

# QAS for SAP™ Business Suite



## Overview

An application is only as good as the data stored within it. Seemingly small address errors dilute data quality and ultimately harm sales, marketing, and operational performances. To avoid these errors and enhance CRM/ERP effectiveness, organizations leverage Experian QAS software and services.

As a Global SAP software solution partner, Experian QAS employs consultants with SAP expertise to build and maintain our QAS for SAP™ Business Suite integrations. QAS for SAP verifies, standardizes, and appends address data at the point of capture and via back-end batch cleans.

The software seamlessly integrates with all SAP CRM and ERP versions, creating a user-friendly experience that looks and feels native to your SAP application. The intuitive and interactive prompts allow for fast and consistent address capture, all within each organization's unique SAP Business Suite workflow.

### Enhance marketing capabilities

With verified, accurate addresses and demographic appends, the business has more reliable and actionable data, a better understanding of customer profiles, and more realistically sized target pools.

### Ensure a single customer view

A standardized address improves duplicate identification and helps avoid split activity histories, making database analysis more reliable. This provides a clear and holistic view upon which sales, marketing, and support personnel can act.

### Cut operational costs

Contact data quality ensures that operational groups such as finance, supply chain, and fulfillment have the right information to be productive and effective.

By improving address capture, organizations reduce invoice and payment delays, shipping and rework fees, agent handling times, and other operational inefficiencies.

### Improve sales efficiencies

Address errors delay territory routing processes and impact sales follow

Experian QAS  
125 Summer St Ste 1910  
Boston, MA 02110-1615  
T 888.727.8330  
us.info@qas.com  
www.qas.com

ups. Tax jurisdictions may be affected, along with payment processes.

QAS for SAP reduces the time to enter a complete and accurate address, improving call center productivity, reducing rework, and removing potential for human error.

### Protect branding and perceptions

Avoid the potential for a misdirected quote, a poorly formatted address label, or a meeting missed due to a bad address. Timely interactions maintain a professional image and encourage future interest.

### Product features

- Global SAP software solution partner
- Front- and back-end address validation and standardization
- Seamless integration into SAP CRM and ERP
- Intuitive validation engines that enforce usage
- International data sets and demographic data appends

### How it works

Experian QAS is the only SAP partner with real time, interactive address validation functionality. The software is configured to detect changes to standard SAP address fields. When a user creates new information or edits existing information, the capture window is automatically invoked.

The address is captured via one of three unique search engines. With minimal data entered, Experian QAS returns a complete and standardized

address. QAS for SAP pastes the final address into the desired SAP fields, along with any data appends.

Additionally, QAS Batch is integrated into the quarterly adjustment process, preventing data decay. The tool automatically validates and standardizes addresses within IDOC feeds. This enables CASS™ and SERP certifications, increasing the potential for mailing discounts.

All validation occurs to the sub-premise level against authoritative data sources, including the USPS®, Canada Post, and Royal Mail. This ensures an accurate and indisputable reference point, improving confidence in business processes and data matching.

### Address search engines

Multiple search engines ensure maximum usability and effectively meet business process needs.

**Typedown Engine** – Users start by entering the postal code or city name. As data is entered, Experian QAS refines results, ultimately reducing the number of required keystrokes to return a full address. This engine is only available within SAP CRM.

**Verification Engine** – Experian QAS prompts the user for missing address details, like the apartment number, once the address has been submitted.

**Single Line Engine** – Experian QAS returns a full address from minimal input.

### Integration touch points

QAS for SAP includes a pre-built user interface and integration code that configures and customizes to each customer's SAP instance. The integration leverages an SAP BAdI to trigger verification within the Business Address Service (BAS) areas.

Experian QAS does not modify standard SAP code. This ensures compliance with each customer's support and maintenance contracts.

BAS Areas include:

- Sales order
- Customer master
- Vendor master
- Business partner

For address validation outside of the BAS areas, such as HR, Experian QAS integrates based on custom function modules and enhancements.

### About Experian QAS

Experian QAS is an address data quality software pioneer. The company's products capture, validate, cleanse, standardize, and enrich customer contact information.

Experian QAS provides data validation software and services to more than 10,000 customers worldwide in retail, education, healthcare, insurance, finance, government, and other sectors.

The company was established in 1990 and has offices throughout the US, Europe, and Asia Pacific. For more information, visit <http://www.qas.com>.