

Merge un-linked files and remove duplicated records without information loss - DoubleTake 3

DoubleTake is the fastest merge/purge software available and is the tool of choice for the data professional. Using a mix of fuzzy, pattern and user-defined match algorithms, it spots duplicates and matches records other software will usually miss!

Tech4T's DoubleTake solution includes full support, tailored training and consultancy as needed. It is perfect for:

- IT departments migrating database & legacy systems
- Database marketers merging customer data & lists
- Specialists standardising data & removing duplicates
- Analysts (and marketers) needing a 'complete' customer view but faced with hard-to-join data sources

Dupe	POSTCODE	First Name	Last Name
6	AB42 2GU	DOUGIE	LAWRIE
6	AB42 2CU	Douglas	Lawlie
7	AB42 3PA	ALEXANDRA	HOSKINS-NORTH
7	AB42 3FA	A	North
8	AB43 6LU	Dorothy	Johnstone
9	AB43 6LU	Dorothy I	Milne

In a single pass, DoubleTake can de-duplicate, merge, merge/purge or update an unlimited number of files - customer, prospect, e-mail, etc. - and match these against internal/external suppression data (stop files, gone-aways, MPS, etc.). Files can be of infinite size and simply attached - with fields mapped - rather than having to import to a strict file format. Enriched records can also be created by consolidating data from multiple duplicated records so no valuable information is lost!

When merge/purging multiple databases and mailing lists, you can automatically select which source records are chosen for output based on either a file source and/or rules that can be applied to the content of any field in a file.

MULTI-FILE MERGE, DEDUPE & SUPPRESSION

Customer Orders	File Type	Total	Output	Duplicate	Suppressed
Customer Stop File	Suppression	56224	0	0	0
Shop 1	Purge	234	217	6	11
Shop 2	Purge	9761	9609	135	17
Shop 3	Purge	5146	5036	74	36
Shop 4	Purge	3670	3557	45	68
Web Orders	Purge	3058	2954	27	77
Customer File (Retail)	Purge	2551	2454	15	82
Customer File (Trade)	Purge	2430	2335	26	69
Bureau order file	Purge	2438	2318	19	101
		85512	28480	347	461

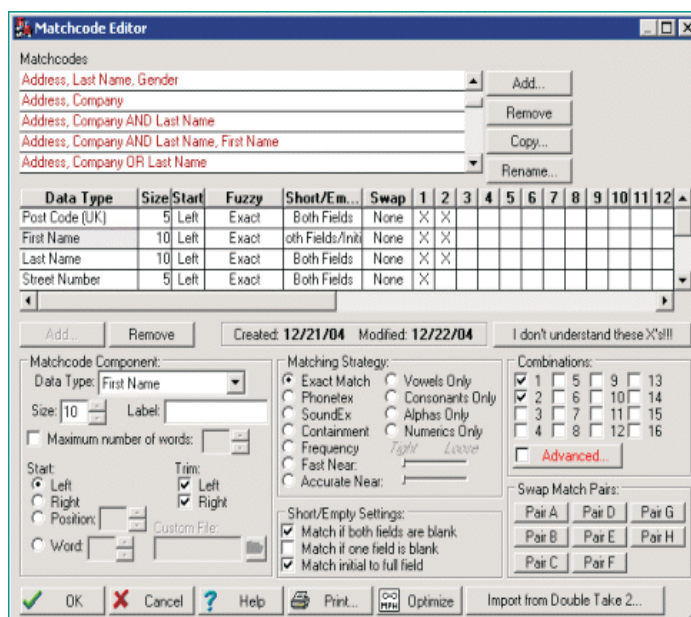
If you use separate customer databases - web, mail order, shops, etc. - with new customers captured on any mix of systems, there is a risk of creating duplicate entries.

With DoubleTake, you can merge these files and store on each duplicate record your preferred original customer number. Your output record can also incorporate the original customer number together with details from any other duplicate - date of birth, telephone number, etc. - determined on a priority basis.

The pairs of old and new customer numbers can then be used to update and correct each of your operational systems.

For database marketers purchasing several prospect lists on a net names basis, the order in which lists are chosen to donate the output record can be set. This saves money by prioritising records from the list with the lowest rental cost first. The output record can optionally contain combinations of source codes from any lists where there are matching records. Perfect for analysing response to see which combinations of lists featured on records that generated the most revenue.

DoubleTake's matchcode editor gives you more power than any other merge-purge or dedupe software. The screenshot to the right shows some of the matching elements that can be used but there is far more - you can even automatically change the rules depending on a field in your data such as company size or type!



De-Duplicate - Merge Purge - Suppress - Consolidate

- ✓ Select one of DoubleTake's supplied matchcodes or create your own.
- ✓ Process up to sixteen matchcodes simultaneously at speeds of 10+ million records per hour!
- ✓ Each matching component can use any part of any field and can be set separately. No other program gives you such precise control and flexibility.
- ✓ Swap Matching matches 'John Smith' to 'Smith John'. You can swap match as many as eight pairs of fields so if your data is spread over different fields you can still identify a match.
- ✓ Recognises special groups of letters like 'ight' using Phonetex, an improved version of Soundex. It knows 'ph' is different from 'p', and that the 'p' in 'pterodactyle' or 'pneumatic' is silent.
- ✓ Match company acronyms to company names such as 'ATS' and 'Aardvark Termite Service' plus drops reserved words such as 'The', 'PLC' 'Ltd', etc.
- ✓ Allows the creation of custom tables for conditional matching rules and to map naming variations.

