The Data Company
and
You
working together

The Data Company has you in mind!

- To ensure your data goals are met.
- To adhere to your exact specification.
- To perform all tasks in accordance with industry recognised best practices.
- To ensure we use industry leading software to achieve these goals.
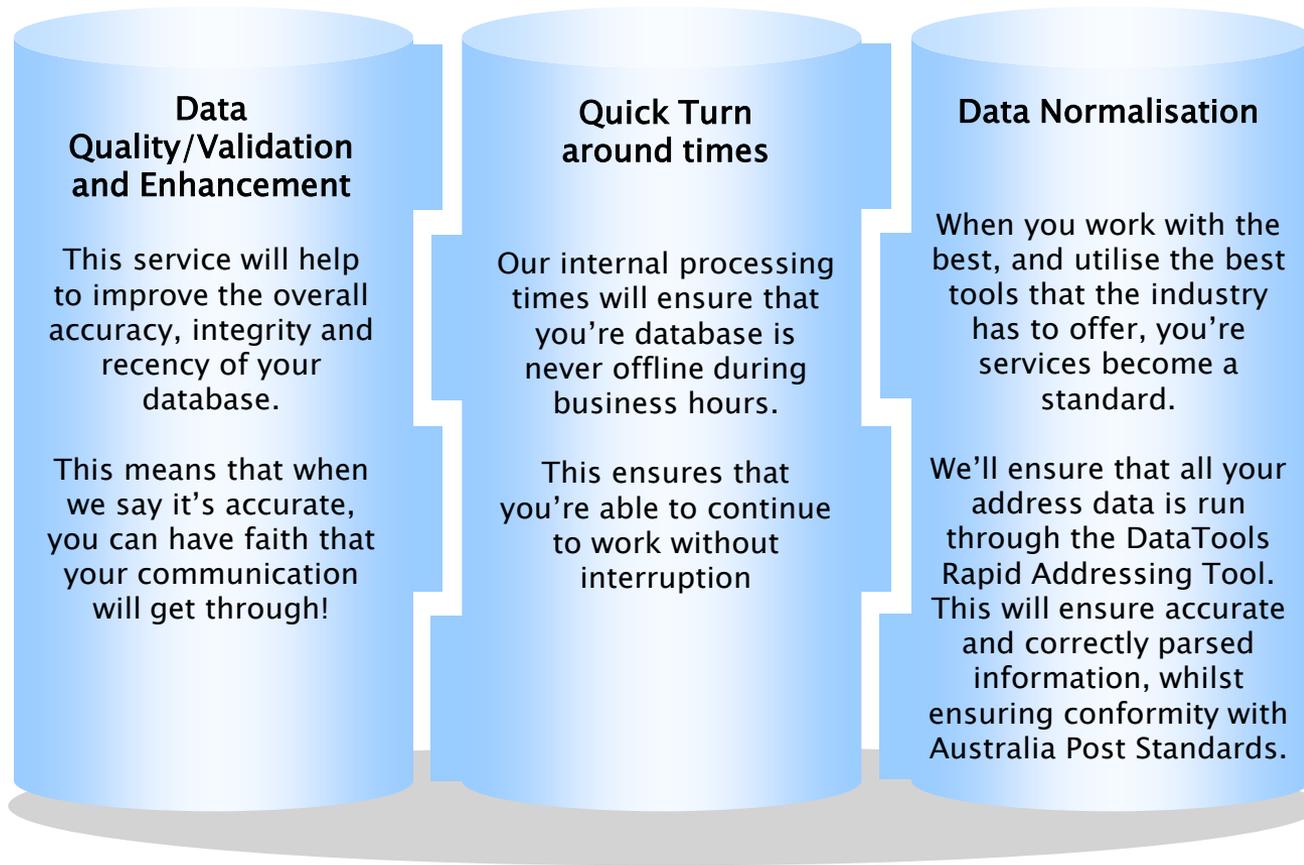- To work with you and understand your specific data challenges

THE DATA COMPANY

We do this, and only this...

- That's why we team up with industry leading professionals and work with them on a daily basis.
- We are resellers for DataTools Pty Ltd and Vision6.
- We are the sole contributor to the content @ http://dataquality.com.au
- We've been in the Data Management field for over a decade, it's what we do!

THE DATA COMPANY

Some of our customers include…

What we will do for you.

Data Quality/Validation and Enhancement

This service will help to improve the overall accuracy, integrity and recency of your database.

This means that when we say it's accurate, you can have faith that your communication will get through!

Quick Turn around times

Our internal processing times will ensure that you're database is never offline during business hours.

This ensures that you're able to continue to work without interruption

Data Normalisation

When you work with the best, and utilise the best tools that the industry has to offer, you're services become a standard.

