

# Case Study - MS Society of Canada



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David Arbuthnot  
MS Society  
VP of Information Technology

Multiple Sclerosis Society of Canada implements matchIT SQL to gain a 360 degree single customer view, and improve their donation stewardship

The MS Society's mission is to mobilize people and resources to drive research for a cure for MS and to address the challenges of everyone affected. An estimated 13,500 women and men are volunteers for service programs, fund raising events, public awareness campaigns and social action activities.

Multiple sclerosis (or MS) is a chronic, often disabling disease that attacks the central nervous system, and affects more than 400,000 people in the United States, 75,000 in Canada and 2.5 million worldwide. Today, through the efforts of many people including the MS Society of Canada, new treatments and advances in research are giving new hope to people affected by the disease.

## Challenge

With a membership of 28,000, the MS Society of Canada is the only national voluntary organization in Canada that supports both MS research and services for people with MS and their families. To maintain our high ethical standard when it comes to fundraising, the MS Society relies on grassroots events, personal and corporate gifts and the goodwill of Canadians impacted by MS. As such, we are careful stewards of all donations.

“Duplicate records in our CRM prevented us from getting a true 360 degree view of our customers, and we needed to reduce the number of duplicate records within our CRM application.” stated David Arbuthnot. The MS Society raises 95% of our revenue independently through personal and corporate donations. We have extensive oversight and control mechanisms to ensure every dollar raised is used to maximum benefit.



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## Solution

To meet the fundraising demands and forge stronger customer relationships the MS Society chose to implement technology that enables them to gain a single customer view and better see that there are individual people who support the charity in many different ways.

MS Society licensed and implemented helpIT systems integrated data quality solution built for Microsoft SQL Server - matchIT SQL. David found the matching logic to be exceptional and truly appreciated the ability to connect directly to his SQL database. The matching logic is implemented as 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. “matchIT SQL was fast and easy to deploy”.

“matchIT allows us to identify true duplicates as well as make strong recommendations to staff to review ‘near’ matches,” concludes David. “This will help reduce staff time and mailing costs. Further more, by identify duplicates and merging records, we get a much more accurate picture of the value of each customer’s relationship.”

## 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, 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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