

Duplicate Analyzer



For finding and removing duplicate companies and persons **SuperOffice CRM**



**KONTINEO**®



(c) 2005-2008 Copyright by Kontineo A/S

KONTINEO A/S
Koldingvej 2a
DK-6040 Egtved

Phone: +45 75 50 62 21
Fax: +45 75 50 62 06
E-mail: kontineo@kontineo.com

Duplicate Analyzer

For finding and removing duplicate companies and persons **SuperOffice CRM**

Customer and prospect data may be a very valuable asset of your company. Duplicate Analyzer brings quality to your data.

Good quality customer and prospect data are vital factors in conducting efficient and professional marketing, in daily sales work and in sharing customer information.

Duplicate Analyzer is an advanced data analysis software that efficiently identifies Duplicate companies and persons in your SuperOffice database, as well as it removes the Duplicates.

Since the first release in 1998, Duplicate Analyzer has been used by many companies in adding quality and value to their customer data.

Duplicate Cleansing is not as straight forward as it may sound. Below the surface many challenges may arise. Duplicate Analyzer has over the last 10 years continuously been developed to meet these challenges.

► High duplicate identification rate

The basic feature of Duplicate Analyzer is its strong analysis features.

Advanced phonetic comparison is combined with cross data comparison, including custom fields and combined with flexible analysis configuration gives you the highest possible duplicate identification rate.

► The desired results

Parts of your customer data may be of good quality, and other parts of less quality. The opportunity to define which data that should be compared, and define subsets of companies that should "win" in a comparison gives you the desired results. It ensures that you keep the data of the highest quality.

► Efficient Cleansing Process

Duplicate Analyzer returns Duplicate match results by a score.

You can automatically accept all "certain" high score duplicates, leaving the rest for manual acceptance processing in a user-friendly interface, supported by printable analysis result.

► Store your work

Duplicate Analyzer will most likely find companies that are subsidiaries or the like. Having decided once that two companies are not duplicates, they will not reoccur in subsequent analysis.

► Build corporate structure

You may want to add additional value to your customer data by build corporate structure in the process. Integrated relations features efficiently supports this process.

► Cross system data cleansing

If SuperOffice is integrated with other customer systems, removing duplicates can break consistency. Duplicate Analyzer has log and scripting features which allows you to apply cleansing to integrated systems.

► Correct end result

The end result of two duplicate companies, should be one company with all information from both companies. That is what you get, all information is moved before deletion of the duplicate.

► Disaster Recovery

Should it happen that incorrect duplicates are merged, using a backup database, Duplicate Analyzer supports "un-merge" that restore the deleted company and moves the information back as it originally was.

Some Certified Kontineo Partners offers Duplicate Analyzer combined with a service package that helps to ensure the best possible result.

Consult your partner or Kontineo A/S for further information.