MaxConvert & Filescan

MaxConvert™ and FileScan

MaxConvert™ and FileScan are a set of data processing tools that enable you to manage and personalize lists easier and faster. Lists are often inconsistent, incomplete, or inaccurate when you receive them. File Scan and MaxConvert™ offer several methods to customize list output such as reviewing, correcting, standardizing, and more. These packages make subsequent mail processing steps easier.

FILESCAN FEATURES

- Performs string searches to instantly find records
- Produces data dumps
- Determines record lengths
- Sets up record layouts
- Performs quality control checks
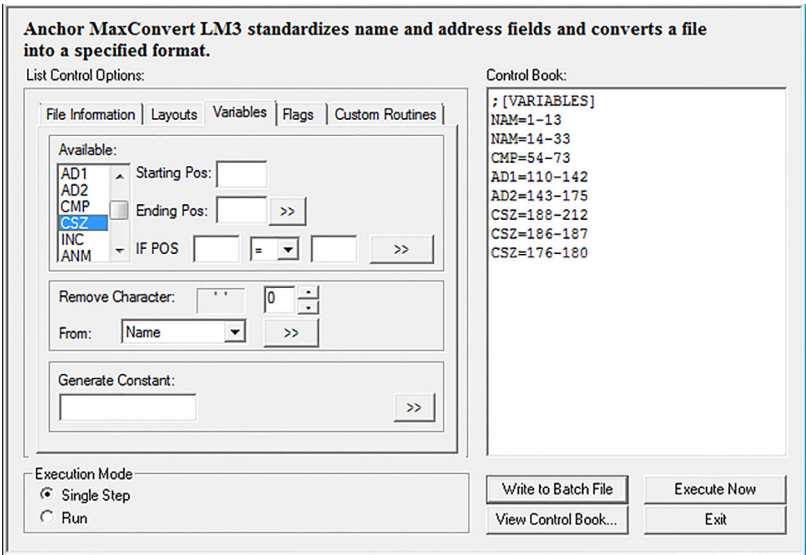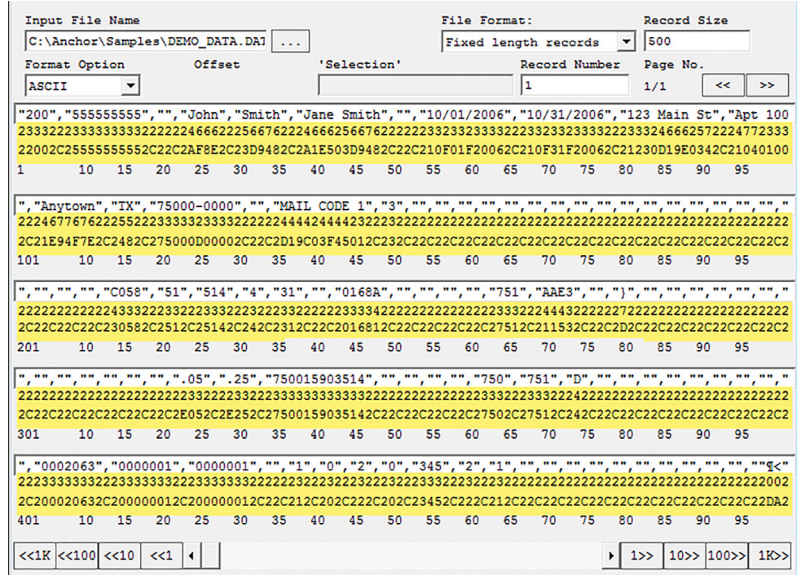
MAXCONVERT™ FEATURES

STANDARDIZATION

- Combines various file formats into standard record layout
- Unpacks data for translating an EBCDIC file to an ASCII file
- Adds fields

PERSONALIZATION

- Genderizes data
- Creates possessive forms of names, companies, and states
- Converts letter case
- Creates salutations
- Adds conditional statements
- Strips and adds punctuation

CUSTOMIZATION

- Adds and subtracts dates
- Scans and replaces data
- Parses names and addresses
- Generates codes
- Explodes abbreviations
- Converts ZIP+4 codes
- Assigns sequential numbering