

Press Release

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STANDARDISING & GEOCODING CONTACT DATABASES FOR ROMANIA - MAJOR UPDATE

Bucharest

Geo Strategies has recently released a major update for SMARTaddress®, Romania's premium service for cleansing, standardising, postcoding and geocoding Romanian contact data.

SMARTaddress provides facilities for address cleansing and geocoding direct from a desktop computer using the Cloud. It can be accessed directly via Excel or a CRM database and can process up to 1M address records at a time.

Postcodes are fully up-to-date with latest information from Poșta Romania (2013) based on an extensive Reference Database of over 150,000 localities and street names (Poșta Română identifies just over 23,000 streets) and over 4.7 M variants (name changes plus common and not-so-common abbreviations which regularly occur in commercial databases).

Coordinate data is based on the best and latest information: over 45% of the Romanian population and 89% of the urban population can now be geocoded at building/block number, and over 95% to the nearest street centroid.

Standardised addresses can be supplied in a variety of output formats, with or without diacritics depending on the application.

SMARTaddress Parser is based on a combination of natural language processing and algorithms developed by Geo Strategies which allow for an innovative recognition of the linguistic patterns in address data. This is especially built on the Romanian language syntax and semantics and, for this reason, it generates success rates which are superior to those from generic international software for data cleaning.

Daniela Florea, CEO of Geo Strategies, said:

"We encounter so many CRM systems that contain unstructured, messy address data including numerous duplicate records. This is a huge inhibitor towards a Single Customer View – the essential for modern marketing".

"SMARTaddress not only solves the SCV problem but also allows modern marketers to visualise their customer data on a map and make informed marketing decisions".

"Basically, SMARTaddress provides a gateway to Big Data".

For more information please contact:

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About Geo Strategies

Geo Strategies was founded in 1993 and has become the leading supplier of geographic and geo-marketing intelligence for Central and Eastern Europe.

Its core expertise is built around geo-spatial information solutions, analytical and modelling tools, consumer segmentation, bespoke data services, consultancy, training, and project management.

This expertise has been developed according to internationally recognised best practices and methodologies, to which significant innovation / value is being added to make it relevant and actionable in the local context. Mosaic Romania, the national consumer segmentation framework and MicromarketerG3 Romania, is the latest development. Geo Strategies is Experian's exclusive franchise and partner for Romania.

The parser in SMARTaddress® is based on a combination of natural language processing and innovative pattern-recognition algorithms developed by Geo Strategies. It is tailored to the construction and semantics of the Romanian language and, as such, achieves far higher success rates than generic address cleansing software used internationally.

See also: www.geo-address.com