

Improve data quality and save money

THE matchIT SUITE

Practically ALL databases contain duplicate and inaccurate records

If your current data cleansing solution is based on exact matching or outdated technology you are missing a huge quantity of these records. Each time you send a duplicate or incorrectly addressed letter, it is costing you money — more than you may realise. It is a fact that duplicate mail annoys recipients. And missing, incorrect or old postcodes can result in letters being undeliverable. Additionally, it portrays an unprofessional image of your company and alienates both customers and prospects. The Data Protection Act now makes it a legal requirement for data to be kept accurate and up to date.

First Record	Second Record
ADDRESSEE: Mr A J Shaw	ADDRESSEE: Tony Shore
UNIQUE_REF: 000000973	UNIQUE_REF: 000001426
JOB_TITLE: Manager	JOB_TITLE: Regional Manager
COMPANY: OSL	COMPANY: Ocean Surveys Ltd
ADDRESS1: 19 North St	ADDRESS1: Ocean House
ADDRESS2: Dorking	ADDRESS2: 19 North Street
ADDRESS3:	ADDRESS3: DORKING
ADDRESS4: Surrey	ADDRESS4: Surrey
ADDRESS5:	ADDRESS5:
POSTCODE: RH4 1BL	POSTCODE: RH4 1LB
CONTACT: Mr A J Shaw	CONTACT: Mr T Shore
SALUTATION: Dear Mr Shaw	SALUTATION: Dear Mr Shore

Matching Score: 90

Intelligent Data Cleansing

The matchIT[®] suite from helpIT systems utilises the most powerful fuzzy matching algorithms on the market today. This technology, developed exclusively by helpIT systems, will find phonetic and mis-keyed matches within any type of data — which would usually remain undetected. The matchIT[®] suite is an easy to use, integrated solution which does so much more than simply remove duplicates. Because the matchIT[®] suite is modular, you only pay for the components that you need. Just one solution handles a multitude of tasks, saves valuable time and puts you one step ahead.

Duplicate records found by matchIT[®] are given a score — the higher the score, the more likely the match. Suspect pairs can easily be reviewed before deletion. Valuable information can also be transferred from one record to the other to ensure that none of your data is lost.

Once your data has been processed, you can choose what to do with it. Perform a Mailsort, produce address labels and mail merge letters and output your data to most common file formats. matchIT[®] is the only integrated suite available to do all this, as well as much more

- Identify duplicates in any data; business or consumer, UK or international
- Handle casing, create salutations, correctly format addresses and verify, correct or add postcodes
- Merge files, purge customers from lists, transfer valuable information between matching records
- Suppress against industry standard files such as MPS, GAS, TBR, NSF and The Business Suppression File.

About helpIT systems

helpIT systems are the acknowledged experts in the field of data cleansing. Established over 10 years ago, helpIT systems are market leaders in this industry. The matchIT[®] suite is used by over 700 companies worldwide. Many of the largest mailing houses and blue chip organisations rely on the matchIT[®] suite for their data cleansing requirements.

Main Features

	matchIT®				suppressIT® *	addressIT	sortIT	sortIT Pro
	Lite	Plus	Pro	Campaign				
Intelligent set-up wizard	✓	✓	✓	✓	✓	✓	✓	✓
Imports from all common file types	✓	✓	✓	✓	✓	✓	✓	✓
Imports and exports using ODBC	✓	✓	✓	✓	✓	✓	✓	✓
Exports matching results to file	✓	✓	✓	✓				
Interactive verification of matches	✓	✓	✓	✓				
Global deletion of matches	✓	✓	✓	✓	✓			
Effective matching of consumer data	✓	✓	✓	✓	✓			
Effective matching of business data	✓	✓	✓	✓	✓			
Phonetic matching	✓	✓	✓	✓	✓			
Non-phonetic fuzzy matching	✓	✓	✓	✓	✓			
Summary and detail matching reports	✓	✓	✓	✓	✓			
Data audit reports	✓	✓	✓	✓		✓		
Quality Assurance wizard	✓	✓	✓	✓				
Drill down to suspect data	✓	✓	✓	✓				
Exports to all common file types	✓	✓	✓	✓		✓	✓	✓
Output to address labels or mail merge letters		✓	✓	✓		✓	✓	✓
Intelligent data merge		✓	✓	✓				
Merge/purge using two files		✓	✓	✓				
Transfer data between matching records		✓	✓	✓				
Export records overlapping across files		✓	✓	✓				
Tuning of matching options		✓	✓	✓	✓			
User control of grading of matches		✓	✓	✓	✓			
Customisable reports of matching records		✓	✓	✓	✓			
User maintainable lexicon of names & words		✓	✓	✓				
Unlimited merge and suppression files**			✓	✓	✓			
Integrated industry-standard suppression files					✓			
Scripting of regular jobs			✓	✓				
Automation of jobs from the command line			✓	✓				
Matrix reports of all overlap			✓	✓				
Intelligent casing			✓	✓				
Intelligent salutation generation			✓	✓				
Splitting of freeform names			✓	✓				
Relocation of data to improve structure			✓	✓				
User-friendly query manager				✓				
Campaign selection and history				✓				
User-defined mailing cell creation				✓				
Batch postcode validation and correction						✓		
Batch address enhancement (allows for "vanity addresses")						✓		
Mailsort 1400/120 and Presstream							✓	✓
Customer Barcoding (Mailsort 700)							○	✓
Walksort							○	✓
Mixed Weight Mailsort							○	✓
Regular updates of Royal Mail/other 3rd party data files					✓	✓	✓	✓

Key - ✓ = included as standard ○ = optional at extra cost

NOTES:
 * Requires matchIT® ** With matchIT® Lite or Plus, suppressIT® handles one or two mailing files respectively and any number of suppression files. With matchIT® Pro and Campaign, the number of mailing files is also unlimited.



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Integrated data cleansing software

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