

# Data Validation for Microsoft Dynamics 365

Quickly capture, standardize and validate postal addresses, email addresses and phone numbers in your CRM



Protecting the integrity of contact data is an on-going challenge due to multiple users and points of data entry in your CRM and data quickly becoming out of date. Without a solution in place to ensure the data is accurate and complete, your business risks issues with business processes, missed sales opportunities and a poor customer experience.

As a Microsoft Partner, you can trust Experian to help you achieve trusted data. Experian's data validation integration for Microsoft Dynamics 365 CE is a co-sell approved Microsoft ISV solution. The app validates and standardizes postal addresses, email addresses and phone numbers in real-time when a user creates or updates a contact, lead or account record.

## How it works

The app validates and standardizes postal addresses, emails and phone numbers at the point of capture to prevent inaccurate data from entering your system. Plus enrich records with a host of datasets, metadata and components to deepen customer understanding from day 1.

**Address validation:** Checks addresses against official postal files and features autocomplete technology to reduce the time taken to enter an address by up to 80%

**Email validation:** Checks with the mailbox provider that the email exists and can receive mail, corrects format errors, identifies consumer and business domains, and removes temporary and harmful emails.

**Phone validation:** Checks that the number exists and is contactable, corrects format errors, flags disposable numbers and returns information inc. number type\*, country of origin, porting status.

## Features and coverage

- Global data coverage; 245 countries and territories for address and 224 for phone
- Powered by data from official postal sources and phone network providers
- Highly extensible with additional data for Multiple Residence, Not Yet Built and Global Geocodes
- Broad enrichment capabilities
- Regular and automatic data updates
- Quick deployment of a single solution package with no coding required
- Built on Power Apps Component Framework (PCF)
- Available in Sales, Marketing, Customer Service and Field Service apps
- Contact data validation status and timestamp provided
- Access to a self-service portal to manage usage and tokens
- Licensed on a transactional or annual basis

\*Landline validation available in selected countries.

## Benefits



### Improve conversion rates

Drive better engagement and conversion rates with your marketing campaigns, while protecting your sender reputation.



### Enhance your customer service

Ensure important updates reach the intended recipient and reduce the time taken to deal with customer queries.



### Maximise sales opportunities

Remove the potential for human error and ensure only accurate data is captured, so that Sales teams can successfully contact customers.



### Cut operational costs

Correcting data issues in your CRM take time and money. Capture the correct information first time to boost employee productivity.

Marketing List Assign Email a Link Delete Refresh Check Access

--- Annual Revenue --- Nur

ADDRESS

Address	Experian
Address 1: Street 2	475 Anton Blvd.
Address 1: Street 3	---
Address 1: Town	Costa Mesa, CA
Address 1: Postal Code	92626
Address Validate Message	Verified
Address Validate Time Stamp	7/16/2025 4:56 PM
Address 1: Latitude	33.689171

Standardize, complete and validate a postal address on the account creation page

Sales Hub

EL Experian Account · Account

Summary Details Assets and Locations Servicing Files Related

ACCOUNT INFORMATION

Account Name	* Experian
Country phonecode	855
Phone	339 3990
Phone Validate Message	Type: Mobile, Status: Verified
Phone Validate Time Stamp	7/16/2025 5:51 PM
Fax	---
Website	www.experian.com
Parent Account	---
Email	jane.doe@gmail.com

View validation responses and time/date stamps on all Microsoft Dynamics 365 views