

# DATABASE MANAGEMENT SERVICES

## A. DATABASE HYGIENE SERVICES

### I. Standardization

Standardization Service is the process built to validate addresses records against the Base Master confronting the postal codes to standardize (street, location, district, department, and province). The scope of the postal code and address format depends on each country.

Country	Scope of postal code	Address format
<b>Argentina</b>	A 4-digit number that identifies the address, city or neighborhood.	Address (street name/street number/floor-apartment), Partido, Localidad, Province, CPA(Postal code).
<b>Chile</b>	It is a 7-digit number of which the first 3 are a "comuna" and the next 4 numbers identify a "manzana".	Address, "Comuna", Region, Postal code.
<b>Brazil</b>	Zip codes in Brazil consisting of 8 numbers: the first digit represents the region, the second is the sub-region, third is the sector, the fourth is the sub-sector, the fifth is subsector of the divider and the last three digits represent the delivery area.	Street type, Address, Number, Complementary address, "Barrio", City, UF (state code), CEP (postal code).
<b>Colombia</b>	In Colombia nobody uses a postal code because most of the streets are divided by numerical types making easy to find them. However the government is working in a new zip code for each "departamento".	Address, "Barrio", Location, "Municipio", "Departamento".
<b>Mexico</b>	The Mexican postal code consists of five digits. The first two identify the state or part thereof and the other 3 to the "colony".	Address, Colony, Municipio, State, Postal code.
<b>Peru</b>	Peruvian zip codes are alphanumeric and used only for the districts of the provinces of Lima and Callao.	Street type, Address, Complementary address, Street number, Apartment number, District, Province, Department, Postal code

This service is provided in three stages:

**a) Automatic process**

Intelligent Standardization Tool (IST), which allow to differentiate the correct data, standardize addresses and assigning the postal code. This thread will perform the following tasks: debugging, validation, standardization and allocation of the postal code. The software performs the following functions:

Identifies the syntax elements of a sentence by using a grammar that defines valid language.

Read the record and seeks similar on the Master Streets Base, solving spelling problems and typing errors, and complete records for uniquely written. Identifies the following errors: inconsistent or incomplete addresses.

Fix, in a fast and effective way, a large percentage of database problems due to the effectiveness of this software.

**b) Semi-assisted process**

It is done to the records that cannot be resolved automatically. It is done with the assistance of operators who perform the search task to arrive at a solution.

With support of IST, records are not standardized in the previous step is divided into sub lots. Operators analyze the causes that prevented automatic normalization so as to find common parameters error, resolve and make a new automatic process. It includes the following tasks: analysis, debugging, validation, standardization and allocation of the postal code.

**c) Manual process**

All records that have not been resolved by the above processes are analyzed by Manual process. This thread will perform the following tasks: collecting, analyzing, debugging, validation, standardization and allocation of the postal code.

This process is carried out with the assistance of specialized operators with expert knowledge of the problems of local addresses, using maps and consultation of the Postal Service from each country for resolving cases.

## **B. DATABASE ENRICHMENT FOR CONSUMERS IN LATINAMERICA**

### **I. DESCRIPTION:**

With added understanding of your customers plus easy-to-implement applications, you can improve your marketing efforts, gain insight into location selection and increase customer loyalty. Capture your most productive audiences and accurately shape strategies with data enrichment from MSLA International.

### **II. PROCESS:**

Our processes of data identification are based on the following activities:

- 1. Format and upload:** It is recommended that the client sends us the field “Id Number” following the denominations for each country:

*Perú:* Documento Nacional de Identidad (DNI)

*Ecuador:* Cédula de Identidad (CI)

*Colombia:* Cédula de Ciudadanía (CC)

*Argentina:* Documento Nacional de Identidad (DNI)

*Chile:* Cédula de Identidad (CI)

*Venezuela:* Cédula de Identidad (CI)

*México:* Clave Única de Registro de Población (CURP)/Registro Federal de Contribuyente (RFC)

*Brasil:* Carteira de Identidade (RG)/ Cadastro de Pessoas Físicas (CPF)

Without this field the search process by name of each person becomes very complicated, making the use of search algorithms with the structure of our master file a must. The complete name structure per country is:

**All countries in LATAM except Brazil:** Names (1, 2 or 3), Father last name, Mother last name.

**Brazil:** Names (1 or 2), Mother last name, Father last name

- 2. Matching of data:** meaning the tables crossing using the “key” identity card.

Previous to matching it is advisable to make a pre-grouping of the information.

3. **Data consolidation:** When matching for the detection of duplicates has been used, frequently it is desired to fuse these records. It is named the consolidation process. This process can be made with 2 methods: the surviving record or the improved record.
4. **Delivery of the enriched data:**  
When the complete process is over will be used our FTP box for the files download by country along with a statistical report for each stage.



### III. DELIVERY TIME:

- Variable, depending on the records volume.

### IV. ADDITIONAL INFORMATION

- A previous test will be made to measure the match rates by country.
- In order to make the search process it is required the id numbers by record. If it is not counted on this field a full name normalization process will be made.
- For the upload and download of the data, our FTP box will be used.



## C. GEOCODING

With MSLA GeoCoding® service you can quickly and accurately map out your entire direct marketing campaign using latitude and longitude coordinates.

Once this information is attained, you will be able to better understand the spatial relationships between the location of your customer and other geographic data.

Our MSLA GeoCoding® services can help marketers analyze and manage:

- Market Penetration
- Predictive Distance
- Target Modeling
- Media Planning
- Territory Management
- Market Mapping

MSLA GeoCoding® has the following coverage:

1. Mexico: National information for 1,376,999 “manzanas”
2. Argentina: Information for Buenos Aires only
3. Peru: Information for Lima Metropolitana only