**General Information:**

Melissa Data primary contact (sales):

**Riff Solar** | Senior Account Executive

Melissa.com  | 22382 Avenida Empresa | RSM, CA 92688

T: 800-800-6245 x1831 | F: 949-589-5211 | E: Riff.Solar@Melissa.com

License: Our license is renewed every year in mid-October. It’s important to get the license renewal process going early in order to get it through the UHG invoice processing system. The license will automatically expire on a specific date, but Melissa Data will usually give us a temporary license if needed (and if we can prove that the invoice is being processed).

License renewal contact: In the past, Peter Ivanov has been the main CHC contact in getting the license renewal completed. I don’t know if he is the right person going forward.

**Peter Ivanov**

UnitedHealth Group Enterprise Procurement

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There are two different Melissa Data APIs that we use – a web API and a subscription API. The web API is a standard web-based API that is used for member address, phone, and email enrichment while the subscription API is used on-premise for address and phone validation and normalization. The web API is maintained in the cloud by Melissa Data and therefore has the most up-to-date data available. The subscription API is delivered monthly via an email link that allows us to download and install their data. Used on-premise, the subscription API is much, much faster than the web API however it has no enrichment capabilities.

**Web API (Personator)**

Online Documentation: <https://wiki.melissadata.com/index.php?title=Personator_Consumer>

Soap or XML interface (the ContactDataLib project supports both but only the XML interface is used)

Soap: MelissaDataPersonator/ServicemdContactVerifySOAP/doContactVerify

XML: <https://personator.melissadata.net/v3/WEB/ContactVerify/doContactVerify>

Personator is a web API which supports everything that the subscription API offers and also enrichment capabilities. Because the subscription API is much faster, we use that to handle all validation and normalization of address and phone data. Personator is used only for enrichment purposes.

**Subscription API (Data Quality Tools)**

Online Documentation: <https://www.melissa.com/reference-guides/address-object>

The subscription data is delivered on a monthly basis (quarterly for GeoCode data). We are notified via email and then must download an installation package (~10GB). The subscription data can be installed on any file storage system (File Server, NAS, Local Drive, etc.). In the past this was installed on [\\pbnaaefs004\AH-Prod\MelissaData\](file:///\\pbnaaefs004\AH-Prod\MelissaData\). The installation package is a standard Windows installer that guides the user through the installation steps (documented below).

NOTE: The subscription data will expire and be unusable if it is not kept up to date. I think there’s a 6-month expiration date on this data.

In order for our applications to use the Melissa Data subscription API, there are several DLLs needed for both compile-time and run-time.

For compile-time, the following DLLs are added as references to a project:

mdAddrNET.dll

mdPhoneNET.dll

mdEmailNET.dll

mdGeoNET.dll

mdNameNET.dll (optional, not currently used)

For run-time, the following DLLs are needed:

mdAddr.dll

mdAddrCS.dll

mdAddrNET.dll

mdPhone.dll

mdPhoneCS.dll

mdPhoneNET.dll

mdEmail.dll

mdEmailCS.dll

mdEmailNET.dll

mdGeo.dll

mdGeoNET.dll

mdNameNET.dll (optional, not currently used)

The \*NET.dll references define and expose the APIs needed to perform the validation and normalization against the installed subscription data. The ContactDataLib project was created as a convenient wrapper around these lower level APIs.

**Typical installation process**

IMPORTANT: The installation process will overwrite the subscription data from a previous installation. If any application is currently using the subscription data, the installation will fail so you must terminate any process using the Melissa Data subscription service.

The process described here is for the monthly Data Quality Tools package received monthly but is essentially the same for the GeoCoder package received quarterly.

1. Extract the installation package (.zip) to a temporary folder.
2. Run the Setup.exe program.  
     
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3. Click Next.  
     
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4. Accept the agreement and click Next.  
     
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5. Choose the installation folder and click Next. The installation folder will default to C:\Program Files initially but when the installer is run subsequent times, it will always default to the last installation location.  
     
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6. Select the components you want installed. By default, everything is selected and this is what should be selected. Click Next.  
     
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7. Choose whether or not you want a Start Menu folder created. There’s no need for this so it’s usually left checked to skip that. Click Next.  
     
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8. Choose whether you want COM objects to be registered. By using the DLLs as reference objects there’s no need to do this. Click Next.  
     
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9. Beyond this point the installation process will begin in earnest and files will be installed. Click Install.  
     
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10. It takes a few minutes for the installation to complete.  
      
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11. Click Finish.