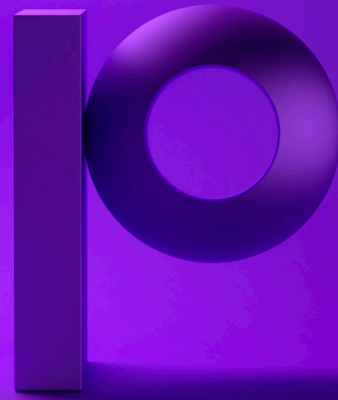




Trillium Geolocation



Rapid, Easy Integration of Precise Global Address and Geocode Data

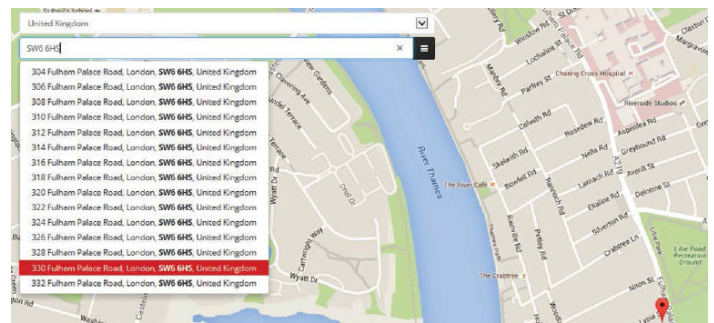
Though digital business models are an emergent, if not dominant, strategy for many enterprises, when business involves people, places or things, those models often must incorporate location information. Doing it easily accelerates the integration between the digital and physical worlds.

Trillium Geolocation provides accurate postal addresses, together with geocoding, that can be easily integrated into your business applications and user interfaces through a variety of standard interfaces. Trillium Geolocation searches, validates, corrects and standardizes address data, and enriches addresses with latitude and longitude geodata coordinates.

Trillium Geolocation can be easily integrated into your business applications to enable rapid entry of address data with a minimal number of keystrokes/mouse clicks required. It exploits rapid-key technology that generates a prospective list of addresses that is continuously refined as users select address fields. For high-volume, high-productivity environments (such as call centers, marketing registration pages and ecommerce sites), it reduces the time to complete transactions, while ensuring that the right information—properly fielded—is used. With assurance of the right data, you avoid billing and shipping errors, collection delays, wasted mailings and misdirected customer communication, all of which can often be attributed to inaccurate address information. You also improve your customers' experience by allowing Precisely Trillium technology to take responsibility for much of the data entry task.

Trillium Geolocation supports 240 different countries and territories by providing the appropriate formats, character sets, rules and postal standards. Unicode support includes a broad range of languages. The address/geodata data store includes reference data on global addresses together with geocode coordinates and other related information, with the intelligence to identify and apply the data to standard address formats. Advanced searching enables individual address components, such as house number, street, city, postal code, to be pinpointed with accuracy, with drill down to view the correct range of addresses for any data point supplied.

Available via cloud and on-premise configurations, real time or batch, Trillium Geolocation can quickly be integrated into your environment or third-party applications using SOAP, C, C++, REST, .net or Java APIs.



Trillium Geolocation address search feature can identify prospective addresses from different parts of the postal address. Data entry keystroke errors can be reduced by up to 80%.

Benefits Delivered by Trillium Geolocation

Seamless Integration

Trillium Geolocation is easily integrated within your application architecture so that address parsing, enrichment and geodata appends are accessible to users from within their applications.

Streamlined Data Entry

By minimizing keystrokes and ensuring that addresses are standardized, validated and formatted, Trillium Geolocation can save up to 80% of the keystrokes typically required to enter a complete address. This enhances productivity and reduces data entry errors.

Enhanced Online Experience

Website data collection often results in customer records that are incomplete or inaccurate. Trillium Geolocation automates much of the population of key fields, reducing the burden on customers and ensuring that data delivered to downstream operations are accurate, complete and consistent.

Increased Operational Efficiency

For multitiered channel operations, accurate addresses and geodata are important to effectively transform inbound calls or web inquiries to a complete sale or service experience.

Examples include:

- Inquiries/leads are distributed to partners in a manner that is timely, efficient and fair.
- A customer can be directed to a retail location to pick up an online order or referred to a service delivery partner/location in response to a repair request.
- Accurate delivery and efficient routing of packages and shipments are ensured by logistics operations.

Managing Risk and Avoiding Fraud

Online address verification plays an important role in detecting fraudulent transactions. Using as little as one line of an address, Trillium Geolocation instantly provides a full and accurate address, preventing incorrect information from being entered for fraudulent purposes.

Underwriting/Risk Assessment

Insurance firms use location data to better price individual risks and more accurately underwrite policies for the property damage from natural disasters.

Deployment Options

Trillium Geolocation is available via the Trillium Cloud infrastructure environment or can be deployed within our clients' own IT infrastructures. Support is available in Windows, Linux and Unix environments. Please contact your Precisely representative for specific environments and release versions.

Languages Supported:

- All Latin-based languages
- Simplified Chinese
- Traditional Chinese
- Hellenic (Greek)
- Kanji & Katakana (Japanese)
- Cyrillic (Russian)
- Hangul (Korean)
- Thai