Hong Kong EasyAddress

Cleansing Unstructured Addresses & Identifying Location

EasyAddress is a powerful application tool that offers robust functionalities to assist corporations in managing their large customer database and to visualize such information on digital maps.

Providing Location Identification (XY Coordinates)

EasyAddress employs a unique geo-coding engine tailored for local address characteristics. The geo-coding process translates addresses into X,Y coordinates and matches the relationship between addresses and geographic features. Once addresses are matched, the customer records containing the addresses can be mapped and visualized in digital maps and GIS applications.

Address Standardization and Cleansing

Corporations are usually faced with the problem addresses with wrong information or unstructured formats that cannot be used for accurate data analysis purposes. With the support address database master, EasyAddress can perform address validation to verify correctness of data content; and address transformation (from unstructured ones to structural database formats) for data cleansing and data mining purposes.

Language Translation

As uses of Chinese characters in mailing is becoming popular now, EasyAddress supports the translation of input address from English to output address as Chinese, or vise versa; thus, saving corporations time and effort for the translation.

High Performance and Reliability

EasyAddress can perform address search and validation in sub-seconds (depending on hardware configuration). It can be run at real-time mode interfacing with external system, or at batch mode that processes the input address as batches.

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Application Areas

- Address Identification
- Standardization of addresses
- Chinese/English address translation
- Location analysis or geographical analysis
- Demographic analysis
- Market segmentation analysis
- Integration with GIS applications
- Online validation of address correctness and existence

Major Functionality

- Recognize true address and confirm its existence in the Hong Kong master address database
- Correct and completes full details of the input addresses in case there are spelling mistakes and incomplete data attribute/field
- Translate unstructured or free-format addresses to structural addresses with defined field values
- Translate Chinese addresses into English or vise versa
- Assigning XY coordinates for matched records for pin-mapping and GIS applications

Comprehensive Address Database

EasyAddress comes with a comprehensive address database that contains most up-to-date address information. The address database is maintained and supported by a team of GIS professionals and data research team. The data update release is scheduled at quarterly basis. A Data Loader program is supplied to assist customers to upload and refresh the database with the update releases.

Modular Components

EasyAddress is designed as a module that can be integrated into most computing platforms and application solutions. It has standard system interface that can exchange data and talk with external systems easily.

Supported Platforms

EasyAddress can run on different computing platforms that include:

- All Windows platform
- Linux OS
- UNIX OS: IBM AIX and HP UX

Supported Database Systems

EasyAddress supports all relational database systems that include:

- Oracle RDBMS
- MS SQL Server
- IBM DB2
- SAS Database System

Optional Products and Services

- Address Cleansing, De-duplication and Standardization
- Demographic Analysis
- Customer Analysis
- Hong Kong CensusPro 2001 GIS Package
- Fleet Management System
- GIS packages

AiSoft Logistics Solution Limited

Tel: (852) 3157 1822

Fax: (852) 3016 9737

Email: sales@aisoft.com.hk

URL   http://www.aisoft.com.hk