



Uniserv is the biggest specialized provider of data quality solutions in Europe with an internationally usable software portfolio and services for data management. Our solutions support customers with initiatives for data quality projects within data integration, data migration and consolidation as well as data synchronization. Common projects for example are in the environment of CRM applications, e-Business, direct and database marketing, CDI /MDM applications, data warehousing and business intelligence.

We are currently focusing on a hot topic which can leverage the effectiveness of any business that deals with customers: customer identity resolution, which is the prerequisite for successful CRM and CEM. The ability to provide all information about your customers in the overall context is an added value that gives you a measurable competitive advantage.

For the last 40 plus years Uniserv has built up an unrivalled level of Global Reference Data which is unique in the marketplace. With country specific matching engines for both address validation and Identity Resolution, this gives a higher quality matching capability based on country specific rules and nuances.

We also have some excellent news regarding Data Governance and Data Compliance which we will be discussing to give you the opportunity to find out the state of your data and what can be done to improve your decision making using more accurate data.