

SendRight™ Certified

New Zealand Post 

## EndPoint: Optimising Address Data

**ENDPOINT** IS DATAMAIL'S NEW SOFTWARE SOLUTION THAT SIMPLY AND EFFICIENTLY CLEANSSES YOUR ADDRESS DATABASE OR MAILING LIST. **ENDPOINT** MATCHES YOUR ADDRESS DATA TO THE PAF (NZ POSTS POSTAL ADDRESS FILE) ASSIGNS THE NEW POSTCODE AND FORMATS YOUR ADDRESS DATA AS PER SENDRIGHT™ ADDRESS RULES.

In order for us to assign the new postcode we need to ensure that your address complies with the new PAF based address standards. EndPoint allows us to efficiently match your address data with the PAF file and make corrections to addresses as required. This could include updating the format of an RD address, private box or bag number, or correcting road or street names and suburbs.

### BUSINESS BENEFITS

- ◆ Maximum postal discounts
- ◆ Postcode updates
- ◆ SOA certification
- ◆ Address standards compliance

### In 2008 correctly addressed mail will save your business money!

Major changes are underway to the national postcode and addressing system. From 1 July 2008 addresses will need a new postcode to qualify for VolumePost discounts. If you send bulk mail after the cut-off, an incomplete or incorrect address will cost more.

To qualify for bulk mail discounts from July 1 businesses will need a Statement Of Accuracy (SOA) certificate. The SOA states what percentage of your database's addresses match New Zealand Post's PAF. **As a New Zealand Post SendRight™ Partner we are certified to issue SOA's.**

A clean database also brings other advantages; less time will be wasted resolving and correcting postal issues, and by improving the reliability of your delivery service, you will enhance your business offering.

[www.datamail.co.nz/endpoint](http://www.datamail.co.nz/endpoint) or call 0800 DATAMAIL





Go to [www.datamail.co.nz](http://www.datamail.co.nz) and click on the above to receive your free SendRight™ health check on a sample of 5000 from your database.

#### Datamail Petone

1 Victoria Street  
Petone  
Lower Hutt 5012  
PO Box 31249  
Lower Hutt 5040  
Ph 64 4 568 8200  
Fax 64 4 568 9600

#### Datamail Auckland

18 Pukekiwiri Place  
East Tamaki  
Manukau 2013  
Private Bag 14908  
Panmure  
Auckland 1741  
Ph 64 9 271 8200  
Fax 64 9 271 8370

#### Datamail Christchurch

Unit B Dalgety Centre  
107 Blenheim Rd  
Addington  
Christchurch 8041  
PO Box 1998  
Christchurch Mail Centre  
Christchurch 8140  
Ph 64 3 343 7530  
Fax 64 3 343 7546

## TECHNICAL SPECIFICATION

### Features:

- ◆ Postcode and address cleaning
- ◆ PAF matching
- ◆ Deduping
- ◆ Name and address disassembly
- ◆ Salutation creation
- ◆ Upper and lower casing
- ◆ Merging and purging of records
- ◆ Data matching

The EndPoint software works by taking apart, or 'disassembling', address information. By breaking it down into core components, such as street number, floor number, and building name, EndPoint can then re-assemble the data in line with a set of programmed rules. Together with Datamail, you can modify and develop the rules, so that your database meets your business needs and complies with SendRight™.

## THE DATAMAIL DIFFERENCE

At Datamail we have a detailed understanding of what is required to meet the new postcode and address standards and we will work with you to develop a tailored solution that suits your needs. Tapping into a network of resources, including practical expertise and cutting edge technology, you'll find our unique people, processes and systems will deliver the right results.

## CONTACTS

For more information about our EndPoint solution contact one of the following Datamail specialists:

<b>Auckland:</b>	Kevin Tregunno	09 574 2674
<b>Wellington:</b>	Steve Keegan	04 576 4078
<b>Christchurch:</b>	Lisa Spiers	03 343 7533