MatchUp Object

Industrial-Strength De-duping

Multiplatform
32/64 Bit

Merge/purge and data quality initiatives go hand in hand, and the powerful features of the MatchUp Object fulfill the needs of most companies to reduce printing costs, increase response rates, maintain an efficient database, and achieve better quality contact data.

Extremely fast, flexible, and efficient

MatchUp Object finds matches in any combination of over 35 different components- from common ones likes address, city, state, ZIP®, name, and phone, to other not-so-common elements like email address, company, gender, and social security number. You can even specify your own proprietary data component- like an account number. Each combination of components is referred to as a matchcode and you can specify up to 16 matchcodes at one time. With these options, there are millions of different combinations for matching.

MatchUp Savvy...

- Fast processing - 10-50 million records per hour
- 32/64 Bit operating systems
- Multiplatform (Windows, Linux, Solaris, AIX, HPUX)
- Native Java, Ruby, Perl, Python, PHP integration
- COM+ version for ease with Microsoft languages
- Split name, address, city/state/zip fields on the fly
- 12 powerful matching algorithms
- Extremely flexible & customizable
- Easy to learn and use
- Sample Code in C#, VB, C++, FoxPro, Java, SQL Server

Fuzzy Matching Logic + Powerful Algorithms = Industrial-Strength Searches for Deduping

The algorithms are designed to achieve maximum success regardless of how the data is formatted, cleansed, or if it has data quality issues such as missing words, out-of-sequence errors, nicknames, abbreviations, phonetic variations, multi-national sources, concatenations, and truncations.

MatchUp utilizes the best techniques available to process real-world data, including:

Exact Match ♦ Phonetic ♦ Soundex ♦ Containment
Frequency ♦ Frequency Near ♦ Fast Near ♦ Accurate Near
Vowels Only ♦ Consonants Only ♦ Alphas Only ♦ Numerics Only

Finding the Not-So-Obvious duplicate records

Any deduping program can easily find the obvious, exact matches, but MatchUp masters the ability to handle nearly-exact strings of characters, such as:

Lewis vs. **Ewis**
Palacino vs. **Al Pacino**
as well as initials, such as:
John Smith to **J. Smith**

Smith Jr., John
Accounting Services, Inc.
12 Main St
Anytown, CA **92688**

Mr. J **Smithe**
TAXman Consulting
Suite 5
12 North **Main Street**
Anytown, CA **92688**

MatchUp is a very clever tool. If record 1 and 3 match with matchcode #1, and record 2 and 3 match using matchcode #2, MatchUp will use inferred matching and put records 1, 2, and 3 into the same group. It can split address, city/state/ZIP and name fields on-the-fly, as well as recognize phonemes like "**ph**" and "**sh**," nicknames (**Liz, Beth, Betty, Elizabeth**), and alternate spellings of names (**Gene, Jean, Jeanne**).

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MatchUp Object

MatchUp Object allows you to customize exactly how to merge and purge data to suit your business needs. This gives you the flexibility to integrate MatchUp at different points of your business process, from point of entry to batch processing on the back end. It is the 'matchkey' built for each record that gets compared, not the entire record.

- **Resolve data inconsistencies in large datasets**
- **Fewer mistakes means better data longevity**
- **Eliminate excessive "rules based' matching from the database**
- **Fuzzy Matching matches records even if typos or improperly formatted contact data are present**
- **Less human intervention**
- **Finds and links data despite content errors or omissions**

MatchUp Object gives you three ways to customize and implement exactly how to merge and purge data to suit your business needs.

1. Read/Write Deduping – Compares records and one or more databases at once. Each unique group will have 1 record that receives an "output" status; the other matching records receive a "duplicates" status. Ideal for batch merge/purge/ suppressing existing data.

Common Usage	Difference in Operation
Entire Databases	MatchUp maintains key file
	Key file valid for single session

Read/Write Deduping

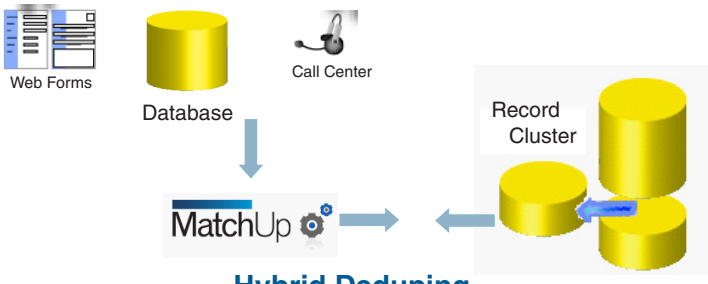
2. Incremental Deduping – Compares each record as they come in and against a database of already processed records. Ideal for real-time data entry. If the incoming record is new, it can be added to the existing database.

Common Usage	Difference in Operation
Call Center	MatchUp maintains key file
Web Form	Key file maintained over lifetime of application

Incremental Deduping

3. Hybrid Deduping – Gives you the flexibility to customize the process if your environment requires internal key storage or comparisons to smaller clusters of records. Ideal for real-time data entry or batch processing entire lists.

Common Usage	Difference in Operation
Entire Databases	Database may maintain keys
Call Center	Key file maintained over lifetime of application
Web Form	Select cluster of keys to compare



Hybrid Deduping

MatchUp:

- Free, unlimited technical support
- Sample source code
- Available as GUI or API
- Full 30-day money-back guarantee

System Requirements:

- Windows or UNIX
- 64 MB of RAM minimum
- 128 MB recommended
- 10 MB of available hard disk space

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