BCC SOFTWARE
A BLUECREST COMPANY

ZIPFOURce™ API

The essential resource for improved transactional address quality

Losing customers to competitors is bad enough; losing them to flaws in your own records is more than any company should have to handle. The smallest database errors can cut you off from clients and turn your hottest prospects ice cold. Fortunately, one solution can help. The ZIPFOURce™ API from BCC Software helps eliminate database dead-ends by confirming addresses as they enter your system, and reducing internal data errors before they can cause serious problems.

Employing USPS® CASS Certified™ software technology and BCC Software's decades of experience in data management solutions allows your company to enjoy unbeatable address quality, and an open channel linking your business to the contacts you want to cultivate.

Once integrated into your current address-maintenance system (including many web-based applications and customer relationship management programs), ZIPFOURce becomes a gateway to USPS address information that can make a big difference to your operations.

Records are matched and standardized at the point of data entry, and essential ZIP + 4® codes, postal carrier route, and delivery point information are provided as well. Other useful details are also available, including case conversion, geocoding features (latitude/longitude), county information, and even U.S. Congressional districts. ZIPFOURce Web Service provides detailed results. Besides flagging non-matching addresses, ZIPFOURce even supplies possible reasons why they may be undeliverable, giving you more tools to ultimately reconnect with lost contacts. You'll also enjoy reduced undeliverable mail and shipping costs, and greatly increased delivery speed and accuracy.

KEY FEATURES

- » Cost-effective API
- » Available reports
- » Enhanced USPS functionality
- » Address confirmation upon entry
- » Reduced data errors
- » Reduced undelivarable mail
- » Increased delivery speed

Why let outdated or incorrect records come between you and your clients and prospects?

As sales and customer service data degrades, so does your ability to connect with current and future clients. ZIPFOURce adds to your front-end process what was once considered a back-office concern: address data standardization and matching, seamlessly integrated with many CRM and web database applications.

ENHANCED USPS FUNCTIONALITY

» Delivery Point Validation: Uses USPS DPV® technology to reveal whether an address listed in the ZIP + 4 database is actually recognized by the USPS as a deliverable destination

» LACS^{Link}®: Updates rural-style addresses to city-style formats, or renames/renumbers city-style addresses that may have been changed by local governments

» Suite^{Link}® (option): improves business address data by adding known secondary (suite) details, allowing USPS delivery sequencing where it would not otherwise be possible

AVAILABLE REPORTS

» PS Form 3553 (CASS™ Summary)
» National Deliverability Index
» LACS^{Link} Processing Summary Report

ADVANTAGES REDUCED RETURN MAIL

» Greater labor and shipping economy
» Stronger customer relationships

ENHANCED DATA MANAGEMENT

» Geocoding provides valuable latitude/longitude information
» County information and congressional districts available
» Entry-point address matching increases credit card transaction security and economy
» Enables improved point-of-entry data collection (live, web, telephone, coupons)

COST-EFFECTIVE API

» Integrates quickly and easily into most central data applications
» Pay one price for unlimited users

TECHNICAL INFORMATION

» Available interfaces include: Win32 API, COM object, .NET 1.1 class
» Interfaces work with programs written in C++, C#, Cold Fusion, Delphi, MS Access, MS SQL, Java, VB, .NET, and scripting languages (VB Script, ASP, etc.)

HOW CAN WE HELP?

BCC Software prides itself on our in-house, local customer support team, who are all USPS Mailpiece Design certified. Need assistance? Never hesitate to give us a call.

» For more information on ZIPFOURce, visit: **bccsoftware.com**