

# Maintaining Accurate Addressing

Accurate addressing isn't just the result of a data matching exercise, but something that needs to be carried forward and executed day after day.

A whole plethora of new data will come into an organisation on a daily basis, much of which will contain an address component.

Not only is it inefficient to have people manually entering these addresses, but can led to higher number of errors and this data will not contain the UPRN that is so important for joined up working.

The solution is to source all new address data directly from AddressBase and to utilise the web services in Aligned Assets' SinglePoint to ensure that they are entered into your systems.

## Web Services

Without going into too much detail, web services are simply a way that different pieces of software can 'talk' to each other.

In the case of AddressBase and SinglePoint, it allows for any number of third party systems such as CRMs to search AddressBase through SinglePoint, find the required address and then bring it back into the system.

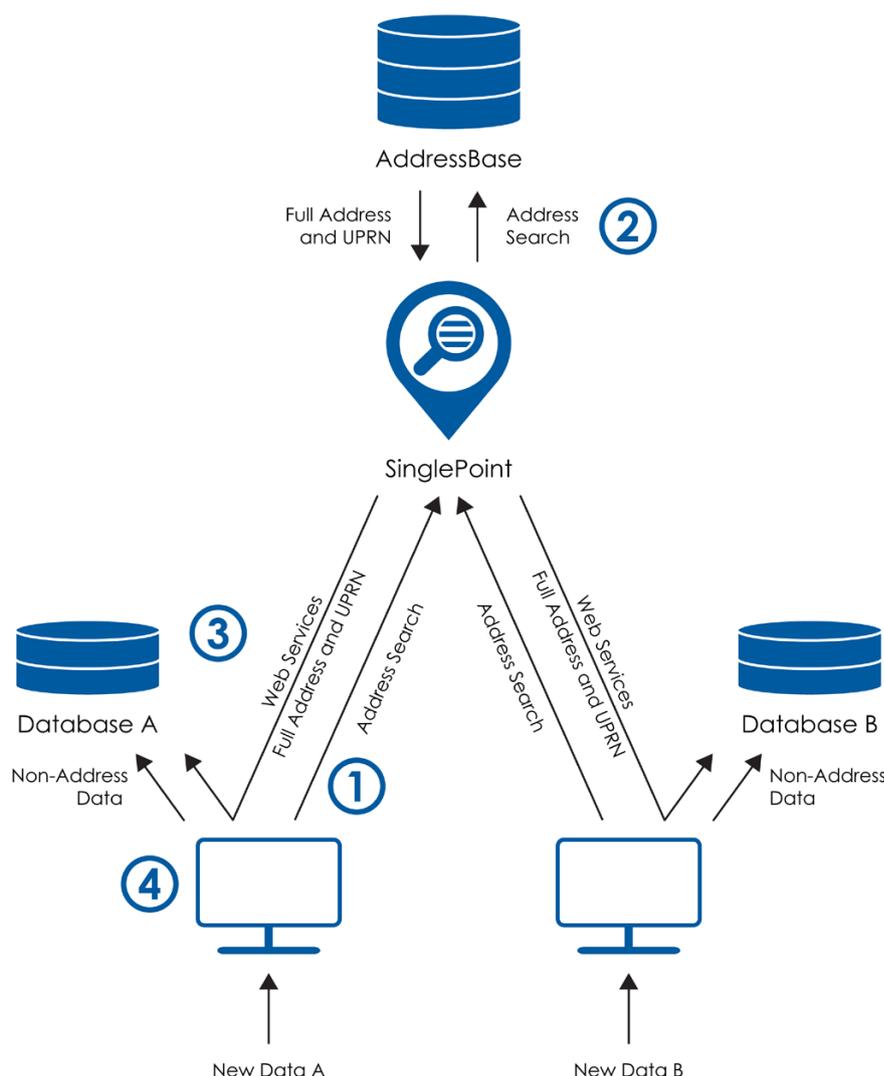
Whereas the manual entry of the address is error-prone and time-consuming, through web services, this can all happen in a matter of seconds with minimal keystrokes required.

One of the key advantages of this system, in addition to the accuracy and use of the UPRN, is that it

only requires one deployment of SinglePoint and AddressBase, with all third party systems accessing this whenever needed.

This not only saves money in

infrastructure costs, but means that you only need to import changes to AddressBase once and have all systems be able to instantly access those changes.



1. As new data comes in the address is searched via SinglePoint
2. SinglePoint locates the address in AddressBase
3. The address and UPRN are pulled into your third party system via web services
4. Non-Address data can then be entered alongside this information