Perfect & Merge™

Features & Benefits

Item	Feature	Benefit
Cross Entity Matching & Merging	Records can be cross compared between entities. Cross compare Lead or Opportunity records to Account or Contact records.	Enhanced fuzzy matching and merging for a complete and accurate golden record.
Automation of processes	Matching, Best Record Detection, Best Field Detection and Merging can be scheduled (automated).	End to end automation improves efficiency, saving time and money.
Unrivalled Matching Flexibility	Duplicates are detected using flexible matching capabilities which use data transformations, phonetic algorithms and match significance.	Control – users are able to define and tune match sessions which exactly meet their needs
International Capability	Multiple Phonetic algorithms as standard with DQ Fonetix™ covering 5 Spoken Languages (EN, DE, FR, IT, ES) for advanced linguistic matching	Better matching with less false positives to review
Productivity **Configurability**	Re-Useable Session Templates	Saves time when defining sessions and helps with consistency of use
	Review multiple matching records simultaneously	Saves time (staring and comparing) as opposed to reviewing pairs of matched records as required in MS CRM
	Multi-User simultaneous review capabilities	Saves time and shares the review process across multiple data stewards
	Re-assign ownership of matched groups to other users	Allows a workflow based approach to present records to the correct data steward
	Filtered Views	Time is saved as users can define sub sets of data through filtered (user or system) views to avoid reviewing records unnecessarily.
	Flexible Match Session Definition	Control is handed to system users who can define match rules which specifically suit their specific needs

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	Review of Muliple Duplicate Records	Visibility is increased as any data can be made available for review
	Merge Rule Definitions	Control is provided in the way data from duplicate records is updated and records merged
Item	**Feature**	**Benefit**
DQ Experience	Vast libraries of common transformations: (homonyms, synonyms, aliases etc.) have been developed over the years to assist the matching process	Better matching because data which has the same meaning but formatted or spelled differently can be made the same for advanced correlation.
Reporting	Session Summary	Users can see counts of results, how sessions were defined and why the results were presented.
Multi-Entity	Accounts, Contacts and Leads including any customized fields	Users can manage the process of deduplication by entity for managed data re-assignment and data integrity
Data Integrity	Automation of update, de-activation and re-assignment	Peace of mind that data is correctly updated to create a master (golden) record, duplicates are de-activated and all data linked to duplicates are re-assigned to the surviving master record
Scoring	Users have control over the way records are scored by weightings and groups	Certainty of matches is improved and controlled by the user configuring the sessions
Automation	Auto-Master – Rules for best record detection	Saves time manually promoting a best record
	Auto-Fill – Rules for filling fields or field groups based on data types	Saves time manually promoting field values
	Auto-Merge Records – Rules for auto-merging of exact matches	Saves time manually merging records
International Reference data	Data normalizations for better matching across 13 types of data	Better matching through transforming data to a common forms of words