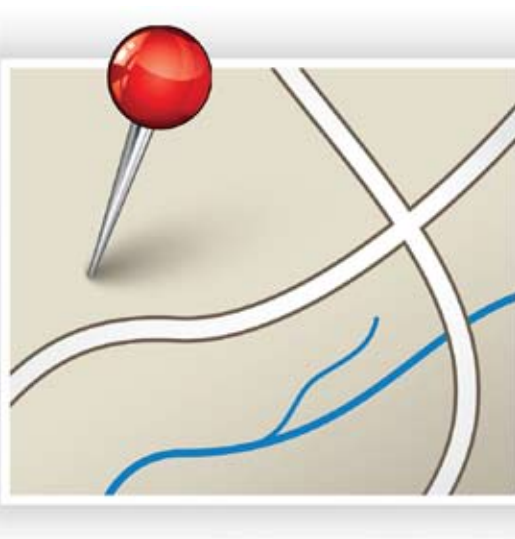




NUMBER ONE FOR GAZETTEERS

# Symphony iMatch

Data matching software for BS7666 standardisation



## Symphony iMatch

Match, geocode and search your BS7666 Gazetteer

Symphony iMatch is an easy to use software solution that allows you to standardise and empower all of your existing address data. It can be used to validate, cleanse, update and geocode your address data, and gives you the ability to ensure that all of your departments are 'singing from the same hymn sheet' via the tagging of Unique Property Reference Numbers (UPRN).

Symphony iMatch allows for 'Address Matching', which is the process of taking two separate sets of addresses and matching them against each other in order to tag the attributes of one to the other.

With Symphony iMatch, the address matching process allows you to add a wealth of address attributes such as the Unique Property Reference Numbers (UPRN) and geographic coordinates to your existing data.

One of the most valuable elements of address matching is the ability to attribute the UPRN, which will give your existing data significantly more currency.

The UPRN is an address identifier that is used throughout local and central government, the NHS and the emergency services, and is rapidly becoming the de facto address identifier across the UK.

By using the process of address matching throughout all departments, you can ensure that they are all using and referencing the UPRN.

This in turn can guarantee that in all instances, all of your staff are referencing the same properties, thereby reducing errors and offering a better service to your customers.

### Address Cleansing

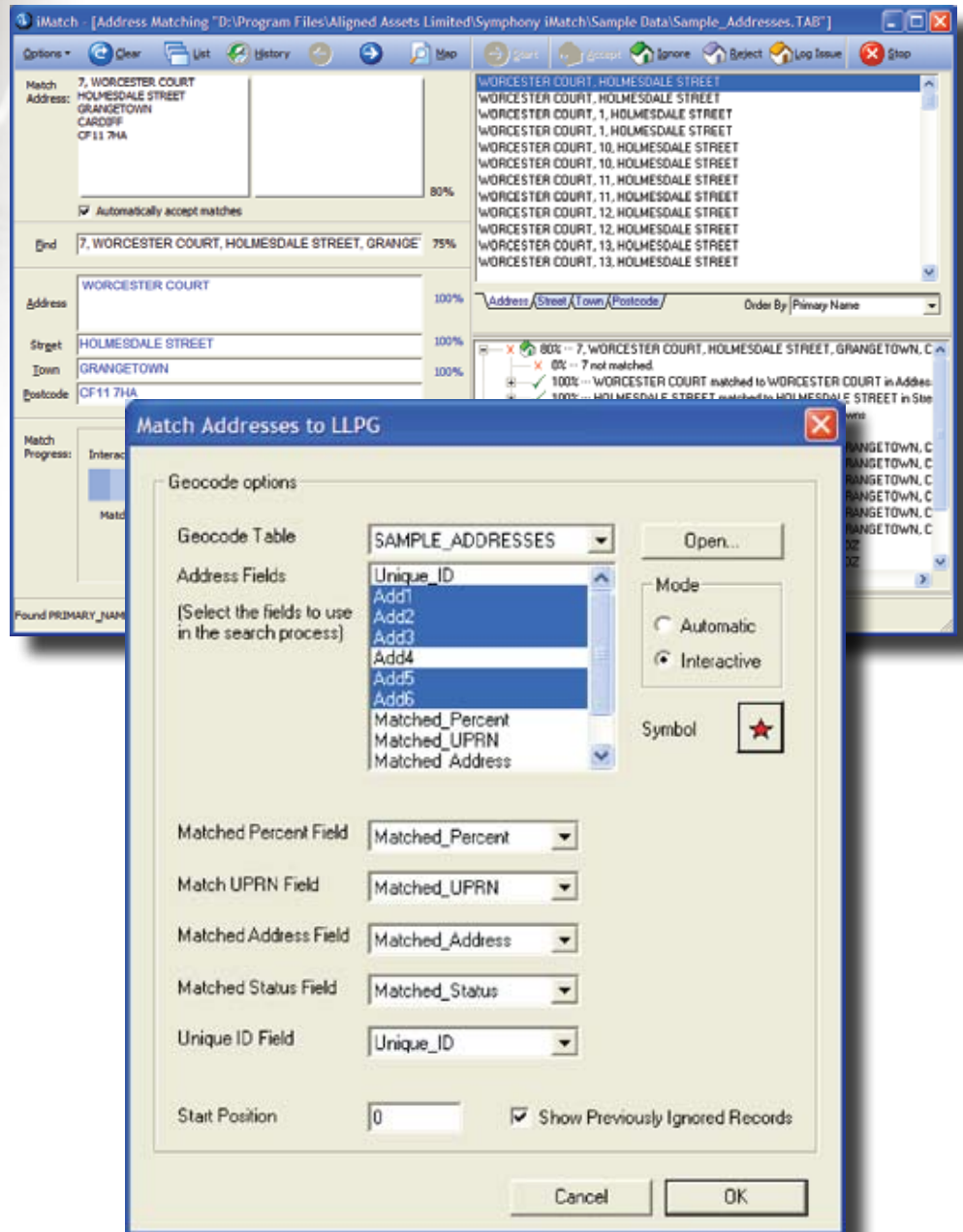
- Ensure all your addresses have accurate, correctly formatted post codes
- Fill in the gaps created by missing addresses
- Give your company a better image by ensuring that postal addresses are accurate
- Significantly reduce the perception of your company's mailing as junk mail
- Will ensure you are consistently using accurate data
- Can ensure that the latest address data is available when new customers are acquired
- Save you money by ensuring that non-existent or duplicate addresses are removed

