

Paribus Data Cleansing™ for Infor CRM

“ We have been working with Paribus for a number of years now. It has really helped us to streamline our data in our systems to ensure that we have clean data and when our customers call in we can go right to their record without fumbling around in similar records, so it has helped us become a lot more efficient.

Karen Dedier, VP of Engineering,
Noble Systems

Benefits

- Improve user adoption of your CRM data
- Maximize customer and prospect perception through improved accuracy of content communications
- Reduce Sales & Marketing time and costs such as processing, mailing and shipping costs
- Obtain a Single Customer View (SCV)
- Easier compliance with regulatory requirements
- Improve customer satisfaction
- Improve company & brand reputation
- Efficient and sophisticated matching for easy and comprehensive identification of duplicate records
- One solution for Account, Contact, and Lead deduplication

Paribus Data Cleansing™ for Infor CRM eliminates waste, saves money and improves your company's efficiency and image by enabling the identification and removal of duplicate data in your CRM system.

Whether you need to deduplicate, reassign, consolidate or integrate systems, the intelligent matching of Paribus delivers the power you need to get the job done right. Clean data provides increased efficiency and effectiveness for all your sales, marketing and data synchronization requirements.

Paribus Data Cleansing™ is a proven data quality solution

Paribus Data Cleansing provides benefits to all types of businesses. The accurate consolidation of customer information into a single, non duplicated set of information is essential. Increase sales and marketing effectiveness and operational productivity through clean, focused data; with a cohesive view of the customer.

Quickly identify duplicate records and cleanse your Infor CRM SLX system

Are you struggling with the inefficiencies of duplicate data?

Duplicated information increases cost and degrades your market's perception of your business. Your staff wastes valuable time retrieving records and systems have no effective means of exchanging important data. In addition to the hard costs associated with duplicate data, your business suffers from a degraded perception of your professionalism.

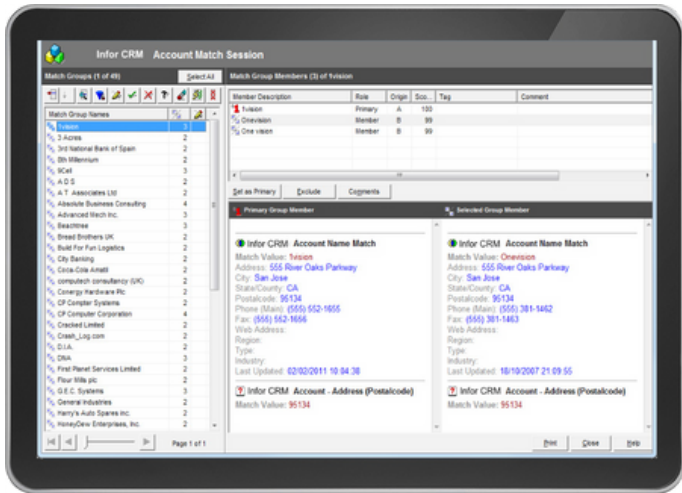
Whether it is cold calling existing customers... Customers receiving 2, 3 or 4 copies of the same mailing... Confusion when they reach your call center... These are just a few examples of the REAL cost of bad data in your CRM system.

Deduplication: Identify duplicate data within your Infor CRM SLX system to ensure a clean and consolidated information view.

Consolidation: Use Paribus Data Cleansing to identify existing customers/prospects in purchased lists before importing or combining information from multiple sources into your Infor CRM SLX system.

Systems Integration: Establish relationships between information from multiple systems (e.g. CRM and ERP) for the purpose of systems integration.

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How Paribus Data Cleansing™ Matches Data

Paribus sophisticated matching algorithm provides the ability to intelligently identify matches within your data based on phonetic likenesses, synonyms and name variations, irrespective of word segmentation, noise words, spelling errors, and even word sequencing.

Phonetic Matching

Paribus is able to match data based upon phonetic likeliness:

- Foto Centre, Photo Center
- Charyl Wiatt, Sheryl Wyatt

Sequence variations

Paribus provides a unique feature of identifying matches regardless of the sequence and extent of the words and/or names contained:

- Florida University, University of Florida
- Arizona 1st National Bank, First National Bank of Arizona

Synonyms and Abbreviations

Paribus provides support for matching synonyms and acronyms:

- Robert, Bob, Bobbie, Robbie, Roberto
- William, Will, Willy, Bill, Billy
- International Business Machines, IBM, I.B.M., The International Business Machines Corporation

Data Segmentation

Paribus includes the ability to match names regardless of their segmentation (spaced/punctuated words):

- QWARE Limited, Q Ware Ltd, Q-Ware
- Guidemark, Guide Mark, Guide-Mark
- 3Com, 3 Com, 3-Com

Key Features

- Quick and easy set-up
- Uses an independent control database for review to review matches from live data without making changes
- Direct data access - no need to export/import your data
- Uses fully definable rules for matches on multiple data fields
- Merge duplicate CRM entities into one complete master record with customizable rules
- Gives business users the ability to manage matching processes without requiring programming skills
- Provides easy review and management of match results
- Process Scheduler
- Allows for the export of match information for use with other external data sources and ETL utilities, including Scribe and Inaport
- Sophisticated Fuzzy Matching
- Supports CRM online and on premise deployments

Free Trial

Experience how Paribus Data Cleansing™ can transform your CRM user experience — start your free 30 day trial today:

www.paribus365.com

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