DoubleTake allows you to specify combinations of components (up to sixteen simultaneously). What does this do for you? Assume you were deduping with the following conditions (the number in parenthesis is the size of each component):

Condition #1: PC (7) + Last Name (5) + Street # (5) + Street Name (5)
Condition #2: PC (7) + Last Name (5) + PO Box (7)

Here are three example records:

Name:	Joe Smith	Suzy Smith	Billy Smith
Address 1:	326 Lloyd Street	PO Box 11086	PO Box 11086
Address 2:		326 Lloyd St.	
City/PC:	Peterborough, PE1 8NT	Peterborough, PE1 8NT	Peterborough PE1 8NT

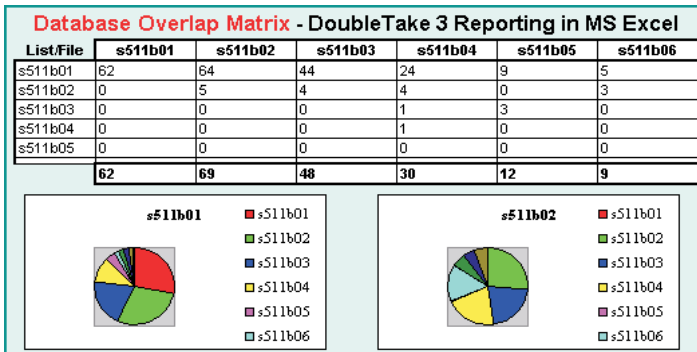
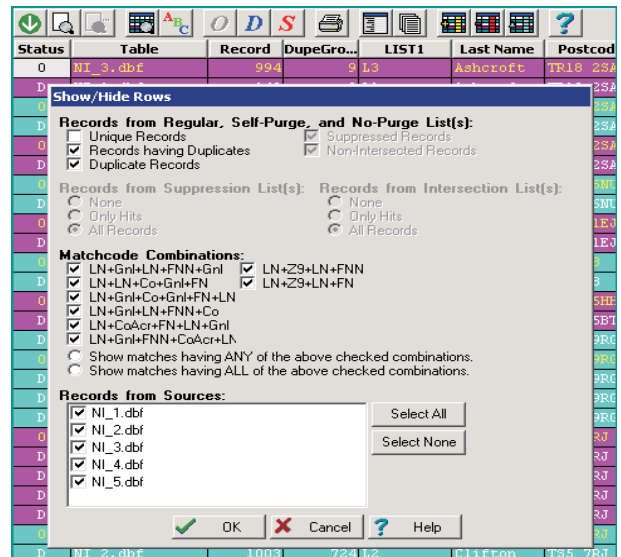
Here are the matchcode keys that would be derived using the matchcodes listed above:

	Matchcode #1	Matchcode #2
Joe's Keys:	PE18NTSMITH326 LLOYD	PE18NTSMITH
Suzy's Keys:	PE18NTSMITH326 LLOYD	PE18NTSMITH 11086
Billy's Keys:	PE18NTSMITH	PE18NTSMITH 11086

Standard dedupe software would never match these three records - the matchcodes are close, but not exact. The type of information available from each record is different.

With DoubleTake, Joe and Suzy match using condition #1, Suzy and Billy match using condition #2. Billy is considered a match to Joe through *inferred matching* (Billy matches Suzy who matches Joe). Inferred matching is an important part of DoubleTake's matching technology.

DoubleTake's powerful analyse panel allows you to see which matchkey components found the match and helps you determine the accuracy of the matching. You can easily refine matching algorithms and streamline the overall match process.



Comprehensive cross-file reporting that can also be exported to Microsoft Excel

Features Summary

- Direct processing of Microsoft Access, Microsoft Excel, dBASE, ASCII plus SQL Server*, DB/2*, and Oracle* tables. Both input and output. *= with optional add-on modules
- Merge files with different field structures directly
- Split name, address and Postcode (zip) fields on the fly
- Process an unlimited number of files in a single pass
- Perform suppression, intersection and no-purge processing in a single pass
- Assign priority by file, field contents or expressions
- Match files using up to 16 user-defined or supplied matchcodes in a single pass
- Stack (consolidate) information from multiple duplicated records into enriched records so none of your valuable information is lost!
- Multi-processor add-on option for high speed processing of complex tasks

- Matching technologies include: Soundex, Phonetex, Near, Initial, One Blank, Nicknaming, Company Acronym matching and much more
- Handles UK, European, Irish, Canadian, USA and most multi-national worldwide address and data formats
- Full-featured Analyser lets you see and understand results:
 - Display all records or those from selected dupe groups only
 - Add, remove, resize, and re-sequence columns
 - Display any field, not just those used in selected matchcodes
 - Super fast indexer re-sequences records for different views
 - Output can be enriched with table, record ID, match key, dupe group
 - Records can be printed or files created in dBASE, ASCII and Excel
- Simply the most complete reporting available - including matrix tables
- No annual licence renewal for software or charge for technical support!
- Easy to move across systems - no hardware copy protection/activation

For more information about DoubleTake software, tailored training and consultative support packages, and our 'one-stop' address improvement, data enhancement and analysis solutions, contact: Technologies4Targeting Ltd., Geneva House, 3 Park Road, Peterborough. PE1 2UX. t: +44 (0)1733 890790 f: +44 (0)1733 890799 e: info@tech4t.com w: www.tech4t.com

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