

Melissa Data Releases Contact Verification Plug-in for Pentaho Data Integration

New component allows database administrators to standardize, clean and improve data during migration

RANCHO SANTA MARGARITA, Calif. (December 6, 2011) – Melissa Data Corp, a developer of high performance data quality and address management solutions, today announced the release of its new Contact Verification plug-in designed for Pentaho Data Integration (formerly Kettle). The plug-in provides a graphical user interface that can be used to parse, validate, correct and standardize U.S. and Canadian addresses, phone numbers, email addresses and full names. The powerful new tool will also geocode addresses to provide latitude/longitude coordinates in addition to other demographic and geographic information.

“Creating a data verification plug-in for Pentaho Data Integration was a natural fit because a data integration platform is the ideal place for users to perform data quality operations during the ETL process,” said Greg Brown, director of marketing for Melissa Data.

Other components will soon be introduced, including:

- **SmartMover Component** - adds new “moved to addresses” using USPS® and Canada Post data
- **Fuzzy Matching Components** - links or merges related records
- **Validation, Cleansing & Normalization Component** – corrects data values, trim white spaces and remove invalid characters
- **Profiler Components** – gathers statistical information and pattern values in the data
- **Monitoring Component** – analyzes data trends over time

A free trial download of the Contact Verification plug-in for Pentaho Data Integration is available at www.melissadata.com/pentaho or by calling 1-800-MELISSA (800-635-4772)