

Helping to deliver a single view of your customers

QAS Match and QAS Unify



Does your database contain duplicate records?

Ensuring that your database is free from duplicate contact records is an essential part of effective contact data management. To provide you with a single view of your customers, your organisation must aim to regularly remove duplicates in your existing database(s), and ensure that duplicate records are unable to enter your database from the outset.

Duplicate records present potential problems for both your organisation and those contacts held within your database. Your organisation may:

- Lose competitive advantage as business decisions are based on unreliable and inaccurate contact data
- Operate inefficiently by wasting revenue due to poor allocation of resources and lost productivity
- Have difficulty maintaining a single customer view
- Not be compliant with industry regulations
- Be perceived as not environmentally conscious
- Receive reduced conversion on marketing campaign activity

Your customers and prospects may:

- Complain about receiving multiple mailings and ask to be removed from your database
- Develop a negative perception of your organisation and consider switching to a competitor

“Beyond the obvious costs associated with the lack of a ‘single view’ of data, businesses waste opportunities to increase revenue and profits, reduce time to market, become more efficient, improve customer service, and reduce business and IT complexity.”

Predicts 2008: Master Data Management, Gartner February 2008, Andrew White & John Radcliffe

Research shows that many organisations acknowledge they have a problem with duplicate records. Over half reveal that more than 5% of the contacts that they regularly mail to could be duplicates, and only 50% felt that they had effective processes in place to deal with duplicate data.¹

In order to make the most of your contact database, high levels of contact data accuracy and a single view of customers is essential.

The benefits of detecting multiple contact records and preventing future duplication

Smoother business processes
In recent research, 25% of respondents declared that they remove duplicates manually which is time consuming and can lead to duplicates being overlooked. 21% said that they outsourced the process to a bureau². When repeated over time, this can become costly whilst also creating a security risk as sensitive data is sent off-site.

Managing your data in-house allows your organisation to retain control, whilst removing the need for you to send information off-site.

Better financial expenditure

Organisations waste an average of 19% revenue as a result of poor data.³ Removing duplicate contacts from your existing database, and preventing them from being added in the future, reduces wasted resource and helps maintain a competitive advantage over organisations without deduplication software.

Accurate decision-making

Intelligent business decisions can only be made if your organisation can work towards achieving a single view of existing or prospective customers. A clean and duplicate-free database will ensure confidence can be applied to a business decision based on the contact data held by your organisation.

Positive brand perception

Increased attention is being given to the impact of poor data on the environment, especially amongst the direct marketing community. Existing and prospective customers are now giving more consideration to how organisations manage the environmental implications of their operations.

Improved data quality

As part of any thorough contact data management strategy, deduplication techniques play a vital role in improving the overall quality levels of your contact data.

^{1,2} 'Making sense of a crowded nation' An Experian QAS white paper, November 2008.

³ Global Contact Data Management Report, 'Contact data: the profit maker or the neglected asset?', January 2008.

Methods of contact data deduplication

Varying deduplication techniques are available to organisations, principally in two streams; retrospective deduplication of existing database records, or prevention of duplicates at point of data collection. Both methods are equally important and can compliment each other if used simultaneously. The benefits of each are varied. Deduping at point of capture, for example, is valuable to organisations trying to reduce user time and duplication when collecting contact details. Technology to remove duplicates from existing data, on the other hand, will help during a data migration project or when comparing a bought in list to a current database.

Experian QAS software

Two in-house software solutions are available from Experian QAS to assist with the management of duplicate contact records. QAS Match works at point of data collection to prevent duplicate contact records from entering your organisation's database from the outset. QAS Unify helps to remove existing duplicates from your database retrospectively through a cleaning and bulk deduplication process.

QAS Match

QAS Match offers real-time duplication prevention at the point a person's contact details are entered into your database. QAS Match works by searching for a specified contact against your database. If an exact or similar record is found, the solution will return these records.

This offers the option of selecting an existing contact record from within your database for editing, rather than risking a duplicate record being added.

How does QAS Match work?

Step 1

A contact's details are searched for against your existing contact database.

