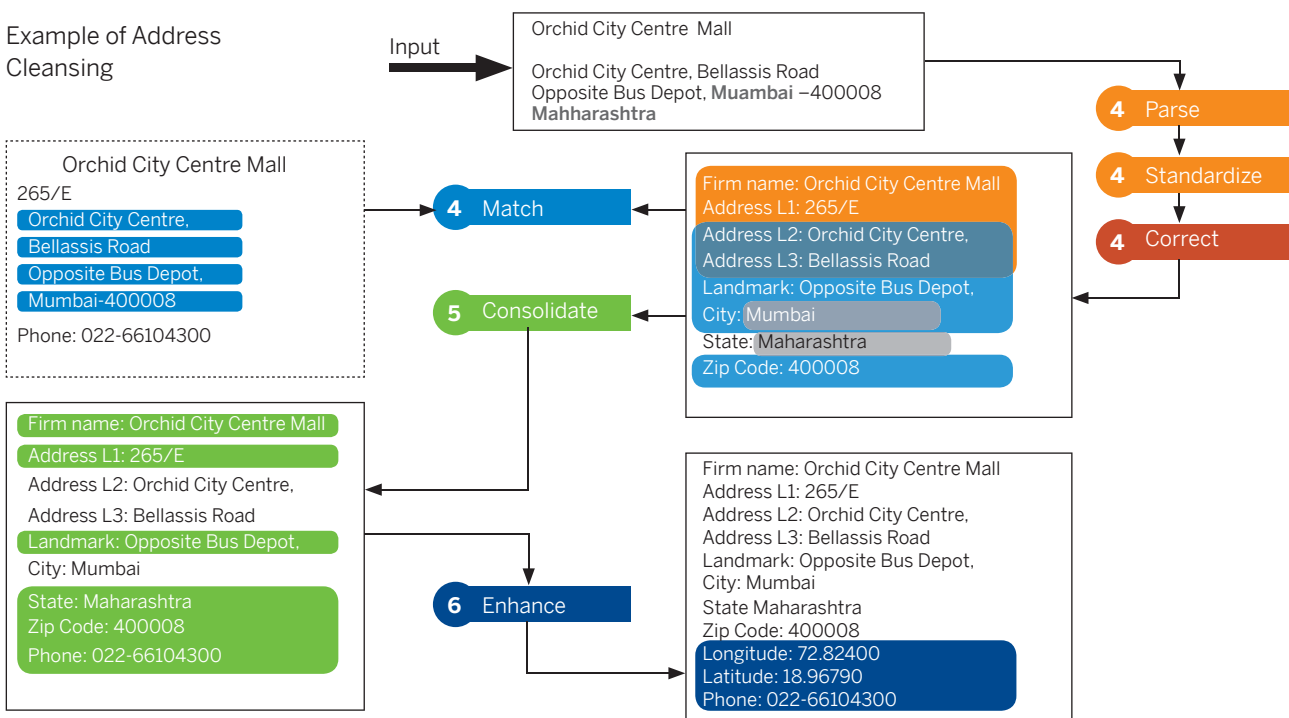
The SAP EIM Data Quality Address Cleanse Solution for India is available in the DS 4.1 release.

### Additional Information

The solution can fulfill various business needs across Industries, such as:

- **Banking and Financial Services** – Adherence to KYC Norms
- **Telecommunications Sector** – Adherence to KYC Norms, optimization of the consumer address verification process
- **Retail Sector** – House-holding for market segmentation
- **Utilities Sector** – De-duplication of consumer addresses to identify unique records
- **Automobile Sector** – De-duplication of customer addresses for sales augmentation
- **Other Sectors** – In addition to the above, de-duplication of customer and vendor addresses for business optimization

### Example of Address Cleansing



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