

Just how much is poor quality data costing your company?

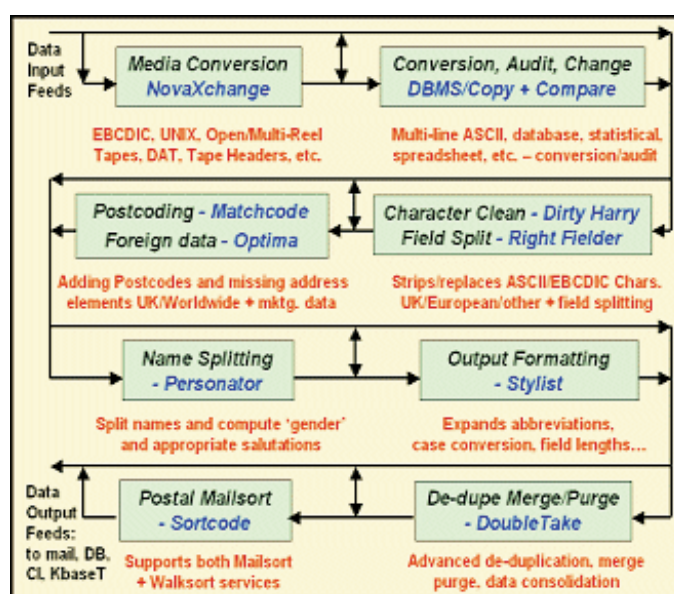
Prevent flawed data analysis, remove duplication, improve address quality... with the cost-effective 'RADIUS' Data Improvement Suite from Tech4T!

At a minimum, 2.5% of your customer database will contain duplicate records. Given 80% of your business comes from just 20% of your customers, those customers will have had more communications and transactions with your company increasing the possibility of data error.

There is therefore a very strong likelihood that most duplicate entries will fall in this database segment. **Upset or lose these 2.5% and you could be looking at losing 10% of your income!**

The Problem! Duplicated or poor quality data could lose you customers and money!

- ▶ Conflicting offers made to the same person thus leaving them confused or annoyed
- ▶ Wasting analysts time with unreliable data and unconsciously applying flawed results to incorrectly drive marketing strategies, communications and your business
- ▶ Duplicated effort and cost through mailing multiple contacts at same address or business
- ▶ Wasted postage with 'undelivered' returns - UK + worldwide
- ▶ Less effective targeting through poor selections based on incorrect field descriptions, indicators and/or bad-debt flags
- ▶ Giving your customers the wrong impression through poorly addressed communications, duplicated tele-marketing or by providing inappropriate information at the wrong time
- ▶ Could allow fraud by not spotting 'alias' names or email address variations
- ▶ Marketing spend wrongly allocated against incorrectly computed customer lifetime value...

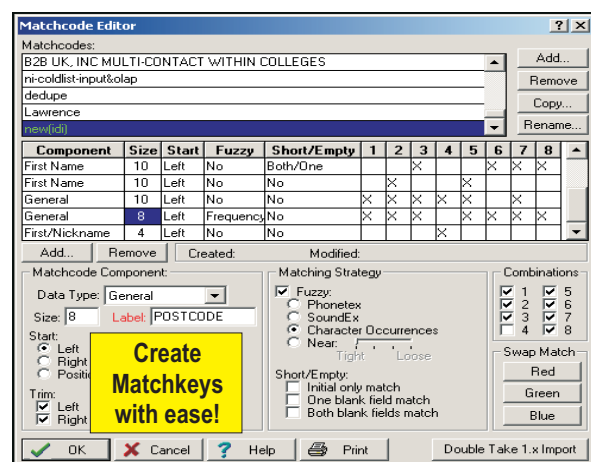


The Solution! Technologies4Targeting have combined the most powerful and easy-to-use data conversion, comparison, improvement and merging software with 'expert' training and optional data cleansing bureau services to eradicate your data issues once and for all - whatever your data volumes! And with 'one-stop' supply, training, **FREE** telephone technical support and competitive prices, we deliver a cost-effective solution that meets your data improvement objectives and budget. Software includes:

- ▶ **MindManager Enterprise (Win 98/2000/XP)** - innovative software that allows you to apply and capture 'free thinking' and associated tasks and processes, but then automatically translate these into structured project plans and operational procedures - ideal to define the methodology for specific data improvement tasks, campaign management and controlling the 'shaping data' process!
- ▶ **NovaXchange (Win 95/98/NT/2000/XP)** - has the ability to transfer and manage all types of data and all kinds of SCSI tape drives between operating systems and different hardware architecture. Supports multiple SCSI as well as RAID controllers and handles labelled or unlabelled tapes. A TAR/CPIO Plug-in gives the ability to read and write Unix TAR and CPIO tape formats, convert UNIX name spaces and read/write multiple volumes on a single tape, etc.
- ▶ **DBMS/Copy (Win 95/98/NT/2000/Unix/XP)** - provides sophisticated data audit plus optional translation, multiple database manipulation and data exploration. File transfers are the fastest and cleanest available plus you get record filters, variable sub-setting and powerful computational capabilities. Handles dissimilar numeric types, date variables, time variables, null value and variable name truncation. Converts to/from 90+ database/statistics formats.
- ▶ **DBMS/Compare (Win 95/98/NT/2000/XP)** - can examine the field content across multiple databases and extract the unique reference numbers for any records that have (or do not have) the same content. Used as extension to data audit, this utility has the ability to spot change - both on a record and field basis - and produce HTML and Excel output identifying the records that are different. The software aids the data mining process by identifying just records where data has changed, allowing the user to isolate these data in order to minimise the analysis required to track changes in customer behaviour.
- ▶ **Dirty Harry's Character Assassin (Dos/Win 95/98/NT/Win2000/XP - GUI)** - to strip non-printable characters and to improve the **DoubleTake** merge/purge process. An on-the-fly conversion allows letters with and without accents to be treated as equivalent during the process, whilst retaining foreign characters in your source data.