Step 2

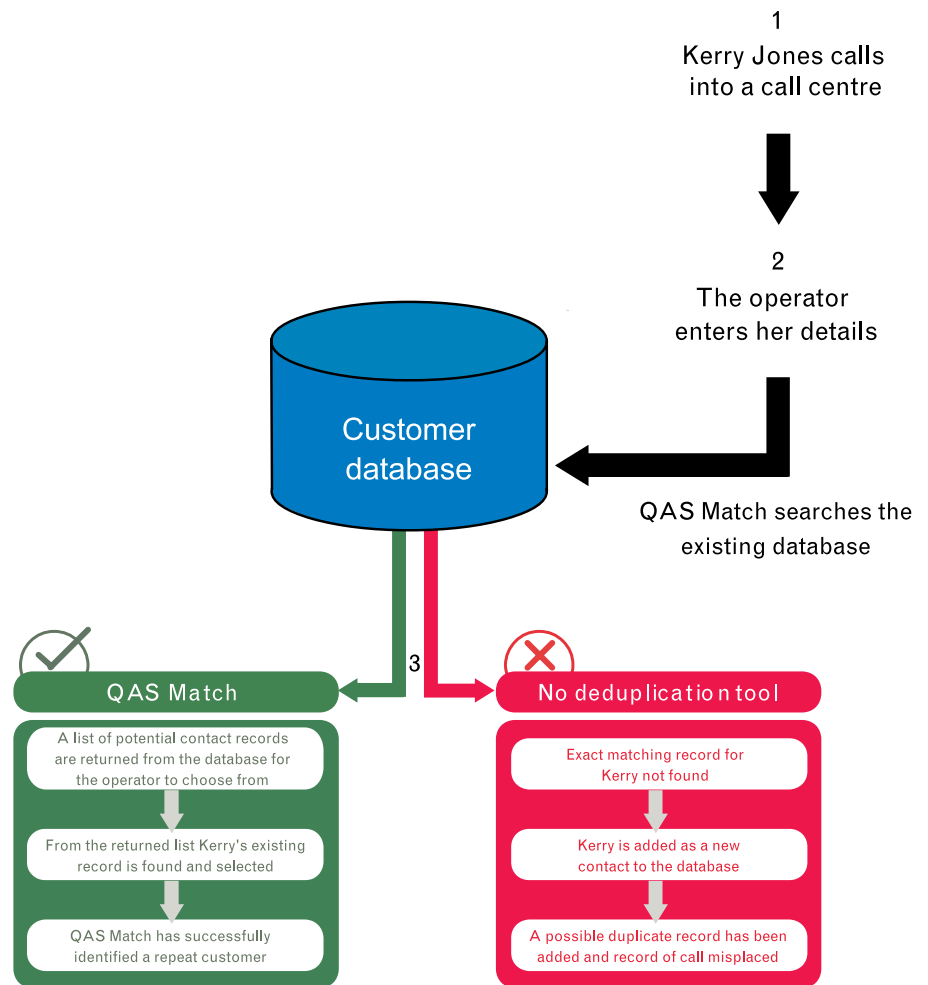
QAS Match will return the record that provides an exact match, or those that are a potential match. QAS Match can be tailored to prioritise matching against certain fields of your choice within your database. For example, priority can be placed on a contact's

name and postcode rather than the first line of their address or the town where they live.

Step 3

From the list returned, the user can confirm whether any of the records are a suitable match.

Should a contact's records not be returned, or there are no matches from the list provided, a new record can be confidently added to the database.



QAS Unify

QAS Unify allows customers to remove duplicate contact records in bulk from their database on a regular basis. QAS Unify works in two ways, by deduping a single file or database, or by comparing two files or databases for similar or identical records.

How does QAS Unify work?

Step 1

QAS Unify has its own index engine that takes a copy of the source data, either in an existing customer database or other database or purchased contact list.

Step 2

It then uses a matching engine to identify duplicate records in the source data.

Step 3

The results from the duplicate identification process are then stored in a results database where the user can choose to export either:

- The unique records (to keep)
- The duplicates found (to remove)
- The groups of records identified as duplicates of each other
- Records not belonging to a group of duplicates

Step 4

From the list of exported results, the user can keep the records, remove them from the database, or flag as duplicates.

Working alongside other QAS products and services

QAS Match

QAS Match can be integrated alongside other QAS products such as data capture software QAS Pro or QAS Gateway. Whether your contact data capture is sourced from your gazetteer using QAS Gateway, or from Royal Mail's Postcode Address File (PAF) via QAS Pro, results can be fed straight into QAS Match. This ensures contact data is accurate

and correctly formatted at point of collection.

QAS Unify

QAS Unify works seamlessly alongside QAS Match. If you're using QAS Match to prevent duplicates entering your system at point of capture, QAS Unify can work in conjunction to identify duplicates in an existing database and ensure the ongoing maintenance of good data quality.

