

GSI Commerce

Address Validation for Online Retail



The Challenge

Online trade has reached a significant size; almost every large brand provides its own online shop. GSI Commerce International has specialized in e-commerce solutions for the world's leading brands and retailers. Online trade

is not only a logistical challenge - retailers want to ensure customers from around the world receive their package without any hassles.

They also require secure methods of fraud prevention. Enda Breslin, Vice President Technology Solutions at GSI Commerce explains: "The basis for successful e-commerce is correct delivery and billing through accurate and complete addresses."

The Solution

AddressDoctor Interactive Web Services

Since 2003, GSI Commerce has integrated AddressDoctor's Interactive Web Services into the order process of online shops. "With AddressDoctor, a customer's postal address is validated at point of entry during the online order process", says Enda Breslin. If there is an inaccurate address, one or more suggestions for correction are displayed. A correct address is required for the order to be completed. "AddressDoctor is the ideal partner for our international retail partners. Their solutions provide correction for postal addresses for more than 240 countries."

Benefits for GSI Commerce International and their Online Retailers

- | One solution for all countries
- | Fraud prevention
- | Correct delivery and accurate billing addresses
- | Optimized logistic chain
- | Detailed usage statistics
- | Secure SSL transmission

Quick Facts

- | AddressDoctor Product: Interactive Web Services
- | Fast and easy implementation
- | Real-time validation
- | Rapid response time of the AddressDoctor system



"Address validation across all countries is critical to the success of online shops with international customers. AddressDoctor's Web Services are easily integrated via a single interface."

Enda Breslin

Vice President Technology Solutions
GSI Commerce International

About GSI Commerce International

Founded in 1999, GSI Commerce International is focused primarily on providing e-commerce and multichannel solutions to the world's leading brands, retailers and other consumer-centric organizations. The product range includes online shop solutions from A-Z.

More information: www.gsicommerce.com

AddressDoctor is also used by these leading companies (excerpt)

Deutsche Post, 1&1. Adress, AdPepper, Data-Flux, CallCredit, IBM, MICROS-Fidelio, QAS, Nintendo, Swiss Post International, Kempinski Hotels