



Data Cleansing and Deduplication



Making your customer data
fit for business use

With over 10 years' experience in CRM and other data quality projects, DQ Global developed [DedupeExpress](#) so you can process your Customer and Contact data assets with ease.

[DedupeExpress](#) is a cut down version of [Match](#) which is used worldwide to ensure data is fit to Create Single Customer Views ([SCV](#)) and deliver Master Data Management ([MDM](#)) projects.

Duplicate free data ensures you make better informed decisions and prevent unnecessary data waste.

Easy to use

The intuitive user interface in [DedupeExpress](#) allows users of all proficiencies to carry out their own data cleansing, deduplication and cross-matching. With little or no training you will produce accurate marketing lists and have duplicate free CRM application databases.

Fast and accurate

Poorly maintained data destroys credibility, reduces loyalty and adversely impacts on your brand.

Maintaining the accuracy and format of your data:

- Avoids the waste caused by duplicate mailings
- Saves time and money
- Ensures Single Customer View
- Links disparate data sources to deliver a single version of the truth
- Delivers accurate information for better informed decision making
- Preserves the integrity of relational databases



“Understanding the problem is the first step to providing the solution”

Features

- Direct database connectivity avoids error-prone import/export routines
- Powerful Matching Engine
- Fonetix™ “Sounds Like” processing
- User-friendly interactive GUI
- Definable match criteria
- Weighting individually by match fields
- Fast loading interactive review screen
- B2B and B2C compliant
- Export of master and duplicate relationships for integration/ migration projects
- Unique security module and audit trail
- Full integration with [CRM](#), ETL, [ERP](#) and [BI](#) tools
- Matching in five spoken languages
- Integrated “Data Processor”
- Comprehensive universe of synonyms and data standardizations

Benefits

- Prevents remedial data scrap and rework
- Links disparate data sources to deliver a single customer view (SCV)
- Delivers accurate information for better-informed decision making
- Rapid deployment, minimal training and support required
- Automates repetitive data management tasks
- Maximises the value of your data assets

Perfect record management

Quickly review potential duplicates and enhance the records with drag and drop functionality to create the perfect record.

Customisable match definitions

Avoid extraneous data affecting the overall ‘match score’ by allowing users to define the criteria when [DedupeExpress](#) returns potential duplicates.

Direct database connectivity

Avoid error-prone import/export routines by connecting directly into your data sources. Cross-compare different databases and formats; native drivers are available for:

- Text files
- MS Access and Excel
- SQL Server
- Dbase
- CSV
- MySQL
- Siebel
- Oracle
- Pivotal
- SalesLogix
- Goldmine

Easy to use interface

An intuitive user interface with simple step by step set up ensures that users of all proficiencies are able to install and operate the application and quickly produce accurate mailing lists and name and address databases.

International data transformations libraries

DQ Global's international data transformation libraries improve the matching process to transform ten categories – business, names, addresses, salutations, etc. – in five languages.

Scalable

Maximise your investment in data quality with DedupeExpress's scalable pricing in record processing bands and take full advantage of the product at costs that fit any budget. Bands of records processed in any one session:

- Up to 50K records
- Up to 100K records
- Up to 250K records
- Up to 500K records
- Up to 1m records

Data Processing

Masters or duplicates may be associated using the integrated data processing capabilities.

User-defined merge/append/update functionality

Users have complete control over the treatment of identified matches. Process potential matches with ease:

- Review
- Enhance
- Flag
- Group
- Link
- update or delete as required

Linking and scoring

DedupeExpress generates a results list of master and duplicate ID relationships, along with their percentage match score and groupings.

These are ideal for linking records across systems as a reference of which records are associated.

Data migration and integration projects are simplified and CRM systems can purge duplicates identified and flagged with certainty.

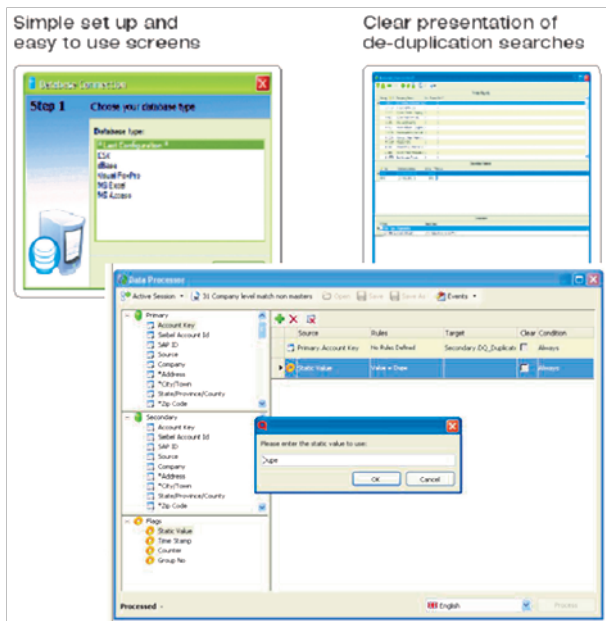
Database integrity

To ensure that relational database integrity is maintained, a 'Reassign Orphaned Records' Wizard guides the user through the process of reassigning potentially orphaned data before duplicate records are deleted.

International capability

DedupeExpress supports five languages:

- English
- French
- German
- Italian
- Spanish



Technical & Hardware requirements and benchmarks

Minimum

CPU Intel® Celeron Processor
RAM 1 Gb

Recommended

CPU Intel® Quad Core Processor
RAM 2 Gb

The larger the database being de-duplicated, the more disc space will be required

Bench Mark

20,000 rows per minute depending on hardware setup.
Figures based on 500,000 records using SQL2008 database

Supported operating systems

| Operating systems | Version |
|--------------------|-------------|
| Microsoft™ Windows | 2000 |
| Microsoft™ Windows | XP |
| Microsoft™ Windows | 2003 Server |
| Microsoft™ Windows | 7/2008 |

Supported databases

| Database | Version |
|-------------|------------------------|
| CSV/TXT | N/A |
| Excel | 97 or higher |
| Access | 2000 or Higher |
| Dbase | IV or higher |
| FoxPro | 6 or higher |
| Oracle | 8 or higher |
| SQLServer | 2000 or higher |
| SalesLogix™ | 6.x via OLEDB provider |
| GoldMine | Base and SQL via APIs |

Other databases accessible via: ODBC UDL (Universal Data Link) include:

Interbase , IBM DB2, Sybase, Informix, AS/400, Pervasive, SQLBase

MDAC

MDAC 2.8 or higher

ONLINE PERSONALISED DEMONSTRATION

Why not - from the comfort of your own desk – see a web-based demonstration of our technologies working against a sample of your data, in real time?

At the end of an assessment process we will be able to determine the potential waste caused by bad data, your potential gains through healthy data and identify if there is a genuine ROI case to be put forward.

Call us on +44 (0) 2392 988303 or visit our website www.dqglobal.com to book online.



Let us help you make your data fit for business use

E2 Urban House, Fareham Heights
Fareham Hampshire
PO16 8XT
Tel: +44 (0) 2392 988303
Fax: +44 (0)2392 988302
info@dqglobal.com
www.dqglobal.com