*"The National Address Gazetteer is the definitive address dataset and should be used throughout an organisation as the basis for all other address data. Symphony iMatch enables the standardisation of this other data and releases the power of BS7666"*



## Key Benefits of Symphony iMatch

- Enables the correction and synchronisation of key business systems
- Records a full history of matched records
- Allows for the creation of system cross referencing by tagging all address files with a Unique Property Reference Number (UPRN)
- Creates BLPU Cross Reference import files from your matched address files for importing via the Symphony Import application to update your NLPG data
- Select from a list of addresses that share for example a street name or postcode
- Geocode your own data files, creating points in the appropriate buildings
- Set the threshold score for level of matching accuracy per use
- The ability to display Search History and Address List panels
- Can be run in either Automatic or Interactive mode
- Can be utilised as a stand alone application to locate addresses and paste into other applications such as MS Word
- Geocoder to enable your data to be viewed spatially
- When used in conjunction with MapInfo Professional the user is able to find an address and MapInfo will then zoom to that position on the map
- During interactive matching one can choose to Accept, Ignore, Reject or Log Issue
- Included is a Remember Match feature that improves the hit rates when known mismatches are identified



## What is Address Cleansing?

Address Cleansing is the process of ensuring that your organisation's address data is fit for purpose.

Because Symphony iMatch uses the most up to date address data available, it can be used to cleanse your existing data and ensure that it too is accurate, complete and up to date.

## Why Address Cleansing?

Accurate addresses are essential to the efficient and effective operations of any organisation. Either through entry errors or degradation over time, address data can begin to lose its accuracy, which in turn can have a detrimental effect on your business processes.

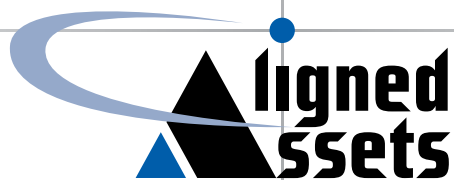
## Geocoding

Geocoding one's address data is essential for the successful implementation and use of Geographical Information Systems (GIS).

Symphony iMatch can be used to transfer the coordinates from the NLPG/NAG to other address databases making the data fully compatible with background mapping and aerial photography.

This gives the ability for each department's data to be viewed spatially and facilitates a new and accurate method of data management. It gives a better understanding of assets and customers, whilst the better forecasting, long term planning and risk assessment it offers will improve operational excellence.

Aligned Assets Limited  
Unit 5, River Court  
Albert Drive, Sheerwater  
Woking, Surrey GU21 5RP  
United Kingdom



Tel: +44 (0) 870 750 8 750  
Fax: +44 (0) 870 750 9 750  
Email: [sales@aligned-assets.co.uk](mailto:sales@aligned-assets.co.uk)  
Web: [www.aligned-assets.co.uk](http://www.aligned-assets.co.uk)