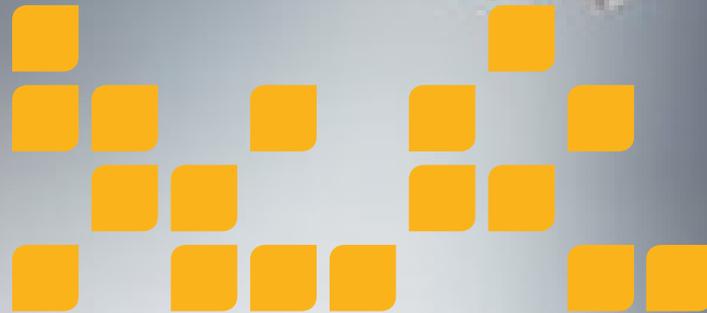


About API411

Need fast,
easy access
to accurate
customer
information?



API411

API411 is an automated customer identification solution for easy access to accurate, immediate and comprehensive customer data.

API411 enables call center, point-of-sale and CRM operations to reduce the time spent gathering, entering and verifying customer contact information by automatically populating fields using the best available name, address and telephone number data. API411 is easy to set up, integrates seamlessly with existing applications, and is powered by W3 Data, a leader in search technology.



API411 is the most accurate and up-to-date name, address, and telephone information available, delivered in sub-second time.

ACCESS CUSTOMER DATA IN REAL TIME

With API411, you can access over 2600 data sources and choose from a variety of data ages, for the best information and best fit with your budget.

- Reduce handle time and data entry errors with fast and accurate name, address and telephone information for screen pops, call routing or identity verification.
- Verify addresses to prevent fraud and improve shipping and direct marketing efficiency.
- Set up queries to hit multiple data sources for better match rates and more flexibility on pricing and data age.
- Find up-to-date contact information using parameters such as people, businesses, neighbors, addresses, phone numbers, area codes and ZIP codes. API411 can be configured to perform expanded and exact searches within specific geographical areas.

IMPLEMENT AN EASY, FLEXIBLE SOLUTION

API411 was built using industry-standard XML technology so it easily integrates with almost any call center, POS or CRM application. It's easy to maintain, and flexible enough to be combined with other data services.

With API411, you can deploy a customer identification solution in just hours, without the need to buy, install and maintain additional software.

PARTNER WITH AN ESTABLISHED PROVIDER

API411 was developed by W3 Data, a leader in contact information, using the same search technology that powers WhitePages.com, the world's most often searched online directory. That's your guarantee that API411 is reliable, robust and proven.

At W3 Data, we understand customer contact data. We help businesses big and small use accurate data to find, keep and verify customers while reducing costs and streamlining operations.

API411 is competitively priced with minimal contractual commitments, and you pay only for successful queries.

Call 800.336.1327 for a free trial or visit www.w3data.com/api_411 for more information.

