

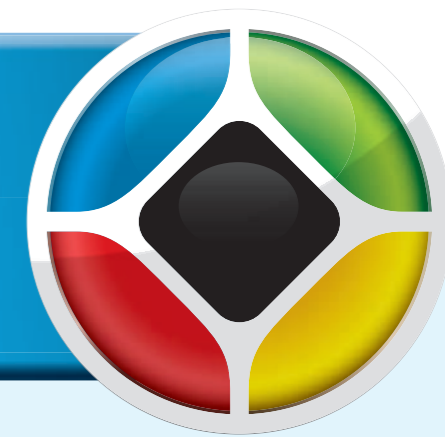
- ✓ Fuzzy matching, deduplication & merge/purge
- ✓ Integrated USPS CASS® certified address validation and NCOALink®
- ✓ Suppression and data enhancement
- ✓ Advanced record-linking technology

# matchIT

●●●● SUITE

# Unprecedented Data Quality. Flexible. Streamlined. Automated.

The **matchIT suite** is an easy-to-use desktop data quality application that puts you in control of the data cleansing process. Using a unique and proprietary matching logic perfected over 20 years, we have earned a reputation as “*the deduplication experts*”. Take a look at what makes *the matchIT suite* the solution of choice for more than 1,500 companies worldwide...



## IT All Starts With the Right Engine

Widely considered to be one of the most effective matching engines available, **the matchIT suite's** core API surpasses conventional applications that primarily rely on match keys alone. Instead, our engine uses match keys to generate a wide net of “potential duplicates” which are then fuzzy matched using the **actual data**. With proprietary algorithms particularly adept at detecting phonetic variations, miskeyed entries, missing or inconsistent data, matchIT is able to maximize the true matches found while minimizing false matches. Most importantly, each match is “scored” so you can focus on matches requiring manual review while automatically processing the majority.

**Make better decisions with cleaner, more accurate matches that are scored for streamlined handling.**



## User-Friendly Interface

For end-users, it is imperative to be able to quickly match lists, verify addresses and prepare clean data in an easy-to-use interface that does not require extensive training or regular IT support. That's why **the matchIT suite** was designed to simplify basic processing tasks for departmental non-IT users while still providing all of the functionality, power, and robustness that IT and data professionals require.

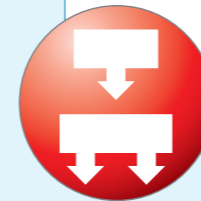
**Enjoy the ideal mix of desktop-ready functionality and technical flexibility.**



## Streamlined Data Flow

**The matchIT suite** is your single system for all your data cleansing functionality – which means no need to export and import between multiple programs. Using wizards to read data from a wide variety of sources (including Excel, Access, SQL Server, Oracle and text files), data can be standardized on import and after processing. Once the job is complete, **the matchIT suite** can write cleaned data or matching results back to the source data environment, or create Mailsorted mailing files.

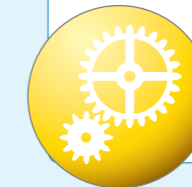
**Benefit from a single tool and interface for all your data cleansing needs.**



## Sophisticated Job Automation

For data and IT professionals that want customized processing combined with the advantages of comprehensive packaged data cleansing functionality, **the matchIT suite** facilitates the development of powerful job scripts. This allows a non-technical user to amend and repeat jobs easily as well as allowing regular processes to run unattended, with results available for users to inspect upon completion.

**Employ a standard package but with the flexibility to tailor features to your specific needs.**



## matchIT at a glance

●●●● SUITE

**The matchIT suite is a flexible, easy-to-use data quality package that can quickly and efficiently deduplicate files, validate and update addresses, suppress unwanted records and generate an accurate Single Customer View.**

**TECHNICAL REQUIREMENTS:** The matchIT suite will run on all Windows operating systems from Windows 2000 and later. It can operate on anything from an entry-level workstation to a high-powered server, either natively or via remote access architecture.

- Deduplication & Merge/Purge within and across any number of files
- Match on individual and business names, address, email, phone, account number, date of birth – or any other data that you hold
- Name parsing & salutation creation
- Transfer & consolidate customer information
- Advanced record linking for creation of data warehouses and Single Customer View
- Match and update addresses using integrated USPS CASS® certified address validation and NCOALink®
- Choose whether and how to standardize addresses
- Data enhancement from third party sources
- Suppression of unwanted records or existing customers from marketing lists
- Effective & accurate matching delivers results far superior to well-known online services
- Significant savings on postage through bulk mail discounts and reduced waste
- Fully automated processing

If you are interested in learning more about **the matchIT suite**, please visit our website at [www.helpIT.com](http://www.helpIT.com) to request a Free Trial or call us at **866.332.7132**.





## Successful business decisions demand accurate data

For over 20 years helpIT systems has developed tools that companies rely on to achieve data accuracy. With over 1,500 clients in 25 countries across 5 continents, **helpIT systems** is a true leader in developing effective and accurate data cleansing packages.

*How clean is your data?*

### matchIT SUITE

#### DESKTOP DATA CLEANSING

Flexible, easy-to-use data quality package with deduplication, record-linking, address validation, suppression and mailsort.

### matchIT SQL

#### INTEGRATED DATA QUALITY

Deduplication, record-linking & address validation integrated within SQL Server, and generating a Single Customer View.

### matchIT API

#### SOFTWARE DEVELOPER KITS

Versatile developer tools for complex integration & third party application bundling.

### findIT S2

#### REAL-TIME CUSTOMER VALIDATION

Front-end data quality firewall with duplicate prevention, intelligent fuzzy inquiry and address validation.

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