

# Case Study - DMB Group



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Dale Reed  
dmbgroup  
IT Director

DMB Group leverages helpIT Systems to automate data matching process and increase their matching accuracy

With over 25 years experience in direct response, dmbgroup ltd services are designed to help their customers enhance both the quality and quantity of their customer data by developing marketing analytics and communication programs based on real time customer information.

Dmbgroup's services include geo-demographic, socio-demographic profiling in order to segment and target customer marketing databases using this data to predict customer behavior, identify more opportunities for conversion, increase response rates and identify up sell & cross sell opportunities. Companies such as Allianz, AXA, and McDonalds utilize dmbgroup's wealth of experience to strategically develop and analyze their customer data in order to drive more sales, retain customers and gain invaluable customer insight.

## Challenge

dmbgroup had arranged to provide one of their clients with data from several sources for marketing purposes on a monthly basis. They therefore needed to ensure the data was de-duplicated prior to final extract. Because of the scope and frequency of the work, they also required the process to be automated - but the priority was to achieve the best possible match rate with as few false positives as possible.

Accurate matching is a critical step in the analysis phase, and a prerequisite to measuring the effectiveness of a company's marketing activity; as enhancing data against other datasources, existing data can be enhanced to give a more complete customer view.

## Solution

dmbgroup implemented matchIT SQL helpIT systems integrated data quality solution built for Microsoft SQL Server. Having used matchIT in a previous role, dmbgroup's IT Director was already familiar with its capabilities and recognized how dmbgroup and their customers could benefit.



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“We wanted to build the system into our own automated data processing system which was already in place, the MatchIT SQL command interface was ideal, and allowed us to provide quality phonetic de-duplication without any manual processing, or having to change anything on our front end systems, all of the work being performed via stored procedures in SQL through the back end database.”

Implementing the matching logic is a CLR assembly comprising SQL Server stored procedures (written in .NET) which can be called through SQL scripts, or can be executed directly from a calling process. This provides great flexibility in interfacing with the matching logic e.g. from a web service, a Windows application or an SSIS package.

## Result

The implementation was simple and results definitive. Using matchIT increased dmbgroup’s duplicate match rate by 18-25% over their previous processes. The results allowed dmbgroup to realize savings and thus reduced the costs to their clients

“Being able to utilize the functionality natively through Microsoft SQL Server meant no manual intervention during de-duplication processing, and no changes required to our front end systems. We simply added the functionality to one of the existing stored procedures which ran during processing”; stated Mr. Reed.

## About helpIT Systems

helpIT Systems is an innovator and developer of data quality software, and has been helping companies gain control of their contact data for over a decade. We offer unified data cleansing tools for identification of matching records, data enrichment & enhancement, de-duplication/suppression, and address validation and standardization. Our solutions accommodate a vast spectrum of business and developmental needs, such as database marketing and mailing, CRM migration, call center data entry, and data warehousing.

helpIT systems is becoming an undisputed leader in this segment with more than a thousand users and a high-profile client list including AXA, Barclays, DHL, Dun & Bradstreet, Experian, Harvard Business School, US Naval Institute, AC Nielsen, Gannet, News Corp, Pitney Bowes, and Saks Fifth Avenue, as well as many federal, state, and local government agencies.



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