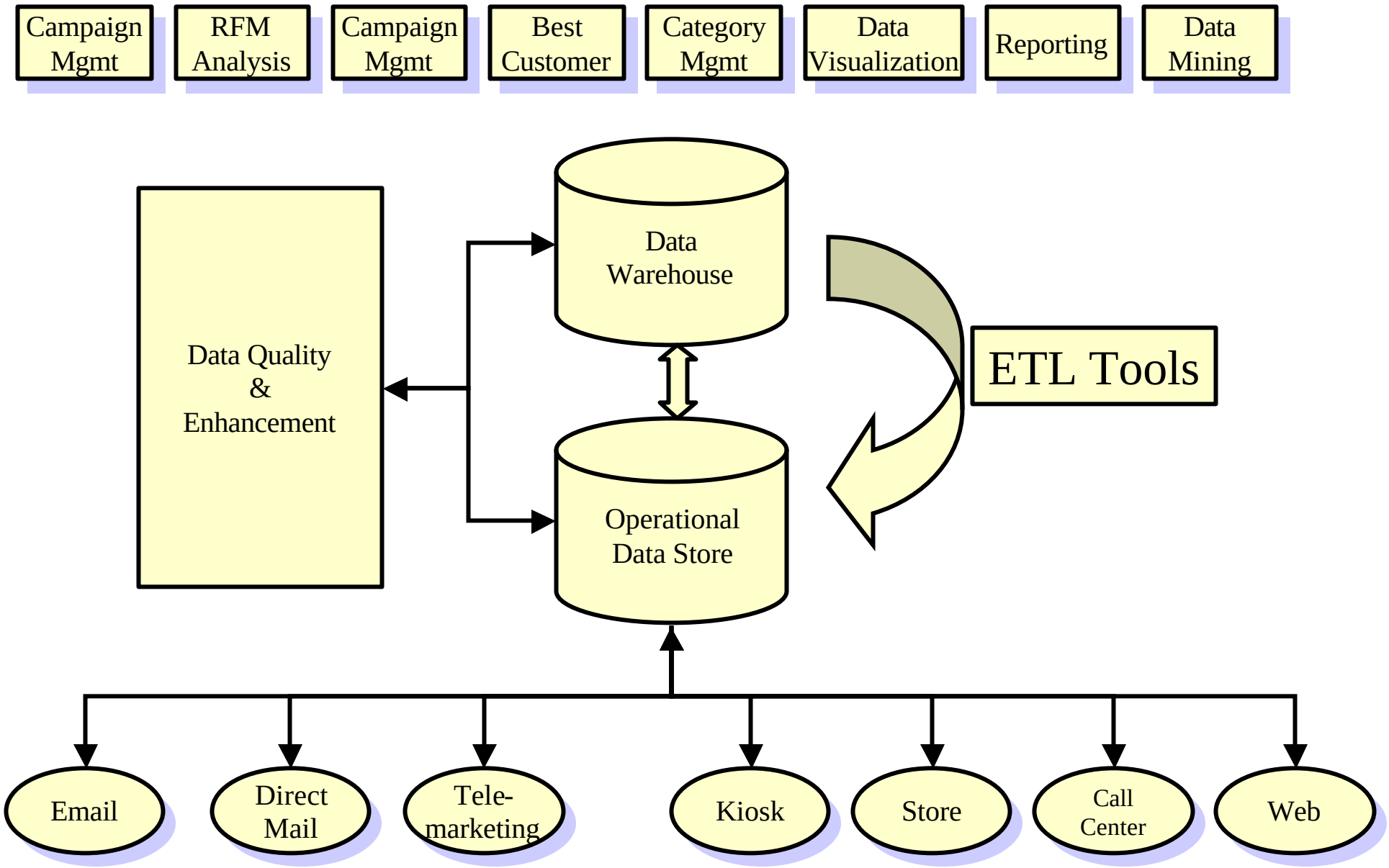
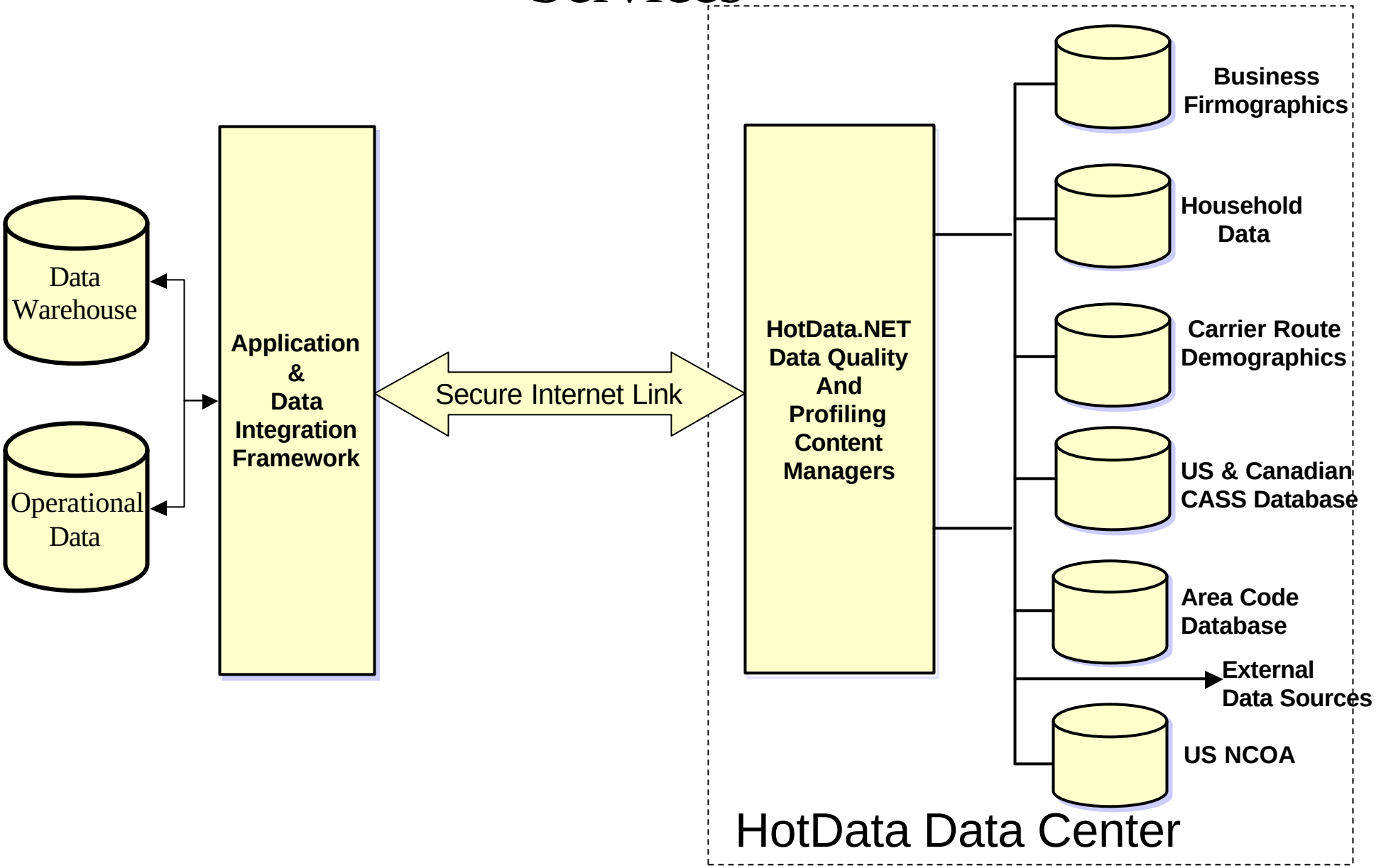
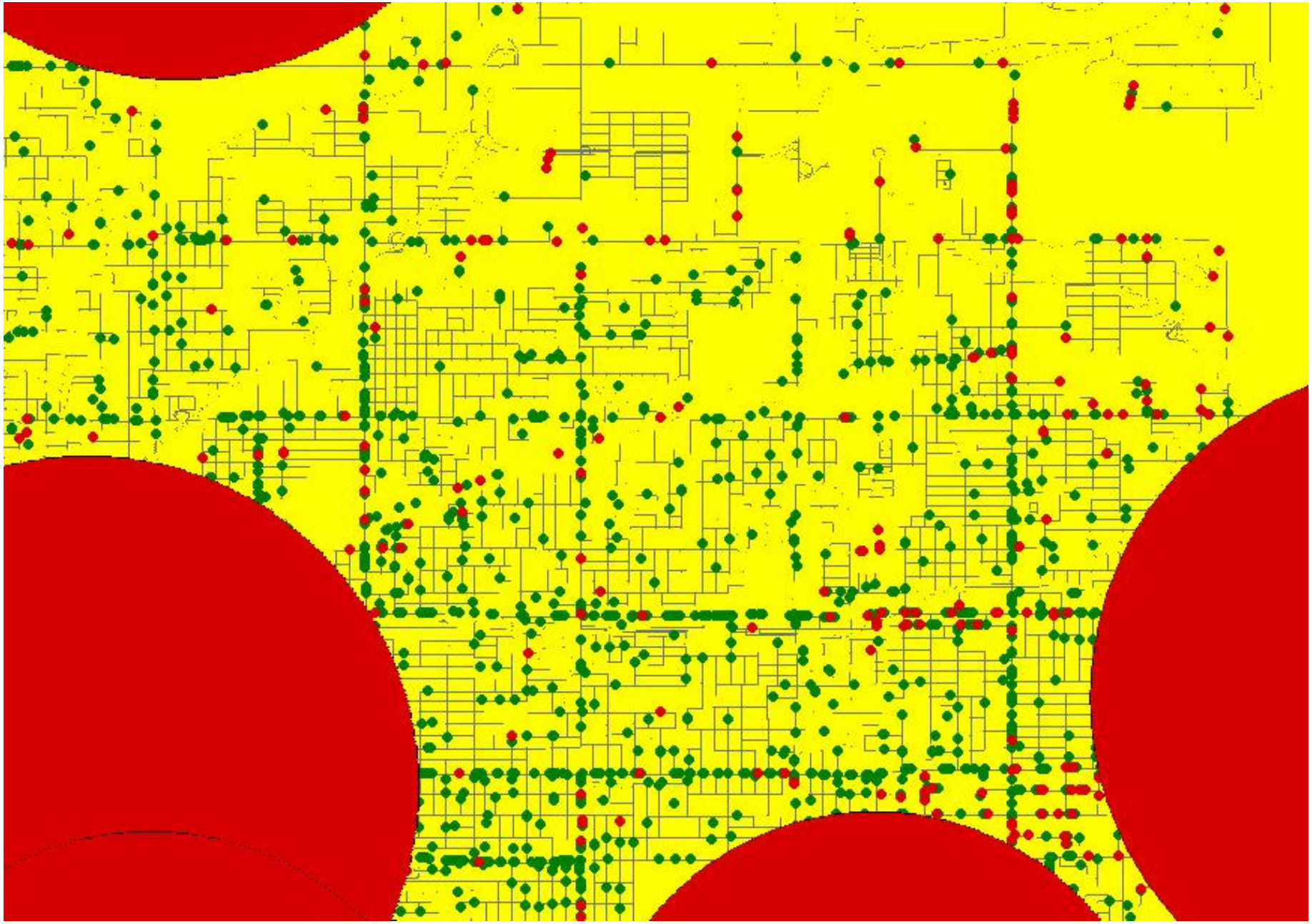
CRM Customer Intelligence Architecture



Services & Business Models

- Address Data Quality
  - Deliverability
  - Standardization
  - Change of Address
  - Geo Coding
- Data Rationalization & Standardization
- Consumer Data Enhancement
- Business Data Enhancement

- Build & License
- Service Bureau
- Service Provider

HotData Data Quality and Enhancement Services