



## Keeping your data clean and ready to go...

*It's 5pm, you have a Direct Marketing campaign going out tomorrow, and you just sent your prospect records to the mailing company together with the final-final version of the letter, and you are looking forward to a relaxing evening after another hectic marketing project. Then the phone rings, it's the mailing company, who asks: "How you want to formulate the salutation for those records where the salutation field is blank: Dear surname, or what?".*

The above and similar situations happen every day in many companies, it often costs another stressful evening of going through data lists and fixing last-minute problems.

The source of the problem is often lack of time to focus on the overall data quality of the marketing data.

With years of experience in cleaning international sales and marketing data, d2b International has compiled their best practice methods and tools into a packaged solution - DataTrim.

DataTrim is a service provided by d2b International to address a variety of data quality and data management issues.

DataTrim is focused on keeping your data clean and ready to go by applying a pragmatic time and cost effective data maintenance model.



### Is it Dirty?

To determine whether data is dirty or not depends on what the data is going to be used for.

Dirty data is useless and will show as costs on your data related activities without contributing to the results.

Understanding the data usage is the cornerstone in identifying and addressing dirty data. DataTrim solutions help uncover these issues, thus addressing the issue before the data is going to be used.

The DataTrim solution includes a data profiling process, which among other features provides answers to the following questions, which should initiate some interesting reflections on whether this reveal potential dirty data issues in your CRM database:

- Do all my target companies have a valid country name in the country field?
- Are there any companies who are missing address information (street, location, and postcode)?
- How many salutation fields are blank?
- How many contacts do not have a job function?

- Are there any companies where there is more than one person with the same job function?

While the DataTrim profiling service provides information about population of fields and their values, the Data Cleaning activity will actually address the dirty data issues:

- Identifying the country from address details
- Standardize the address information according to local address structures
- Lookup postcodes from location information and location from postcodes.
- Identifying gender, thus potential salutation in local language from first names
- Harmonize job-functions from business card titles.



# Time to go to the Laundry?

DataTrim is a solution, which include a variety of data management services designed to be tailored to your specific requirements.

The solution package includes:

**DataProfiling** – A profiling service to discover the quality issues of a given database, as well as identifying actions for improvement of the data quality.

**DataCleaning** – An extensive data cleaning service, which includes country and language specific data recognition functionality for more than 150 countries enabling cleaning of address, phone, contact and e-mail data.

**DataMatching** – Data matching service for de-duplication of company and contact data in existing databases, or as part of activities involving data from 3<sup>rd</sup> parties (call-centre, data-vendors, exhibitions lists etc.).



For DataTrim the data cleaning is an integrated part of the de-duplication, which according to our experience not only harmonizes the data but significantly increases the match result.

The DataTrim Data matching engine support various views on duplicates, which in addition to identifying true dupes also allow matches to be found based on similarities in:

- **Company names**, to identify relationships like parent-daughter-sister companies
- **Address**, to identify companies sharing a building/location
- **Phone numbers**, to identify branches and subsidiaries using a shared phone switchboard
- **Job-functions**, to identify potential "left-the company" contacts.

With the DataTrim solution the dirty data is not only cleaned, but furthermore the data, which is dirty beyond recognition, will be identified and classified accordingly, e.g. no or invalid postcode or invalid phone, so that these data issues can be addressed separately with appropriate actions - we call it: 'stain removal'.

## DataTrim by d2b International

### DataProfiling

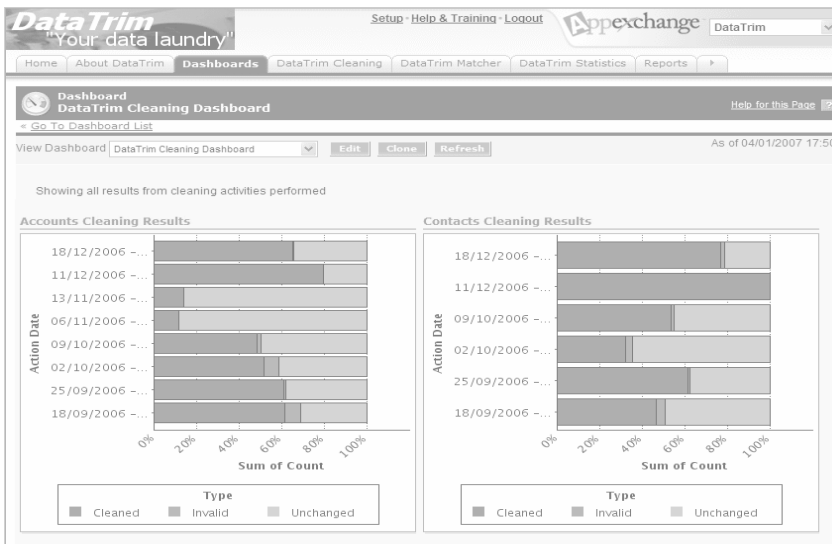
- Field population
- Type validation
- Value variation
- Uniqueness of keys
- Key relationships
- Pick-list compliance

### DataCleaning

- Address validation
- Address standardization
- Postcode validation
- Postcode formatting
- Town name normalization
- Phone number validation
- Phone number normalization
- E-Mail validation
- URL validation
- Gender identification
- Salutation generation
- Job-function harmonization

### DataMatching

- Company by:
  - Organisation name
  - Address/location
  - Phone number
- Contacts by:
  - Name
  - Job function
  - E-mail



## DataTrim – Your Data Laundry

Available directly linked to your salesforce.com application. The DataTrim connectors enable cleaning to take place directly within salesforce with no need for manual import/export processes. Contact us for more information about this solution.

## Contact us:

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