Integration

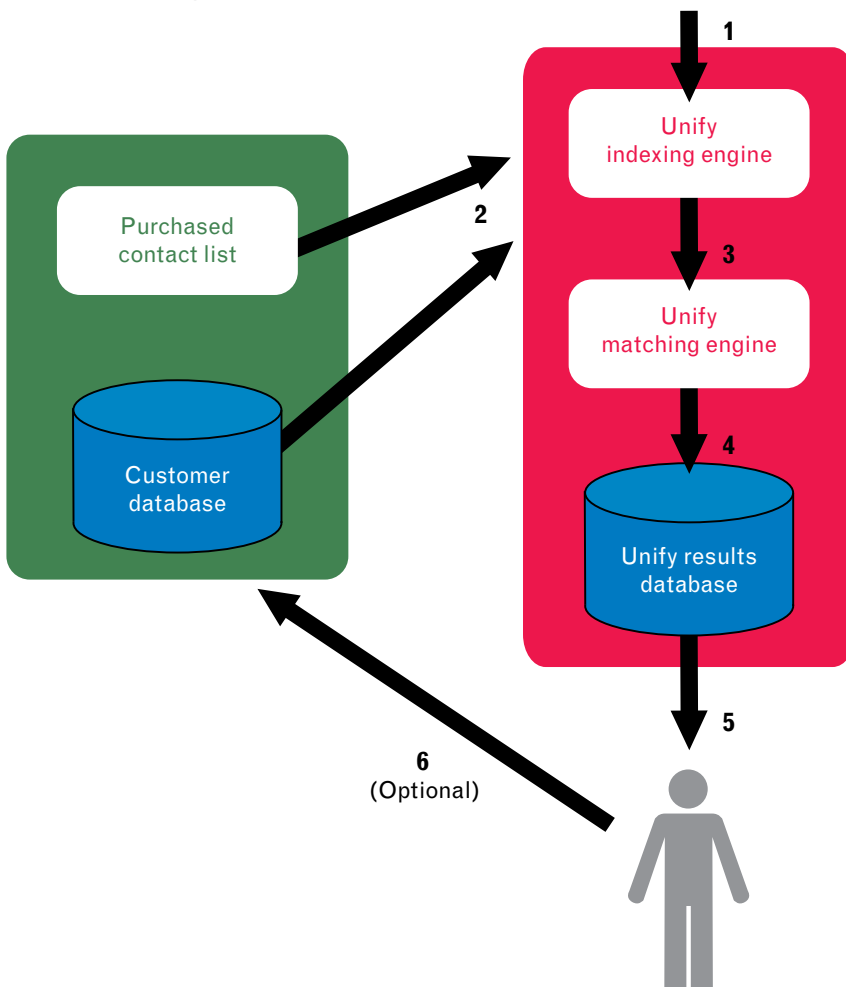
QAS Unify and QAS Match are flexible software tools that can be installed and integrated into your system and, with the help of QAS Professional Services, can be tailored to your specific requirements. Both QAS Match and QAS Unify are available on a variety of operating platforms.

QAS Match

QAS Match can be integrated into existing CRM systems and partner integrations such as Siebel with assistance from the QAS Professional Services team. In addition to helping with the installation and configuration of QAS Match, QAS Professional Services may be able to work with you to configure the software to search and access multiple databases.

QAS Unify

With the assistance of QAS Professional Services, the software can be fully automated and scheduled periodically or as a one-off bulk deduplication run to fit in with your business workflow. QAS Professional Services may be able to work with you to configure the software to merge databases held on the same site into a single database.



QAS Professional Services

The QAS Professional Services team can advise on all data issues and offer solutions to minimise risk and reduce implementation time. They provide invaluable advice and support to ensure you get the most from your investment. QAS Professional Services will work with you to:

- Produce a data quality strategy and associated plan of action for the ongoing improvement of your data
- Provide a free audit of your database(s) to help you understand your data better
- Reduce integration time
- Ensure a high return on investment
- Significantly reduce reliance on external experts for future maintenance and enhancement of your systems

About Experian QAS

Experian QAS provides contact data management (CDM) software and services that help organisations drive value from their data. Every organisation stores contact information on its customers/ citizens, prospects, suppliers and employees. Over 10,000 organisations worldwide choose Experian QAS products and services to manage the quality and accuracy of this data to improve business processing, financial performance, efficiency and customer experience. The CDM capabilities include data auditing and standardisation, validation and cleaning, matching, suppression and enhancement. Specialist authentication solutions are also offered to meet the growing demand for electronic identity verification in the wake of rising ID-related crimes.

Award winning Experian QAS solutions are a result of year-on-year investment in technology development since 1991, to ensure each solution delivers the highest level of functionality and service support.

QAS Ltd is a wholly owned subsidiary of Experian, the global information services company.

For more information on QAS Match and QAS Unify, or to speak to your account manager please contact us:

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