SEE OVER...

► De-duplication and merge/purge - 'Double Take for Windows'



(Win 95/98/NT/2000/XP - GUI + API) Fast and accurate - merge/purge: 5 x one thousand record files in just 8 seconds!

This most advanced de-duplication and merge/purge software lets you select one of Technologies4Targeting's or Double Take's supplied match keys, or you can create your own.

You can use any part of any field and you can set each component separately. In addition, Double Take provides concurrent matching using several criteria simultaneously (ie. Post Code + Last Name + Street # + Street Name - or - Post Code + PO Box - or - Post Code + Phone, or whatever) and you can process and test up to eight mutually exclusive match keys simultaneously.

No other de-duplication program gives you such precise control and flexibility. Match techniques include:

- **Phonetex**, an improved version of Soundex recognises the sounds made by special groups of letters like "ight". It knows "ph" is very different from "p", and that the "p" in "pterodactyl" or "pneumatic" is silent
- **Soundex**, the algorithm for matching the sounds of words
- **Character Occurrence**, matches "12345" to "52341" - pretty much a character for character match where the sequence is different
- **Near**, matches nearly-exact strings (i.e., "Lewis" and "Ewis", "Palacino" and "Al Pacino"). It looks for repeating strings of characters
- **Initial Only Matching**, "John Smith" to "J Smith"
- **One Blank Field Matching**, "John Smith" to "Smith"
- **Swap Matching**, "John Smith" to "Smith John"
- **Both Blank Fields Match**, if two records have the same empty component, that component will be counted as matching. For example, two records with missing first names will match
- **Nicknaming**, matches "Roberta" and "Rbta", or "Gene", "Jean", and "Jeanne". You control the table
- **Company Acronym**, matches "ABC" with "Alpha Bravo Charlie"... And much much more!

	First/Nick	Last Name	Company	Address1	Postcode
D 58	J	Matthews	Penwith Coll	St Clare Stre	TR18 2SA
O 1467	Iain	Millard	North Birmir	Aldridge Road	B44 8NE
D 1467	Iain	Millard	North Birmir	Aldridge Road	B44 8NE
O 12345678	P	Mursitt	Ifield Comm	Lady Margaret	RH11 0DE
D 12345678	P	Mursitt	Ifield Comm	Lady Margaret	RH11 0DE
O 12345678	Sally	Ogden	North Traffic	Talbot Road	M32 0XH
D 12345678	Sally	Ogden	North Traffic	Talbot Road	M32 0XH
O 12345678	Yvonne	Putson	Cleveland Cc	Green Lane	TS5 7RJ
D 12345678	Yvonne	Putson	Cleveland Cc	Green Lane	TS5 7RJ
O 12345678				Campus	BL1 6JT
D 12345678				Hills De	BL1 6JT
O 12345678				e Ground	CF10 3ER
D 12345678				e Ground	CF10 3ER
O 12345678				Margaret	RH11 0DE
D 12345678				Margaret	RH11 0DE
O 12345678				owe	PL14 3EA
D 12345678				owe	PL14 3EA

Records identified as duplicates can be easily analysed by individual Matchkey or any Matchkey combination to determine the best keys for your data!

In addition, Double Take supports user definable look-up tables, offers 32-bit capabilities, controls long file names and allows large file access (over 2GB). It runs at between 2 - 8+ million records per hour - many times faster than other merge/purge software and processes hundreds of databases in a single processing run!

- **Personator Pro (Win 95/98/NT/2000/XP - GUI + API)** - Preparation for de-duplication, splits full or inverse name fields into Prefix, First Name, Middle Name, Last Name, Suffix/Title, adds correct prefix/gender by referencing 100,000 record genderbase look-up table, makes perfect salutations and includes user definable look-up tables
- **Matchcode (most operating platforms - GUI + API)** - For improving UK address quality. Cleans consumer/business addresses, adds Postcodes and creates formatted output in a high-speed batch process, validating against PAF/Business/Electoral Roll files. Add-on data-sets inc. Experian Business database, Electoral Roll, TV regions, SIC, Map grid references, demographic codes, etc. Interactive version allows on-line address look-up from a Postcode. Enter the street number and the full details are pasted directly into your database
- **Optima Global Address (Win 98/NT/2000/XP - GUI + API)** - European/worldwide address improvement, batch and interactive. Optima is the most comprehensive solution for worldwide address data verification and correction. If you work with European or even worldwide address data, then this address enhancement solution contains a comprehensive multi-national dataset (with country and continent subsets) and a single batch/interactive software product that can handle the varying country specific address formats as a single process
- **Right Fielder Pro (Win 95/98/NT/2000/XP - GUI + API)** - Split company and street names - mainly for USA & Canada - "re-fields" badly fielded lists, distinguishes person names from companies within the same field, primary from secondary address, domestic from foreign, etc. Imports "print image" and "label format" files into true databases. Features user definable look-up tables
- **StyleList Pro (Win 95/98/NT/2000/XP - GUI + API)** - Correctly converts ALL UPPER to Upper/Lower case (or vice versa) including correct formatting of 'Mac' etc., expands user-definable abbreviations (or creates them), corrects punctuation, controls field lengths and formats data for database creation, mailing and print image output
- **Sortcode (most operating platforms)** - batch program to sort and prepare mailing output and bag/bundle labels in accordance with Royal Mail Mailsort and Walksort rules to ensure maximum postal discounts

Clean your data with confidence - 30 day money-back guarantee! Call Tech4T now on +44 (0) 1733 890790