

Satori™ matchIT **Advanced Data Cleansing**

Improve and maintain the strength of your relationships with customers, prospects and business partners with Satori™ matchIT™ contact quality software. Identify duplicate records and gain an aggregate understanding of your contacts by consolidating or linking data from all sources in your organization. Combined with MailRoom ToolKit® solutions for address validation and updates, Satori matchIT delivers a comprehensive contact data quality solution. It's time to make business decisions based on all-inclusive information — Satori matchIT makes it easy and practical.

Why Contact Data Quality Matters

Organizations rely on accurate contact data to effectively track accounts, keep orders coming in, invoices paid and other business critical communications flowing smoothly. Typically, this contact data is touched hundreds of times by people in nearly every department — often it is stored in tentatively related systems. For organizations with complex contact data management systems, typical field matching is not enough to cleanse, detect duplicates and update contact data or, ultimately, achieve peak efficiency.

The State of Data Quality

Studies from data quality analysts, including Gartner, The Data Warehousing Institute (TDWI) and The Information Difference, all report that most organizations believe their data quality is fine. Yet those same reports show that, for many, this belief is based on a head-in-the-sand philosophy: if I can't see it, it can't hurt me.

- ▶ 42% of businesses make no effort to measure data quality (The Information Difference)
- ▶ 23.6% of all mail is addressed inaccurately (USPS)
- ▶ The quality of stored U.S. addresses declines 17% per year (USPS)
- ▶ Left unchecked, duplication rates of up to 20% are not uncommon (Dun & Bradstreet)
- ▶ Contact data quality problems cost U.S. businesses more than \$600 billion each year in postage, printing and labor (TDWI)

Without systems and processes to systematically validate and update contact data, quality quickly deteriorates. People and organizations move, go out of business, merge or even just change names.

The Data Quality Advantage

A comprehensive contact quality solution protects your investment in lead generation and customer retention programs, ensures the deliverability of your mail, makes your communications more effective and eliminates considerable waste. In short, it saves your organization money and opens the door to even greater profitability.

Where Quality Matters

- Direct marketing
- Database management
- CRM migration & management
- Fraud detection & prevention
- Data warehousing
- Cross-platform data integration

Total Contact Data Quality

Widely considered to be among the most powerful contact data resolution solution on the market today, Satori matchIT encapsulates multiple algorithms for detecting phonetic, fuzzy, mistyped and abbreviated information. In a representative test, Satori matchIT identified 226% more duplicates in a data file than a typical competing merge/purge application. In short, Satori matchIT reliably delivers powerful results that go beyond mere duplicate detection.

Detect and Link

Identify related entries within or across multiple databases or business units to discover profitable relationships with advanced phonetic and fuzzy matching technology.

Consolidate

Intelligently combine data from duplicate records into a single enhanced master record to streamline communications and business operations.

Parse

Identify and relocate poorly structured or unparsed contact data through the division of names and addresses into component parts.

Report

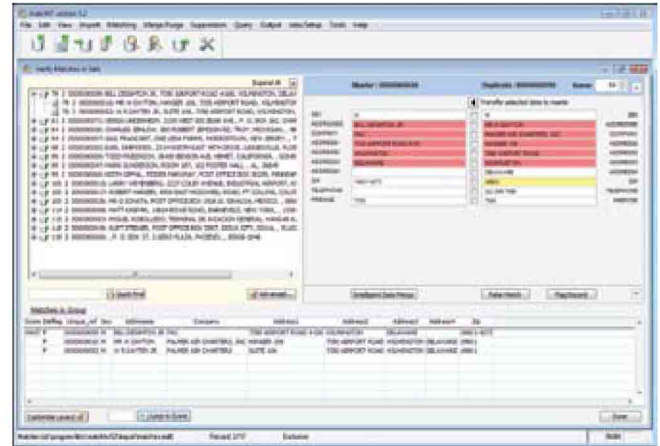
Interactively verify results through reports, charts and other visualization tools. Apply preset and user-defined scoring models to ensure the most accurate, useful results for your organization.

Correct

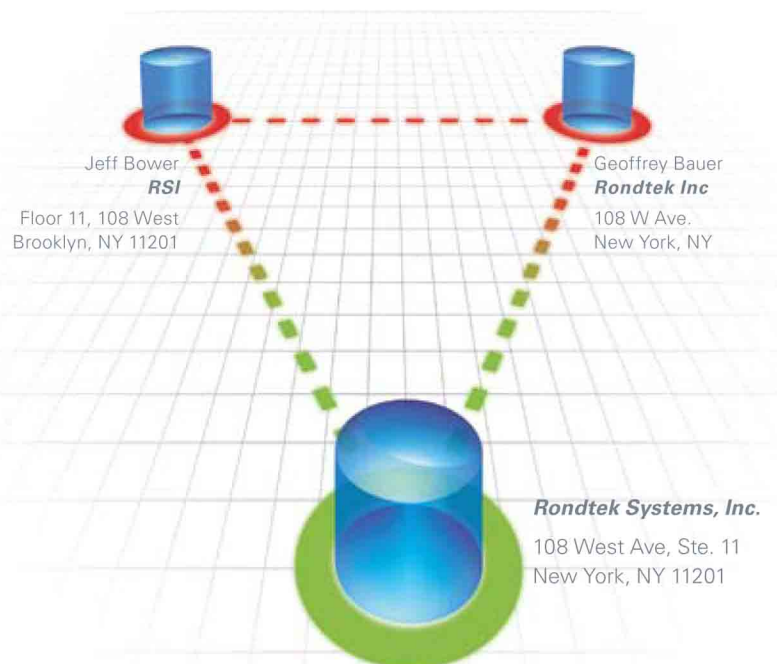
Enforce proper capitalization of contact and business names such as MacDonald, van der Valk and FedEx. Assign gender based on a name search of the supplied data directory.

Automate

Merge any number of files and compare the results against any number of suppression files in one job with the Multiple File wizard.



Identify duplicate records and append missing information into a master record



Link records in multiple applications for a holistic view of the relationship

Integrated or Standalone Application

Satori matchIT delivers superior contact data quality either in a standalone desktop application or through an API for integrated processing.

Satori matchIT Desktop Software

The Satori matchIT desktop application offers out-of-the-box productivity. Its user interface offers simple, concise, predefined workflows which ensure nearly instant results and the highest possible accuracy with little-to-no training. The interface simplifies basic data quality tasks for non-IT users, yet provides all of the functionality, power and robustness a senior database administrator would expect. It is most useful for processing files provided by an outside party.

Satori matchIT API

The Satori matchIT API can be used to integrate advanced contact data quality processes into regular maintenance routines, data collection forms and more. This batch or point-of-capture quality detection and resolution ensure that superior contact data permeates your organization, which facilitates educated business decisions, effective communications and efficient billing. Windows, UNIX and Linux systems are supported.

Professional Services

While Satori Software® products are designed for ease-of-use and straightforward implementation, many organizations lack the time or expertise to implement a comprehensive contact data quality solution. The Satori™ Professional Services team can help you define, design and implement the solution that meets your particular business needs.

Our skilled professionals understand the complexities of contact data management and USPS regulations. We provide solutions to leaders in healthcare, financial services, universities, direct marketing firms, nonprofits, large mailing operations and more. We also serve as a vendor of choice for U.S. federal and state agencies.

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