

Data Zoo Solution Proposal

DZIP Data Zoo Information Portal

Copyright © 2018 Data Zoo Limited
All Rights Reserved

This document is the property of Data Zoo and is intended for the recipient only. It may not be copied, transmitted or reproduced by any means without the written permission of Data Zoo.

The information in this document is published, "as is". Data Zoo makes no representations or warranties with respect to the information provided in this document.

Table of Contents

1.	Introduction	3
1.1	<i>Purpose</i>	3
1.2	<i>Audience</i>	3
1.3	<i>The Problem to be Solved</i>	3
2.	Data Zoo	4
2.1	<i>About our Data Products and Solutions</i>	4
2.2	<i>About Data Zoo</i>	4
3.	Data Zoo Information Portal (DZIP)	5
3.1	<i>DZIP - Online real time data hygiene service</i>	5
3.2	<i>How DZIP works</i>	6
3.3	<i>DZIP Data Cleanse Process</i>	7
3.3.1	Name Hygiene	7
3.3.2	Address Hygiene	7
3.3.3	Phone Hygiene	7
3.3.4	DOB Hygiene	7
3.4	<i>DZIP Data Maintenance Process</i>	8
3.4.1	Suppressions	8
3.4.2	Change of Address (COA)	8
3.4.3	Socio demographic profile	8
3.4.4	Latitude and Longitude co-ordinates	8
3.5	<i>DZIP Append and Verification Process</i>	9
3.5.1	Tele Append Services	9
3.5.2	Tele Verification Services	9
3.5.3	Name and Address Verification	9
3.6	<i>DZIP Data Delivery</i>	9
3.6.1	Report	9
3.6.2	New Zealand Post Statements Of Accuracy	9
4.	Example MVP Customer Phone Append Batch / Verify	10
4.1	<i>Overview</i>	10
4.2	<i>Web Interface</i>	10
4.2.1	Web Interface	11
4.3	<i>Data Security</i>	12
4.4	<i>Additional offline capabilities</i>	12

1. Introduction

1.1 Purpose

The purpose of this document is to provide a high level overview of Data Zoo's data hygiene solution, DZIP and outline the service capabilities.

Data Zoo Information Portal (DZIP) is New Zealand's next generation in instant file processing.

DZIP is a secure portal service (web based or inhouse processing) designed to assist customers better manage and update their customer data instantly in their own environment.

1.2 Audience

The intended audience of this document are staff of recipient organisations looking to clean, validate and update their existing customer data.

This document is relevant to both decision makers and technical staff, however greater technical detail is available upon consultation.

1.3 The Problem to be Solved

Acquiring customer records is a costly exercise but maintaining existing customer records that deliver revenue is a far more effective way to maximise client penetration opportunities.

Maintaining your greatest asset - your existing customer database - is vital!

Data Zoo's DZIP solution enables customers to clean, update and append additional attributes to their existing customer database including suppressions listings.

This service is available as:

- A tailored solution where Data Zoo staff will do the processing for you, or
- Access Data Zoo's DZIP solution that will enable customers to process and update their own file in their own environment when they want 24x7
- DZIP Processing
 - Online processing- Approximately 500k in 2 hours.
 - Tailored solution - Within 3 days

2. Data Zoo

2.1 About our Data Products and Solutions

Data Zoo has built the most up to date, robust and comprehensive consumer database in New Zealand.

Our data is refreshed monthly and, in conjunction with, unique data solutions and technology allows customers to make more informed decisions to communicate to their customers or prospects in a more efficient and cost effective way.

Data Zoo is committed to providing outstanding service and leadership in our area of expertise: ID Verification, Marketing Solutions, Customer Validation and Data Services.

Data Zoo is a member of the NZ Marketing Association and is Data Warranted. As such, all of our data is privacy compliant.

All data is screened against the Marketing Association's DNC, DNM and DI suppression files which are updated on a monthly basis.

Data Zoo data and solutions are all maintained in a tier 3+ data centre in Christchurch.

Data Zoo delivers expertise around:

- Identity Verification solutions
- Telephone appending, validating and updating customer data
- Marketing acquisition lists
- Data Hygiene solutions
 - Data Zoo Information Portal - DZIP
- Data cleaning

The key differentiating features of Data Zoo's suite of products are the breadth and depth of its central aggregated database and customisable delivery packages. This results in detailed and accurate verification services delivered in a customer centric way at a competitive price.

2.2 About Data Zoo

Data Zoo Limited is a New Zealand company with its office located in Parnell, Auckland. It was founded by Tony Fitzgibbon some 8 years ago. Tony has over 25 years of experience, in both the New Zealand, Australian and Asian market place.

Data Zoo's vision is to create consolidated consumer solutions on the real needs of customers and the ability to deliver consumer data efficiently and effectively in a price competitive environment.

3. Data Zoo Information Portal (DZIP)

3.1 DZIP - Online real time data hygiene service

DZIP is a secure, real time interface that is the next generation in data quality and information service in New Zealand. The service is delivered through our online portal or by Data Zoo Staff managing the data hygiene service on your behalf.

DZIP is a self service portal designed to assist customers better manage and update their customer data.

