✓ Matching & Deduplication
✓ Address & Postcode Validation
✓ Industry Standard Suppression
✓ Data Enhancement
✓ Mailsort & Downstream Access

matchIT® DESKTOP

cleaner data. better decisions.

Get Your Free Trial Today! www.helpIT.com     +44 (0) 1372 225900

matchIT Desktop 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 matchIT Desktop the solution of choice for more than 1,500 companies worldwide...

matchIT Desktop is composed of four individual modules, available as stand-alone applications or as an integrated toolset for end-to-end data quality support.

**matchIT Desktop**
- 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
- Establish an accurate single customer view

**addressIT**
- Match addresses & Postcodes against Royal Mail PAF
- Correct Postcodes, allocate Delivery Point Suffixes (DPS)
- Choose whether/how to standardise addresses
- Addition of Northing & Eastings data
- Data append from third party business & consumer datasets for e.g. SIC code, number of employees, telephone, date of birth, length of residence, Mosaic codes

**suppressIT**
- MPS, Deceased & Gone Away Suppression
- Supply new addresses for Gone Aways
- Supports all major industry suppression files
- Effective & accurate matching delivers results far superior to well-known online services
- Process files locally or using an integrated hosted service which allows full local control

**sortIT**
- Royal Mail accredited Mailsort & Presstream services
- Includes all major Downstream Access providers
- Full spectrum of choice to ensure optimum bulk mail discounts
- Keep up to date as deregulation continually means change
- Processing can be fully automated
- Internal price calculator to optimise discounts

TECHNICAL REQUIREMENTS: matchIT Desktop 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.

If you are interested in learning more about matchIT Desktop, please visit our website at www.helpIT.com to request a Free Trial or call us at +44 (0) 1372 225900.
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?

Get Your Free Trial Today! www.helpIT.com +44 (0) 1372 225900

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