

# enterprise data manager<sup>sm</sup>

UPSTREAM DATA QUALITY SOLUTIONS



marketing  
data sciences  
.....BETTER DATA, FASTER

Because your marketing programs are only as good as your data.....

Most of us never think about the process that is set in motion when the CFO goes to the Ernst & Young web site looking for audit services and fills out a registration form misspelling the city name; or when the medical billing professional goes to Ingenix's web site looking for compliance information and enters "MD PhD" along with his last name; or when the college student goes to Borland Software's web site to download the latest release of Delphi and enters his name as Homer Simpson and his city as Springfield.

Each one of these acts creates a problem that has to be fixed. It is a little known fact that in the marketing and sales automation industry the ten or fifteen seconds that these people spend filling out a web form to obtain information or respond to an offer, often results in someone on the receiving end of the data spending one to two minutes performing a data quality review of the information submitted. This "after the fact" data quality review process costs the US business community millions of dollars annually.

Your solutions have reduced the amount of time we spend cleaning up poor quality data by at least 50%.

- John H.  
Marketing Database Manager  
Major US Software Developer

Unlike other extract, transform, and load (ETL) products in the marketplace that primarily work on data after it has been propagated to a database, our products incorporate processes that cleanse, standardize, and derive intelligent points from the data before it reaches the database of record.

**Our solutions automate manual functions, save time and money, improve data quality, make data more useable faster, and quickly begin to produce excellent ROI.**

## Chasing the "Infinite" Closed Loop

The goal of any marketing operation is to gain a complete picture of the individual as they move from suspect to prospect, to (hopefully) becoming a customer.

Most marketing programs fail miserably at this goal simply because the data comes from too many disparate sources causing the creation of duplicate records making it impossible to track a prospect through the sales cycle. Web designers are not consistent in creating drop downs; records are incomplete as they come from different sources; your accounting department sticks goofy terms after the account name in your ERP system; different people design different landing page forms, etc. EDM can automatically correct many of these inconsistencies and omissions before they are added to your marketing or sales database.

## Enterprise Data Manager enables:

- Better matching and fewer duplicate records
- More accurate and more consistent account naming conventions
- Better segmentation of contacts into campaign audiences
- The addition of intelligent data points, such as job title codes or sales territory assignments
- The elimination of trash records and the clean up that ensues

## Had enough "Homer Simpsons" and "Darth Vaders?"

We have seen it millions of times, as has most anyone managing marketing programs. If your offers require the completion of a web form, your database is full of "Darth Vaders," "Homer Simpsons" and other terms we can't print in a public document. People are always going to do this, but that is no reason you or your staff should have to waste countless hours removing this junk from your database. With our powerful data rules engine, you can set up the business rules to identify this type of trash so it can be eliminated before it is stored in your database.

### EDM Web Services

The EDM web service is a flexible solution that is easy to code into via standard SOAP protocol. Several methods are provided, allowing the web developer to post an XML record or recordset, a typed dataset, or an array to the service, which will return an updated object. A few simple parameters passed with the post determine which business rules are used during processing.

EDM web services are offered in several configurations: as a pure web service running on our servers; as a licensed solution, installed behind your firewall; or, as a hybrid.

Find out what we can do for you.

For more information, visit our website at [www.marketingdatasciences.com](http://www.marketingdatasciences.com) or call 512-288-2991

### EDM accountLink<sup>sm</sup>

EDM accountLink is a windows service that sits on top of your marketing database and provides the ability to link contact records to account records automatically, based upon user controlled algorithms. EDM accountLink virtually eliminates the arduous tasks commonly associated with maintaining the links between your strategic accounts and the people in those accounts you are trying to touch. In addition to matching, all other EDM functionality is applied to your data automatically.

### EDM for Aprimo Marketing

EDM for Aprimo Marketing is a fully integrated version that provides all of the power of EDM through the Aprimo user interface. EDM for Aprimo Marketing is the only fully integrated data quality solution on the market today.

EDM can be used with any Aprimo import data source. This includes inbound forms (bound & anonymous), email processing, batch imports, XML Gateway data sources, and batch company import data sources.

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### How it works.....

EDM core functionality is built on the Microsoft® .NET Framework and utilizes standard SOAP protocol to move data from point-to-point. Proprietary connection technology allows the user to call business rules for data processing per the unique requirements of the post, such as data sources from different parts of the world.

Some of our core functionality includes:

- Clean and standardize punctuation
- Clean and standardize street name, city, state, zip, country, job title, and other attributes
- Perform upper/lower case operations on relevant attributes
- Parse first name, middle name, last name, suffix, address 1 & 2 attributes
- Check for missing zip codes, city, and/or state values and update as required
- Check for company alias and trade style expressions and update to proper corporate name

In addition, our powerful **Data Rules Engine** allows you tremendous flexibility to manage data quality. You can define an attribute for processing, specify what expressions to search for within an attribute or multiple attributes, and specify where the result should be placed on the record.

Our solutions are entirely data driven, allowing you complete control over the business rules that automatically process your data. To accomplish this, EDM uses flexible business rule and tracking databases.

- Configuration database stores primary business rules
- Data Rules database stores objects to power the data rules engine
- ZipCode database stores USPS information
- Tracking database provides accounting
- Field Map database stores specific information for fully integrated versions