

Trillium Precise

Trillium Precise is a customer data quality and enrichment offering available as an option for organizations that are using the Trillium Software System (TSS), Trillium Cloud or Trillium's integrated CRM solutions for Microsoft Dynamics CRM® and Salesforce®. Organizations can now extend their data cleansing and enrichment capabilities to include verification of email addresses and phone numbers, as well as enrichment with attributes like age and gender data that are associated with the contact points. With Trillium Precise, organizations can ensure a more accurate, detailed view of their prospects and customers, a view that spans physical addresses (via Trillium's core offerings), as well as phone and digital communications (via Trillium Precise).

Trillium Precise keys off the name of a person or business to verify the accuracy and viability of the primary contact points for that name, such as postal address, phone and email. For example, given a name and mailing address, Precise can append the phone number associated with that identity. Or conversely, given a name and phone number, Precise can populate the record with the associated postal address. Beyond baseline verification, Trillium Precise can also identify certain attributes that are derived from metadata associated with a communications channel (e.g., whether a phone line is temporary or an email address is in operation.) Such attributes can serve as valuable inputs for scoring, segmentation, targeting and customer data analysis.

With Trillium Precise complementing Trillium's enterprise data quality solution and its integrated CRM solutions, organizations now have the benefit of a world-class enterprise data quality solution—acknowledged as an industry leader by the Gartner Group for eleven years in succession—that supports the primary points of communication (physical and digital) used by modern enterprises to interact with their existing and prospective new customers.

Trillium Precise is available in two versions

- A customer data enrichment toolkit with which organizations can build customized solutions within the Trillium Software System or Trillium Cloud. In this mode, all the features of Precise are potentially available for inclusion in the end solution.
- An application-specific enrichment offering for Trillium's integrated data quality solutions for Dynamics CRM and Salesforce. This is a subset of the overall features concentrated on email and phone verification and append services.



 **Email Services can determine:**

Whether the registered name for an email address matches your records

Whether there's a name registered for an email address

Whether an email address is active and receiving messages

Whether an email address is associated with a disposable service

Whether an email address was automatically generated

 **Internet Protocol (IP) Services can:**

Identify whether an IP address uses a proxy server

Identify whether the location of the IP address is the same as the postal address

Determine the distance between the above two addresses, if different

Report the distance between a phone's registered address and the geolocation of the phone

 **Telephone Services can determine:**

Whether the owner name for a phone number matches your records

The subscriber name associated with a phone number

The subscriber's geographic location

Whether a phone number is valid, inclusive of area code

The carrier for the number

Whether the number is currently in service

Whether the number is associated with a prepaid service

Whether a number is toll-free, international, fixed/non-fixed VoIP or premium (e.g., 900)

Whether a number is associated with a business

The age (in five-year ranges) of the phone subscriber

The subscriber's gender

 **Postal Address Services determine:**

Whether a name matches the address

Whether the address is a valid existing address

Whether the address is currently receiving mail

A summary score (1–4) of ability-to-contact

Whether it's a P.O. box or a single- or multi-unit dwelling

Whether it's a residential or commercial address

Age of residents over 18 (in five-year increments)

Gender of the primary resident

Trillium Precise integrates with the latest versions of TSS (Release 15.4), Trillium Quality for Salesforce (Release 1.3) and Trillium for Microsoft Dynamics CRM (Release 2.2), as well as subsequent releases of those offerings.