DZIP provides direct access to our name and address hygiene solution as well the New Zealand Marketing Association's Do Not Call (DNC), Do Not Mail (DNM) & Deaths Index (DL) suppression listings. It also provides direct access into Data Zoo's third party data solutions to help you validate and append additional data to your customer data.

DZIP is New Zealand Post compliant and fulfils your Statement of Accuracy (SOA) requirements for New Zealand Post as an SOA classification code is returned for every New Zealand address. An SOA certificate is issued on the complete file processed which is loaded to NZ Post SOA Logging System. This will enable a bulk discount for mailings with New Zealand Post.

3.2 How DZIP works

Customers have the option to either:

1. Access cost effective batch cleansing services via the DZIP's online secure portal and process your customer data 24x7 within your own environment
 - From the input template map in the various address lines so the DZIP knows which fields it should be looking at and which ones it can ignore
 - Pre select the work that is to be done
 - Name and address hygiene
 - Issue a New Zealand Post Statement of Accuracy on either the provided input file or cleansed output file
 - Append socio demographic profiles
 - Suppression listings
 - NZMA DNC, DNM & DI
 - Appending and Verification service
 - Verify existing customer data
 - Append additional new phone numbers (landline & mobile)
 - Append XY coordinates
 - Flag NZ Change of Address (COA)
 - Duplicate matching within the supplied file
 - An audit report is emailed when the processing of the file has been completed
 - SOA input and SOA output
 - Additional records appended
 - Suppression summary
 - Z code customer profile analysis

OR

2. Provide your customer data file to Data Zoo with your required specifications and one of the friendly Data Zoo technicians will do the job for you.
 - Data Zoo will process your requirements and deliver the data in exactly the format you require.
 - Provide new moved COA address
 - Append age bands to customer records supplied

3.3 DZIP Data Cleanse Process

3.3.1 Name Hygiene

DZIP will clean and parse and existing customer or business names.

- Split names into Title, First, Middle and Surname. Identify two names within the one name field and split into two names (e.g. Mr and Mrs Smith or Tony & Vicki Smith; or TD and VM Smith)
- Proper case all names: e.g. tony to Tony
- Append a title if none is provided by deriving gender from the provided First and Middle Names (Mr or Ms)
- Identify business names and create a separate business name field.

3.3.2 Address Hygiene

DZIP will clean and standardise existing NZ addresses.

- Validate existing addresses
- Correct existing addresses
- Assign DPIDs to all valid addresses
- Provide status on all addresses and provide error codes for bad addresses
- Proper case addresses: e.g. NAB HOUSE to NAB House; po box to PO Box
- Generate a Statement of Accuracy (SOA) on input addresses. This reflects the valid percentage of addresses compared to New Zealand PAF Address.

3.3.3 Phone Hygiene

DZIP will clean and standardise phone numbers supplied.

- Standardise the landline and mobile numbers into a consistent format with a valid flag.
 - Examples:
 - from 094796560 to 09 479 6560
 - from 94796560 to 09 479 6560
 - 4796560 to 09 479 6560. If we have a valid address we can identify an area code
 - from 0220434509 to 022 043 4509
 - from 220434509 to 022 043 4509

3.3.4 DOB Hygiene

DZIP will clean and standardise DOBs supplied.

- Standardise into one consistent format structure
 - DDMMYYYY OR YYYYMMDD

3.4 DZIP Data Maintenance Process

3.4.1 Suppressions

DZIP will apply suppression flags to the data provided.

As supplied from the NZ Marketing Association and updated monthly

- DNC - Do Not Call
- DNM - Do Not Mail
- DI - Deaths Index
 - DI Suppression file identifies and marks deceased people at various levels.
 - Customers choose the level of matching they desire:
 - Surname only
 - Initial or nickname and surname
 - First name and surname
 - Truncated names = Xin Lee can be matched to Lee Xin
 - Like names, Eg - Patrick Kerrigen can be matched with Patrick Kerrigan.
- Data Zoo Suppression file lists customers that have opted out of Data Zoo marketing solutions.

3.4.2 Change of Address (COA)

DZIP will identify people that are no longer living at the address provided.

As supplied from the New Zealand Post and updated monthly.

- COA - Identifies and marks whether people are no longer living at the current address.

3.4.3 Socio demographic profile

DZIP will provide geo-demographic social profile classifications designed to help you better understand your existing customers. *DZIP* will append profiles to all records supplied.

- Append Data Zoo socio-demographic profile information to household. The profile codes show characteristics of household. Such as Ethnicity, Family, Income, Age and life stage.
- The geo-demographic solution will segment the data provided to a household level to facilitate targeting based behavior. This will enable to show an under or over representation of your customer data compared to the NZ universe data. A Z Score is derived to show this representation

3.4.4 Latitude and Longitude co-ordinates

DZIP will Append XY's - Append the latitude and longitude for valid addresses.

