

Address Cleansing

Modern business activities increasingly depend on reliable and accurate address data. This is particularly true for CRM and data warehousing applications where unclear structures and different formats reduce the value of data.

Organisations that want to communicate effectively with their commercial partners must take steps to ensure that their data is structured correctly as everybody identifies closely with their own address.

Addresses consist of multiple elements which all-too-often result in a variety of problems. Sometimes the capitalisation is wrong, sometimes addresses are spelt incorrectly or have the wrong abbreviation. Sometimes they are based on names which have changed or names which are in the wrong word order. More mundanely, there are often spelling &/or typing errors.

A particular problem which affects Romanian address data is missing or incorrect diacritics. Also databases which haven't kept abreast of the changes from î to â.

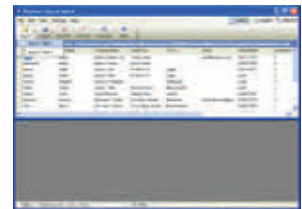
The following genuine examples from a single database illustrate what addresses sometimes look like and how they can be improved:

A.PRINCIPATELE UNITE 74 S.4, B
ACADEMIEI 21, S.1, B
AL. DECEBAL,27,IASI
ATELIERULUI 22 A S.1
AL.AMURGULUI,NR.8,DORHOI,BT.
B-DUL UNIRII NR.39 BC

Does your
database look
like this?

The result is structured,
formatted, de-duplicated
and easier to manage and
use for the future.

Str. Principatele Unite Nr.74, Sc.4, București
Str. Academiei Nr.21, Sc.1, București
Al. Decebal Nr.27, Iasi
Str. Atelierului Nr.22, Sc.A, Sector 1, București
Al. Amurgului Nr.8, Dorohoi, Botoșani
Bvd. Unirii Nr.39, Bacau



Clean data underpins optimum performance in marketing

Reference Data

All addresses are standardised according to locality names as maintained by Institutul National de Statistica (INS), and street names from Poșta Română; postcodes are also according to the Poșta Română standard.

However, experience shows that official public sources do not contain details of all streets - especially in smaller localities. For this reason, every effort is made to match street names to other public sources where available.

The Geo Strategies address database contains details of all Romanian localities, all streets listed in official databases plus a significant number of extra street names obtained from ground survey, old street names, abbreviations, and spelling variants - all with diacritics.

Data Structure and Format

Cleansed addresses can be delivered as Excel files or Access files according to customer preference. In addition, they can be provided in a number of standard formats:

With capitals -or- proper case

With abbreviations -or- without abbreviations

With diacritics -or- without diacritics

Address Enhancement & Geocoding

Postcodes

Postcodes can be added to all addresses which exist in the Poșta Română database. However, for streets which are not listed in the official database, Geo Strategies' mapping is used to allocate streets to the correct postcodes wherever possible.

Coordinates

If required, coordinates can be added to all cleansed addresses at various levels of accuracy according to their location in Romania.

The most accurate coordinates are applied wherever possible e.g. to individual buildings in the larger towns, ranging down to the centroids of villages (sat) and hamlets (cătun).

Geo Strategies is a licensed partner of both Poșta Română and INS.

Contact us

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SMARTaddress