



DQ Perfect & Merge™

CRM Deduplication & Cleansing



Features & benefits Document

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Edition	Item	Feature
Foundation	Advanced Fuzzy Matching	Our advanced fuzzy logic will uncover hidden duplicates based on fully configurable rules.
Foundation	International Capabilities	Multiple Phonetic algorithms with DQ Fonetix™ covering 5 spoken languages (EN, DE, FR, IT, ES) for advanced linguistic planning.
Foundation	Multi-Record review screen	Compare as many duplicates as is necessary in one screen.
Foundation	Library of Transforms	Find more duplicates by normalizing, excluding, elaborating or abbreviating your data for matching purposes.
Foundation	Match Scoring	Select a match threshold to define which records you would like to return for review.
Foundation	Re-useable session templates	Save time when configuring and defining sessions.
Foundation	Multi-user review/ User permissions	Multiple users can review duplicate records simultaneously.
Foundation	Filtered Views	Run sub-sets of data to target a smaller/more specific audience.
Foundation	Flexible match session definition	Control is handed to admin users who can define match rules which specifically suit their specific needs.
Foundation	Deployment Type	On Premise, on IFD and Online.
Master	Automation	Automate matching, best record detection, best field detection.
Master	Scheduling	Schedule merging through definable rule-based logic and Pre-define appropriate times to run match sessions. Create workflows.
Master	Across entity Deduplication	De-duplicate from lead to contact/account entities.
Master	Within entity Deduplication	De-duplicate within an entity from one view to another to prevent duplication of newly imported data.

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Master	Related entity Deduplication	De-duplicate related entities to remove duplicate data upon merging records.
Master	Record Linking	Link records that are legitimate duplicates to create a relationship between parent and child records.
Master	Audit Log	Track all changes made to the master record, along with all data values that have moved from duplicate records.
Search	Point of Entry Capture of duplicate records	Prevent duplicates being added by searching for them before entering new records.
Search	Manual Tag of multiple records	Manually tag records and bring them to a multi-record review screen.
Cleanse	Access DQ on Demand functions	Cleanse records and improve data quality from within Perfect & Merge™. Including: Verification, Validation, Authentication and Enrichment.
API	Access our DQ Perfect & Merge™ capabilities through powerful API's	Cleansing API Searching API Mastering API Review API

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