3.5 DZIP Append and Verification Process

3.5.1 Tele Append Services

DZIP will append new numbers to your existing customer database

- Append new phone numbers for given names and addresses.
 - Landlines as supplied from Yellow Pages Group
 - Mobiles from permission based marketing solutions
 - Further DZIP algorithms generate match types by matching Data Zoo master phone file.
 - (Eg- A-0 means Full Name and Exact Address match)
 - B-0 initial and surname and exact address
 - C-0 surname and exact address
 - Data Zoo also provides different address matches
 - 1 means different locality address
 - 2 means different street number suffix
 - 3 means different street number

3.5.2 Tele Verification Services

DZIP will verify existing names, addresses and phone numbers supplied

- Further DZIP algorithms generate match types by matching Data Zoo master phone file. As per the Tele Append Service

3.5.3 Name and Address Verification

DZIP will Verify a name and address where a record could not be verified on the Tele Verification Service.

- Further DZIP algorithm generate match type by matching DataZoo master phone file. As per the Tele Append Service

3.6 DZIP Data Delivery

3.6.1 Report

DZIP will provide an email summary report of the results of the DZIP process.

- Email notification of when the file is ready to be downloaded
- Z Score email notification that indicates the client's profile against the NZ universe file

3.6.2 New Zealand Post Statements Of Accuracy

DZIP will provide a SOA certificate on the output address file, or if no cleansing is required, simply on the input addresses provided

- Data Zoo will lodge this certificate to the New Zealand Post SOA Logging System

4. Example MVP Customer Phone Append Batch / Verify

4.1 Overview

The *DZIP* web append and verify product will allow logged in users to upload their Customer files and append or verify Customer phone numbers to their customer records in batches covering up to 1,000,000 records at a time.

The *DZIP* web interface will be a multi-data environment where users can append multiple third-party datasets to their data.

4.2 Web Interface

The *DZIP* web is a simple to use time tested product that Data Zoo has developed. Data Zoo implements a User Guided Tour approach to swiftly and efficiently transition online users to their file end point.

The diagram below illustrates this User Guided Tour Approach.

The screenshot shows the DZIP web interface. At the top left is the DZIP logo with the tagline 'Part of the Data Zoo Group'. To the right are navigation links: 'FILE UPLOAD', 'DASHBOARD', 'ADMIN DASHBOARD', and a user profile 'TONYF@DATAZOO.CO.NZ'. The main content area is a configuration form for a file upload process.

Process Type: Simple Advanced

Job Options

- Append DataZoo Profile's
- Append Gnaf (XY's)
- Append Change of Address
- Statement of Accuracy - Input
- Statement of Accuracy - Output
- Append Z Matches(Address Only)
- Mark Duplicate rows
- Append Phone

Suppressions Options

New Zealand Marketing Association -- Do Not Mail

- Full Name, Nick Name or Fuzzy Name, Surname and Address
- Initials, Surname and Address
- Surname and Address

New Zealand Marketing Association -- Do Not Call

- Surname and Phone
- Phone
- Surname, Last 7 numbers of Phone

New Zealand Marketing Association -- Deceased List

- Full Name, Nick Name or Fuzzy Name, Surname and Address
- Initials, Surname and Address
- Surname and Address

DataZoo - Opt Out List

- Full Name, Nick Name or Fuzzy Name, Surname and Address
- Initials, Surname and Address
- Surname and Address

Map your file

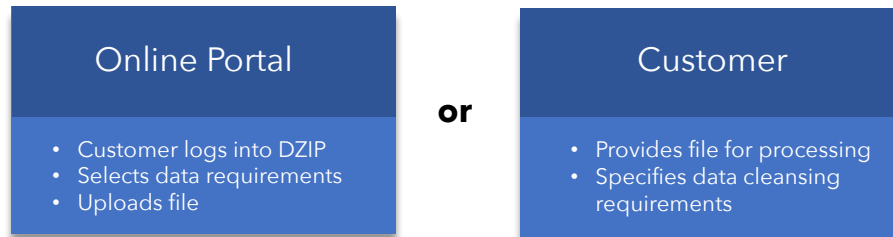
Create mapping by choosing which system option matches each source heading from the uploaded file.

Source	Target
--------	--------

4.2.1 Web Interface

The *DZIP* customer journey

DZIP Customer Journey



DZIP Process



4.3 Data Security

Data Zoo solutions are Data Warranted and as such all our data is privacy compliant. All our data is maintained in New Zealand. We also have the capability to deliver DZIP from our Sydney server if you require this ability.

DZIP is an industry leading edge solution providing:

- Data Warranted
- Privacy Managed - ISO 2700 certification compliance and privacy management.
- External audit certification of all our data and solutions
- Data servers are located in the country where the service is being offered. This alleviates cross boarder data transfer issues.

Our data is refreshed monthly and in conjunction with unique data solutions and technology allowing customers to make more informed decisions to communicate to customers or prospects in a more efficient and cost effective way.

4.4 Additional offline capabilities

This document is provided by Data Zoo (DZ) as a Solution Proposal to assist organisations to clean and validate their existing customer database. Additional capabilities including:

- Appending age profile to customer records
- Append property insights to a customer record
 - Property valuation
 - For Sale or For Rent flags
- Provide new moved COA records
 - Provide a change of address service on moved records where possible
- Director listings
- Verification against the credit bureau for specific financial modeling