RAF SMART MATCH

R·A·F TECHNOLOGY

SmartMatch is a configurable multi-line textual fuzzy pattern matcher with a fully integrated, customizable directory and low initial investment required for new deployments.

THE SITUATION

On average, 20% of the overall mail stream is unrecognizable due to misspelling, abbreviated street & city names, and/or improperly addressed mail. Other problems are generated by poor printing and/or troublesome fonts. The result of these problems can be severe and cause less than optimal assignment rates. The challenge directories have today is the ability to reconcile a myriad of issues and ambiguities to achieve the correct and highest level of assignment.

THE SOLUTION

Smart Match was developed to enhance the overall read rate of RAF's MLOCR and incorporates precision tuned algorithms which optimize our engine to recognize and reduce the level of character noise or poor image quality that can be generated from various printing techniques. For example, in some scenarios, part of a word can be interpreted either as the letter "m" or as two letters "rn". With Smart Match, letters are sorted to the correct delivery point because we extract all the data in the entire address block which yields an increase in assignment rates. We then cross-reference the data using fuzzy logic string searches which enhances read rates, reduces errors, and improves the overall accuracy of your mail delivery point.

Smart Match also applies RAF's patented Crystal Database technology. This technology allows us to retrieve information from our directory in a fraction of the time it would take to retrieve the same information from other commercially available databases. The bottom-line benefit: we can perform lookups on multiple address block candidates even within the most restrictive MLOCR processing windows without the need or expense of multiple higher speed processors.
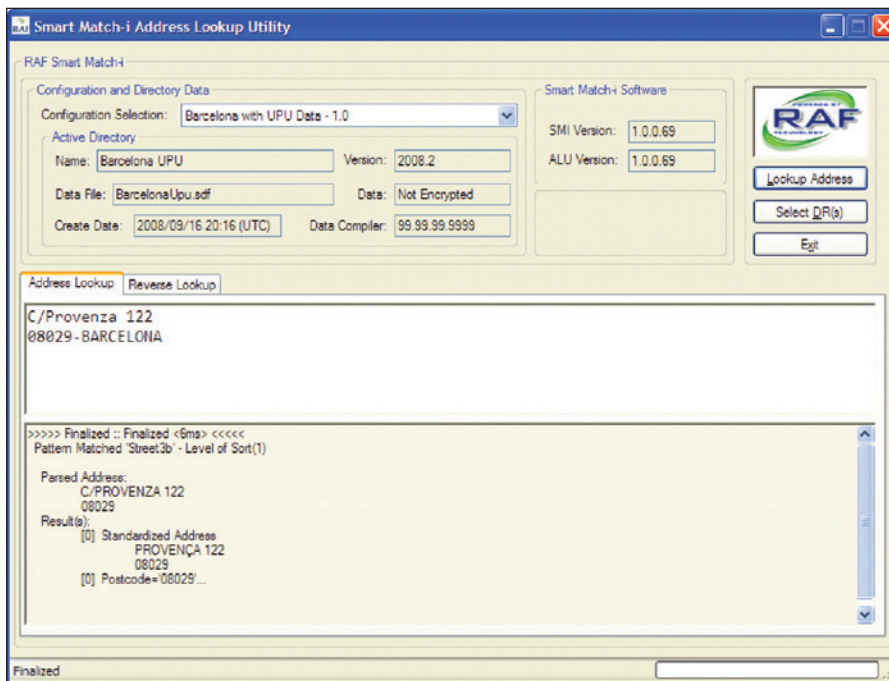
Smart Match is the most flexible directory retrieval system that works for all postal outgoing or incoming applications. Simply load your address data and Smart Match will instantly finalize millions of address records without compromising processing speed or accuracy. Smart Match offers the next generation of fully integrated address database directories that meet the latest United States Postal Service® Coding Accuracy Support System (CASS™) and Multi-line Accuracy Support System (MASS™) for cycle 'L' requirements, which includes support for DPV™, LACSLink™ and SuiteLink™. Optimized to maximize Argosy Post Platinum MLOCR software, Smart Match provides the highest level of address verification and data cleansing performance for all your domestic and foreign post address needs.

KEY SMART MATCH BENEFITS

- Provides the highest assignment rates with the lowest number of errors.

- Scalable to search millions of records at phenomenal speed.

- Optimally tuned to enhance RAF's Argosy Post Adaptive Intelligence™ Technology which dynamically adjusts in real-time to achieve the highest possible read rates.

- Extremely flexible user interface for ease of localization.

- Streamlines your maintenance operations because you have access to the same world-class RAF Technical Support that you have come to trust with Argosy Post.

RAF SMART MATCH

Smart Match is a directory retrieval system with specialized features that enhances Argosy Post Platinum by increasing finalization rates and reducing errors. Smart Match improves your overall MLOCR performance by:

• Recognizing all desired addresses

• Dynamically comparing all possible alias names

• Incorporating a flexible user interface that uses structured rules to achieve maximum results

• Minimizes address look-up times regardless of process volume. If a match exists…the record is done!

• Provides the highest performance engine which solves the most difficult addressing problems

KEY SMART MATCH FEATURES

• Automatically adapts and corrects various degrees of address corruption.

• Eliminates unwanted character noise which reduces errors.

• Differentiates multiple aliases for a name (e.g. abbreviations, or historic names).

• Flexible search rules that allow you to define multiple address block patterns.

• Provides an address & reverse look-up utility which can be used to determine routing issues.

• Customer data can be customized to generate multiple outputs (e.g. Postcode, Standard address carrier route or GPS coordinates).

• Supports both outgoing & incoming applications.

• Fully meets all Domestic and Foreign Postal Authority data requirements.

• Includes a standard interface for local and remote Video Encoding systems.

• Leverages cutting-edge technology developed for the U.S. Treasury.