



# DATA ENTRY **FIREWALL FOR SQL SERVER**

- Contact data verification at point of capture
- Prevent entry of duplicates and incorrect/garbage data
- Royal Mail and International address validation
- Intelligent inquiry for rapid and reliable customer lookup
- Real-time Single Customer View across data sources
- Provides essential functionality for GDPR

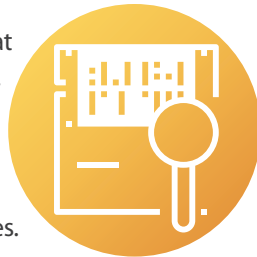
## Data Quality and GDPR Compliance start at Point of Entry

GDPR requires that the personal data you hold about your customers is accurate and up-to-date. Errors at the point of entry are the most widespread cause of inaccurate data, yet according to a 2015 survey by Royal Mail, only 43% of businesses automatically validate the customer data they capture on their websites or as it enters internal systems – and far fewer check for duplicates at that point.

Maintaining accurate and up-to-date data is difficult if you have duplicate records – or records for the same person in different databases – as you could update information in one of these records but not the others. To ensure data accuracy at the point of capture, you need to go beyond address validation and ensure that duplicates, garbage and incorrect data never make it into your system.

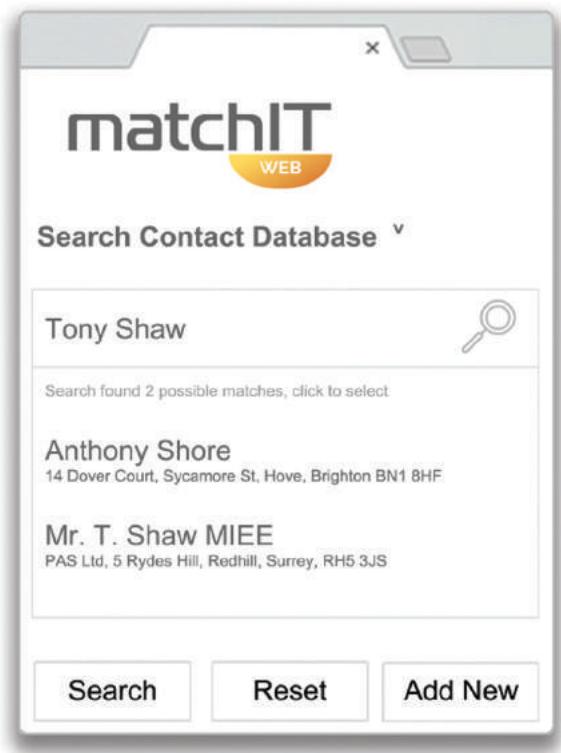
## Find Records Easily and Prevent Duplicates.

matchIT Web is a data entry firewall that intelligently searches across databases, finding contact and business records that conventional searches don't, preventing the entry of duplicate records and capturing correct addresses.



As you enter contact data, such as name, address or email, matchIT Web's unique fuzzy matching algorithms scan your database(s) in real-time to identify possible matches allowing for misspellings, phonetic variations and inconsistencies in your contact data.

If a match is found, simply select the record and go to it in your system to do what you need. If no matching record is found then add a new, correctly formatted record, confident that you are not creating a duplicate and that the address is deliverable.



## Testimonials

*"Most of the data flows from legacy systems with characteristic errors into a database of about 40 million customer records. We have four data sources in production, each with its own set of config files, getting good to very good matching results. Groups that were maintaining their own solutions are now successfully using matchIT Web."*

**Willis J, Senior Software Engineer**  
digital marketing company

*"On the rare occasions we have needed to contact helpIT's support department we have always received an excellent and timely service. It is very refreshing to have access to all levels of support in one place including the development team. This means their ability to react to what can be very complex issues has always been outstanding."*