We'll ensure that all your address data is run through the DataTools Rapid Addressing Tool. This will ensure accurate and correctly parsed information, whilst ensuring conformity with Australia Post Standards.

THE DATA COMPANY

Where does our data come from?

- Our data is sourced from a number of sources including;
  - Data Pooling Partners
    - Some of our clients who work with us, send us updated and verified data for inclusion into our master file.
      - This point of difference, enables us to stand our from the rest!
  - Publically available data sets
  - Electoral Role Data
  - Australian Bureau of Statistics
  - Do Not Call Register

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Select the services you want

▸ You can pick from a number of Data Quality Services. Our range of services on offer currently extends to the following services;

◦ **Address Validation**

- This service, using DataTools Rapid Addressing Tool, will ensure AMAS conformity.
- It also assigns a DPID, so you know that your address has the best possible chance of being delivered.
- This service will also allow for a more effective validation and de-duplication of your data

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Select the services you want cont'd

○ **Address and Phone Number normalisation**.

- Normalising your data will help you to;
  - identify duplicates
  - enforce standards within the organisation
  - ensure compliance with phone systems or mail houses
  - In the below example, the address is on the left, while the properly parsed elements follow.

Address	Suburb	State	Postcode	level_type	level_number	unit_type	unit_number	street_number_1	street_number_suffix_1	street_name	street_type
Level 1 134A Point Cartwright Dr	BUDDINA	QLD	4575	L	1			134	A	Point Cartwright	Dr
Unit 2 41 Tarcoola Cres	SURFERS PARADISE	QLD	4217			U	2	41		Tarcoola	Cres

- The net result of this, will be better contact rates and more useable data throughout the organisation.

Select the services you want cont'd

◦ **Data De-Duplication**

- A key issue with most systems, is the issue with duplicate details. The Data Company has the ability to remove duplicates at;
  - Person and Address/Phone
  - Family Name and Address/Phone
  - Company Name and Address/Phone
  - Or any other combination there of, including email, phone, website etc.
- All of this is done using state of the art Fuzzy Matching technology, which would pickup data consistencies such as the example below
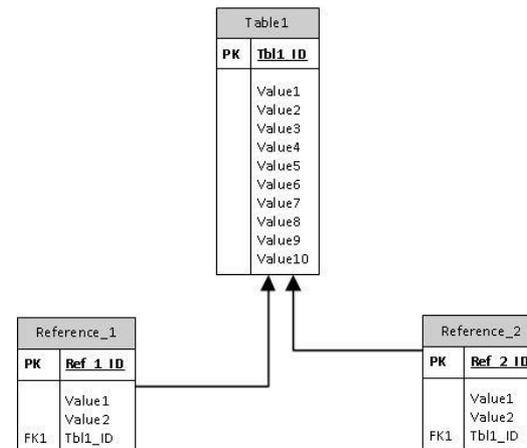
Title	First Name	Last Name	Address Line 1	Suburb	State	Postcode
Miss	Alexandra	Pierson	20 Southern Cross Arc Unit 10	RUNDLE MALL	SA	
Mrs	Alexandra	Pierson	20 Southern Cross Arc (next To Darling Park)	RUNDLE MALL	SA	5000
Ms	Alex	Peirsun	Darling Park 20 Southern Cross Arc	ADELAIDE	SA	
Ms	A	Pearson	20 Southern Cross Arcade	ADELADE	S.A.	

- This will ensure that your database is distinct, and that no duplication correspondence will be received.

Select the services you want cont'd

◦ **Data De-Duplication Cont'd**

- One main issue with removing duplicates, is the need to take into account the "transactional" data that often sits off to the side of CRMs
- The Data Company has proven it's ability to ensure that all transactional data is pointed back to the remaining "Parent" record. We call this our "Child to Parent" associations.

Table1	
PK	**Tbl1_ID**
	Value1
	Value2
	Value3
	Value4
	Value5
	Value6
	Value7
	Value8
	Value9
	Value10

Reference_1	
PK	**Ref_1_ID**
	Value1
	Value2
FK1	Tbl1_ID

Reference_2	
PK	**Ref_2_ID**
	Value1
	Value2
FK1	Tbl1_ID

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Select the services you want cont'd

◦ <u>**Data Validation**</u>

- Utlising our "Master File" as a primary source, we'll tell you what is current within your database, what we can fix and what we can update with new details.
  - ⬆ This will increase your useable data set.
  - ⬆ Improve your response rates.
  - ⬇ Reduce Return Mail.
  - ⬆ Maximise your ROI for each campaign.
  - ✓ Find those lost customers!

THE DATA COMPANY

Why you'll choose us.

- We'll work with you to ensure that what you need done, is done.
- We're not satisfied until you are!
- We'll take the time to properly understand your specific data challenges.
- We only use industry leading software to complement our skills.
- All work is done within MS SQL servers, with complete backup/DR processes in place.