



When looking for an Address Verification solution our criteria was simple: It had to be simple to use and robust. Datablue AVM has proven to be this and much more.

Although initially purchased for batch validation of addresses within our database, we have found the additional functionality of Datablue AVM especially useful. The MS Office integration has enabled us to ensure all our addressed mail is barcoded to attract postage discounts and the rapid data entry feature has saved us significant time in entering new address data. Incorrect addresses that we previously would have assumed to be correct when entered into our database are now identified at the point of entry. This has ensured the ongoing accuracy of our address data.

This improved address accuracy has seen a dramatic reduction in returned mail and saved us thousands of dollars in wasted postage.

As a provider of cutting edge technology solutions it is imperative that we choose innovative and professional software vendors. Datablue has proven to be one such vendor.

Thank you, Datablue, for providing such an intuitive, reliable and feature rich offering.

S. R. Russell  
Founder