**Chris Marsh, Senior Systems Analyst**  
Jelf

## Respond Quickly to GDPR Requests

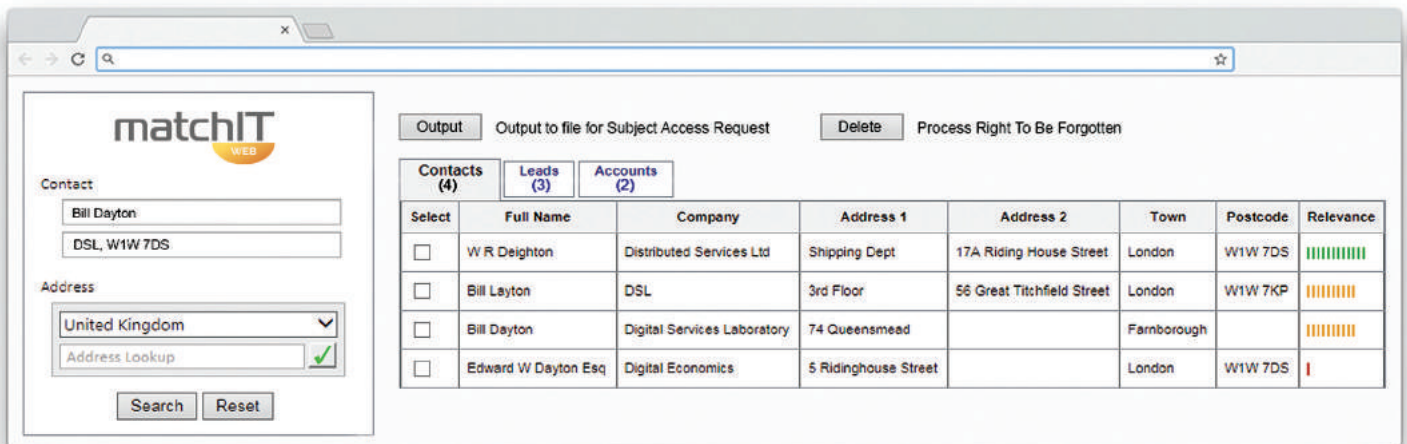
matchIT Web enables you to respond to Subject Access Requests quickly by finding all the information you hold about a person across all your databases – even if there is duplication that you didn't know existed – and writing their data out to a file.

To process the Right To Be Forgotten, matchIT Web can reliably delete all that person's data from all your databases. It can also write their contact details to a suppression file to allow you to screen them out of any third-party data that you receive in future.

## The 1-10-100 rule applies strongly to Data Quality

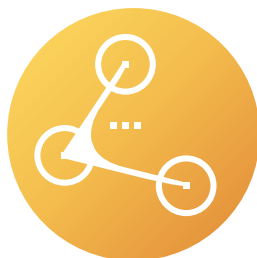
An error that might cost £1 to prevent, costs £10 to correct, but £100 in remedial action if you rely on it for fulfilling an order, for example.

It's not only cheaper but also better practice to capture data correctly in the first place, as it leads to far better customer satisfaction and reduces compliance issues.



## Why choose matchIT Web?

- Intelligent fuzzy search means finding existing records more quickly and effectively
- Searches multiple databases to present a holistic, real-time Single Customer View
- Prevents adding duplicate contacts and entry of garbage and incomplete data
- Captures correct UK and worldwide addresses with far fewer keystrokes



