# matchIT
## DATA QUALITY SOLUTIONS

# Connells Group crunch Big Data with matchIT and achieve accurate *Single Property View*

## Connells group

Connells Group faced a familiar and large-scale issue when considering an update to their Data Warehouse and BI application. They had large amounts of inconsistent and unmatched data across multiple internal and external systems. As a result, **matching and validating this data was extremely time consuming and challenging**, and limited the business from leveraging the insight of these data assets and maximising the benefit to the business.

> 66 *Being able to match properties across systems is a powerful 'insight' requirement. However, from a technical perspective, this is much more difficult than it sounds.* 99

Having developed an in-house solution utilising basic 'string-matching' processes, based on postcode and house number/name fields, **Connells Group was only able to achieve 40 to 60% match rates,** depending largely on source data and occasional false positives.

## Solution

Connells Group **implemented matchIT SQL into a bespoke enterprise** address matching solution that acts as fully scalable an incremental loading framework, facilitating easy updates, adding new systems or data as the group and their data expands.

The **SSIS components allow Connells Group to continue ETL development in their preferred method.** With the benefit of extremely fast load and matching, Connells reap the benefits of a relatively small processing time.

For Connells Group, achieving an accurate and reliable 'Single Property View' was the ultimate goal – and **matchIT SQL SSIS components provided something very close to an "out-of-the-box" solution to achieve this.**

## Connells Group has reported a number of unexpected benefits from the implementation of matchIT SQL

## Results

> **"** *We have seen a significant increase in accuracy and a reduction in false positives. In a typical data set, with user-inputted data, we will often see a match rate in excess of 90%, compared to 40-60% previously. This increase, when applied to our millions of rows of address data, is huge!.* **"**

Having set out to build a reliable, scalable and accurate Data Warehousing solution, supported by better match rates and a reduction of false positives in pursuit of their **'Single Property View',** Connells Group has **reported a number of unexpected benefits from the implementation of matchIT SQL** – best described by a member of the Connells team;

> **"** *Members of the team have previously used other competitor products and we're all in agreement that this product is significantly faster, more flexible and easier to use than anything we have used previously.* **"**

## About Connells Group

Originally founded in 1936 and with a network of nearly 600 nationwide branches, Connells Group is one of the largest and most successful estate agency and property services providers in the UK. The Connells Group is a subsidiary of the Skipton Building Society, **one of the UK's largest providers of financial services and products.**

Alongside the Connells brand, the Group trades under other **well-known and trusted local names** including Allen & Harris, Bagshaws Residential, Barnard Marcus, Brown & Merry, Fox & Sons, Jones & Chapman, Manners & Harrison, Roger Platt, Shipways, Swetenhams, William H Brown, Sharman Quinney, Pattison Lane, Burchell Edwards, Ashley Adams, Rook Matthews Sayer, Paul Dubberley, Gascoigne Halman,   Peter Alan and online estate agency Hatched.

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