















































# Dynamics 365 (Deduplication) v DQ Perfect & Merge

Features Comparison		
Match Records within Entities: <ul style="list-style-type: none"> <li>✔ Account</li> <li>✔ Contact</li> <li>✔ Lead Entities</li> </ul>		
Filter records for Matching using Personal and System Views		
Exact (Deterministic) Matching of Records		
Basic Cross entity Detection		
Advanced Matching & Merging of Records across Entities: <ul style="list-style-type: none"> <li>✔ Lead to Account</li> <li>✔ Lead to Contact</li> </ul>		
Fuzzy (Probabilistic) Matching of Records		
Advance Automation of: <ul style="list-style-type: none"> <li>✔ Matching</li> <li>✔ Best Record Detection</li> <li>✔ Best Field Detection</li> <li>✔ Merging</li> </ul>		
Hybrid (Exact and Fuzzy) Matching of Records		
Multiple Phonetic Algorithms including DQ Fonetix™ for matching in 5 spoken languages: <ul style="list-style-type: none"> <li>✔ English (EN)</li> <li>✔ French (FR)</li> <li>✔ German (DE)</li> <li>✔ Italian (IT)</li> <li>✔ Spanish (ES)</li> </ul>		
13 Pre-Built Data Transformation Categories in 5 spoken languages (EN, FR, DE, IT, ES)		
Apply transformation rules allowing users to normalize data and obtain greater levels of record matching with pre-defined: <ul style="list-style-type: none"> <li>✔ Aliases</li> <li>✔ Synonyms</li> <li>✔ Acronyms</li> </ul>		
Custom Transform Libraries (Build Your Own Transformations)		
Match Session Rules Builder		
Multiple Data Steward User Review & Re-Assignment		
Clone Review and Change Match Session Criteria		

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Define Templates for:		
<ul style="list-style-type: none"> <li>✔ Record Match Sessions</li> <li>✔ Auto-Master Record Detection</li> <li>✔ Auto-Best Field Group/Field Detection</li> </ul>		
Exclude Inactive Records		
Ignore Blank Values		
Unlimited Matching Rules		
Contacts at the same Company or at any Company		
Schedule Duplicate Detection		
Notify User		
Suppress Previously Rejected False Positive Duplicates		
Master (Best) Record Detection Rules		
Best Group of Fields Detection Rules		
Best Field Detection Rules		
Fuzzy Matching Rules		
Define % Match Thresholds		
Define Match Weightings		
Show % Scoring		
Review Multiple Duplicate Records Simultaneously		
Show/Hide De-Activated Records		
Re-Assign Linked Entity Data		
Auto-Detect Best Record – By duplicate group or all groups		
Auto-Fill the Best Record – By duplicate group or all groups		
Auto-Merge Records (Exactly Matched Fields)		
Merge Duplicate Records to create a surviving best record		
Suppress False Positive Duplicates from being re-presented		
Master Record Management:		
<ul style="list-style-type: none"> <li>✔ Best Record detection Rules</li> <li>✔ Best Field Group Rules</li> <li>✔ Best Field Rules</li> </ul>		
Inbuilt library of pre-build data transformations covering 13 Categories in 5 spoken languages		

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Build and maintain a custom transformation dictionary for additional normalizations		
Match contacts with or without a company		
Choose NULL to NULL matched fields as 100% or 0% similarity		
Choose NULL to Value matched fields as 100% or 0% similarity		
Merges notes fields (append, prepend or overwrite)		
Uses best record operators: <ul style="list-style-type: none"> <li> Most Complete</li> <li> Create Date</li> <li> Modified Date</li> <li> Linked Contacts</li> </ul>		
Uses best field operators: <ul style="list-style-type: none"> <li> Oldest/Newest</li> <li> String related:               <ul style="list-style-type: none"> <li>· Longest/Shortest - Value wins</li> <li>· Occurrence related – data frequency</li> <li>· Number related – Highest/Lowest</li> <li>· Picklist related – Hierarchy of trust</li> </ul> </li> </ul>		