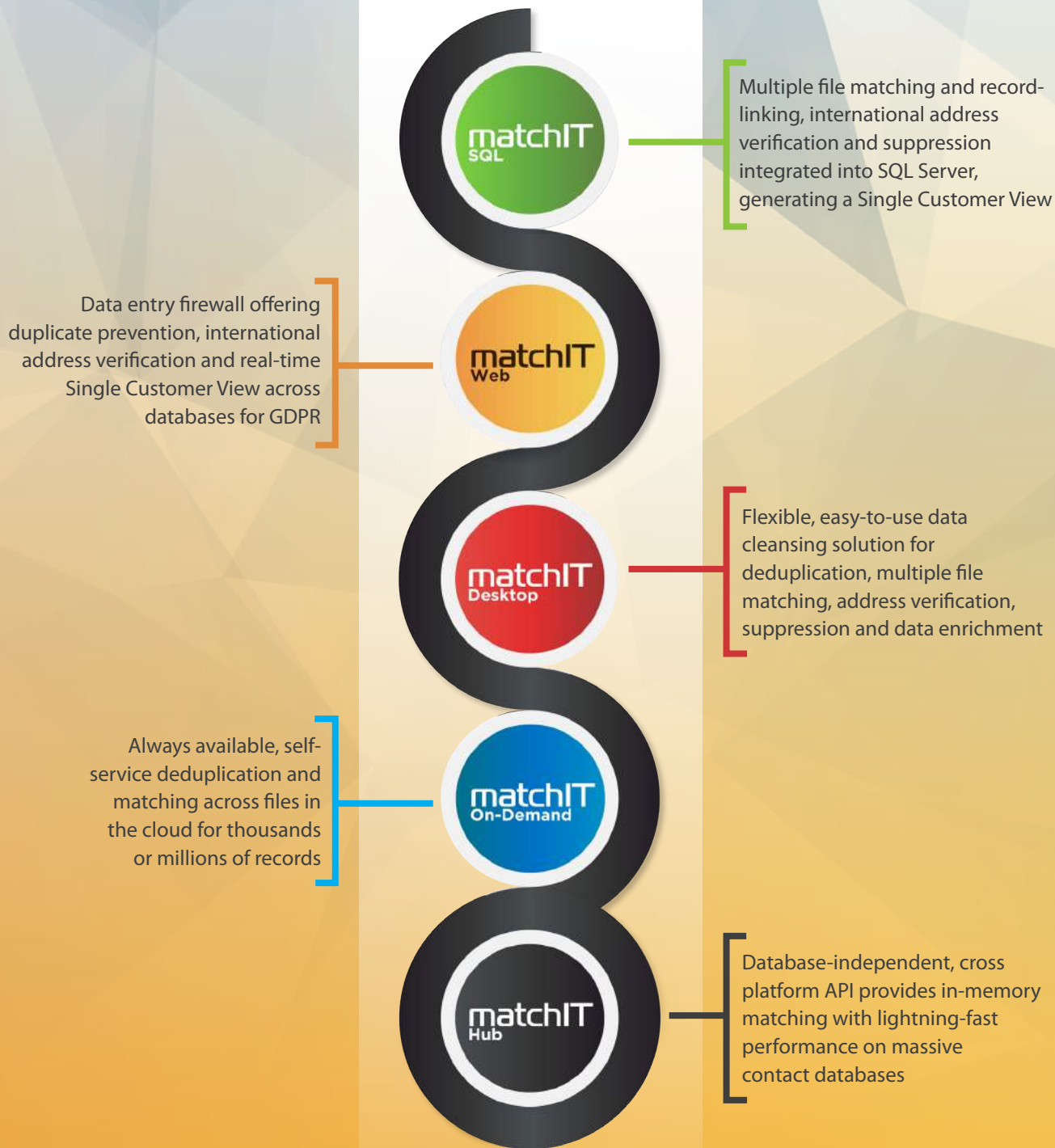
When deployed alongside matchIT SQL for new batch feeds, matchIT Web provides a complete Data Quality Firewall for SQL Server.

## Integrates into your system

matchIT Web seamlessly integrates into your existing CRM interface, ERP applications, point of sale, or any other contact data entry forms, including web forms. It can be configured to include the search fields most suitable for your data and business needs.



matchIT Web deploys as a local or remote web service, connecting to SQL Server and other databases. Implement for all use cases either on-line (interactive) or off-line (back-end).



## Successful business decisions demand accurate data *(and so does GDPR!)*

The EU General Data Protection Regulation (GDPR) requires organisations to be “accountable for accuracy of personal data and, where necessary, keep it up to date. Every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay.”

Fines can be levied for a level 1 breach up to €10 million or 2% of global gross revenue (whichever is higher).

For over 20 years helpIT systems has developed tools that companies rely on to achieve data accuracy. With over 2,000 clients in 25 countries across 5 continents, helpIT systems is a true leader in developing effective and accurate data cleansing packages.

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