

# CAPSCAN AND EXPERIAN WORK IN PARTNERSHIP TO SORT

Submitted by: MCC International Ltd

Wednesday, 15 May 2002

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Partners Launch Matchcode International For Ireland at IDMA Congress 2002

Capscan, the supplier of international address management and data-capture solutions, and Experian®, the global information solutions company, today announced the launch of Matchcode International For Ireland. Capscan and Experian have joined together to produce the first truly effective address management and data capture solution for Ireland. Demographics Ireland has been appointed as a reseller of the solution in Ireland. Matchcode International For Ireland will be launched by the partners at the IDMA Congress in Dublin on 24th May 2002.

Terry Hiles, Managing Director of Capscan, comments: "Ireland has always presented the direct marketing and home delivery industries with a bit of a problem. This is due to certain unique characteristics within Ireland. The prevalence of family names in a district, the lack of street or road names and even the absence of house numbers, all combine to create quite a problem for the direct marketing manager and the delivery driver. In the past, these addressing problems have acted as barrier to direct marketing, fulfillment, delivery and e-commerce. It is only now with the expertise of Experian Ireland and Demographics Ireland that Capscan is able to offer an addressing solution, Matchcode International For Ireland, that really overcomes these issues."

Matchcode International For Ireland has been developed as part of a close partnership between Capscan and Experian. As a result, it will be the only address management and data-capture solution linking to Experian's newly created Irish National Consumer Database. This jointly developed solution combines Capscan's expertise in address management with Experian's knowledge of market segmentation and lifestyle data. Matchcode International For Ireland will also be one of the first international address management solutions to offer the official An Post (Irish Post Office) Geodirectory as a "plug-in" data set.

Emma O'Hanlon, Micromarketing Manager, Experian Ireland Limited, explains: "The development of Matchcode International For Ireland means that Experian's clients now have the ability to standardise, clean, verify and enrich data at first point of contact with a customer. The partnership with Capscan and the creation of Matchcode International for Ireland will allow organisations to fully integrate Republic of Ireland MOSAIC and person household segmentation at first point of contact. As a result organisations will now be able to more effectively segment their database, manage address hygiene issues and generally facilitate a more automated customer and prospect management strategy. The rewards of using such a system will be seen in reduced marketing costs, improved data quality and standardised address formats, which will all allow Irish businesses to provide a more customer focused service."

Republic of Ireland MOSAIC is the most comprehensive geodemographic segmentation system available in the Irish market place. The MOSAIC classification uses data taken from both the 1991 and 1996 Census, combined with other third party data sources to identify 10 distinct groups of consumers and 32 neighbourhood types, each displaying distinctive consumer purchasing behaviour, lifestyles and socio-economic characteristics.

Experian and Capscan will be demonstrating Matchcode International For Ireland capabilities on the Experian Stand at the National Customer Service & Relationship Management (CSR) Congress on 23rd May and Irish Direct Marketing Association (IDMA) Congress on 24th May at the Leopardstown Pavilion, Dublin.

#### About Experian

Experian helps organisations find the best prospects and make fast, informed decisions to improve and personalise their relationships with their customers. It does this by combining sophisticated and intelligent decision-making software and systems with some of the world's most comprehensive databases of information on consumers, businesses, motor vehicles and property. Through multi-channel delivery of its products and services, Experian enables its clients to conduct secure and profitable e-business and develop state-of-the-art CRM systems for communicating and building one-to-one relationships with customers. Experian is a subsidiary of GUS plc and has headquarters in Nottingham, UK, and Orange, California. Its 12,000 people support clients in over 50 countries. Annual sales exceed £1 billion.

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For more information, visit the company's web site on <http://www.experian.com>

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#### About Capscan

Capscan is the leading supplier of international address management and address data-capture software. The company's flagship product, Matchcode, is a fully functional address management system, available

as a stand-alone programme for data capture, a web-based tool for online data capture and as a tool for batch cleansing of commercial databases. Matchcode for Ireland is part of Capscan's Matchcode International product range. In addition to Ireland Capscan offers international addressing solutions for Germany, France, Spain, Italy, Netherlands, Austria, Switzerland, Belgium, Luxembourg, Portugal, Sweden, Australia, the USA and the UK. Poland and Canada will soon be added to this list. In addition, Matchcode UK address data can be integrated with; Ordnance Survey data sets - to allow mapping and logistics rationalisation. Capscan are also experts in the integration lifestyle and other data sets into address databases to support and rationalise canvassing or marketing activities throughout Europe.

For more information visit <http://www.capscan.com>

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