



here

Make your address data work for you

Ensure accurate business contact data and improve efficiency with SAP® data quality solutions enhanced by HERE location data

Scalable solutions to manage the challenges of data quality

Whether you are delivering goods, packages or professional services, incorrect and unorganized information in your database can lead to late or missed deliveries and service appointments. This may result returns, cancellations or extra delivery runs. Ultimately, an address database that contains errors will lead to dissatisfied customers and lost revenue, impacting your bottom line.

Efficiently managing address data can be a real challenge, especially if you have many contacts and data entry points for different people, such as suppliers, customers and employers. What's more, if your business relies on online and open data sources for getting the right address, there is a high risk of getting it wrong.

Without a centralized and integrated application for managing addresses across your company, it's hard to trust the data you rely on to run your business.

Start making accurate address data the new normal.

Minimize duplicates and errors. Maximize customer satisfaction.

Accurate and complete location data yields on-time deliveries and high customer satisfaction. It also eliminates return mail, increased packaging costs and compliance fines for incorrect addresses. And it can improve business insights and facilitate decision-making.

Simply embed address cleansing and validation and geolocation services within any of your business processes or SAP® applications, and have more confidence in your address data.

No matter if your business operates in a single country or across the globe, or whether you prefer to manage your data on-premise or in the cloud, SAP offers data quality solutions that can easily be integrated with already-deployed SAP® solutions.

Get started with SAP Data Services® or SAP® Data Quality Management, microservices for location data and benefit from the built-in location data and services from HERE.



The cloud-based solution

SAP® Data Quality Management, microservices for location data is a cost-effective, user-friendly and easy-to-integrate solution for address cleansing, validation and geolocation services.

Enhanced by accurate HERE map data and advanced forward and reverse geocoder services, the SAP microservices ensure high-quality and consistent address data in any application interface where you enter addresses, including for marketing, customer service and delivery.

These complete stand-alone services, powered by the SAP Cloud Platform are instantly accessible through your already deployed SAP® applications, thanks to many built-in integrations.

Scalable and cost-effective

- Covers over 240 countries worldwide, including China*, South Korea* and the Russian Federation
- Ideal for companies that want to manage their address data with a cloud-based solution, or that already have an on-premise solution and are expanding their business to other countries
- Offers maximum value for your IT spend through a consumption-based pricing model

Spend less time entering and checking data

- Intuitive pop-up interface requires no user training
- Auto-complete function speeds up typing and completes the address when not all details are known
- Misspelled street names or inaccurate postal codes are instantly validated and corrected upon entry, eliminating the need for time-intensive manual checking
- Reduces time for data input by field staff, order intake, sales support, delivery and service planning, customer support, etc.
- Batch cleansing significantly reduces the time needed to correct contact data

Stay connected with customers

- Delight your customers and suppliers by making it easy for them to enter their addresses
- Eliminate duplicate addresses across your business systems
- Make it easy for your staff to find the right address

Enrich your data

- Geocoding provides location data for regional analysis of e.g. service requests
- Microservices help to assign locations to the right official government zones or census areas

*due to local law and regulations, restrictions apply

<1%

Washing solution provider for the foodservice sector, Winterhalter used SAP® Data Quality Management, microservices for location data to reduce the error rate for thousands of customer addresses to less than one percent.

~97%

Faucet manufacturer Moen Incorporated used SAP® Data Quality Management, microservices for location data to reduce user support requests by around 97%.

The on-premise solution

SAP® Data Services is data management software providing data quality, cleansing and data integration capabilities for on-premise applications. To ensure the reliability of location data, such as customer addresses, SAP offers Address Directories and Geocode Directories for address data cleansing and geocoding.

Enhanced by HERE Map Data and HERE Geocoder services, SAP Data Services provide world-class location data and services and is ideal for companies that process and manage a large amount of addresses within a particular country and want to keep their data on-premise.

SAP® Address and Geocode Directories

The address directories and geocode directories are independent entities that are licensed separately. If you own both the address and geocode directories for a particular country, you can use the geocode directory to append the geocode data (longitude and latitude data) to an address. The address and geocode directories can be used with or without each other.

SAP® Geocode Directories provide longitude and latitude data that can be used to provide geo-spatial coordinates or addressing information based on these coordinates in reverse geo-coding. HERE provides advanced geocoder services for Australia, China*, France, Germany, Mexico, Russia, Switzerland, United Kingdom, and the USA. SAP fine tunes the HERE geocoder services for optimal performance, and packages it into a proprietary format compatible with SAP data quality management solutions.

On-premise meets cloud-based

Thanks to many built-in integrations, SAP® Data Services can easily be combined with SAP® cloud-based solutions such as SAP® Data Quality Management, microservices for location data. For businesses expanding to other countries and want to avoid upfront license fees, the microservices can easily be added to provide instant access to integrated geocoder and address cleansing capabilities for 240 countries and territories.



Why accurate location data leads to better business outcomes

To ensure that you get the right address every time, HERE works behind the scenes so that you can tap into the fresh, accurate and complete map and addressing data. For example, the HERE geocoder service leverages a curated database of more than 364 million

point addresses globally to get you precise location information. For example, a point of display on a map and a routing point are often not the same. Not knowing this can have a big impact on delivery route planning.



Let us help you deliver for your customers

Local precision at global scale

Containing up-to-date, consistent and globally aligned descriptions and characteristics of all geo-referenced features, HERE Map Data provides an unparalleled source of location data.

Seamless integration of location intelligence

HERE location data and services are embedded into and offered as add-on to a wide range of SAP® solutions for on-premise, hybrid and cloud-based environments. It is now easier than ever to enhance the value of your data and services even without having your own team of geo-spatial experts.

Built-in quality

HERE is an SAP silver partner. Quality is part of our DNA. With over three decades of experience collecting, building and delivering enterprise-grade, location-based data and services, HERE provides highly accurate map data and location services that you can rely on.

Security and privacy

Focus on your business and customer relationships knowing that yours and their data is safe and reliable. SAP and HERE help ensure your compliance and data security in the cloud and within an on-premise data center. To this end, HERE's location services are GDPR-compliant.





Want to find out what HERE can do for you?

Get in touch

About HERE Technologies

HERE, the Open Location Platform company, enables people, enterprises and cities to harness the power of location. By making sense of the world through the lens of location we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or an enterprise optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit 360.here.com and here.com

