



CASE STUDY - Arlington Power Equipment

FUZZY MATCHING MAKES DEDUPLICATION A BREEZE FOR POWER EQUIPMENT RETAILER

COMPANY PROFILE

Arlington Power Equipment was founded in Arlington Heights, Illinois in 1989. A leading retailer of power equipment in Chicago's northwest suburbs, Arlington Power sells thousands of brand name parts across the United States. They are also a certified minority owned business.

"With DataMatch, we were able to really increase the number of people we communicated with this year."

**Accounts Payable Manager
Arlington Power Equipment**

CHALLENGE

In growing their business over the years, the company had accumulated a large amount of customer addresses to manage. Unfortunately, with that came duplicate pieces of information that need to be cleaned and managed.

BUSINESS SITUATION

Servicing both the Chicago area along with the rest of the country with their extensive product line of power equipment, Arlington Power had accumulated a large amount of customer addresses to manage. Unfortunately, with that came duplicate pieces of information.

Fixing and adjusting the duplicate information became an issue; if one item was corrected then another item within the same field would duplicate and words would continue to repeat. Before they could continue any business correspondence, they needed to solidify their customer list that would go out to their mailing company.

SOLUTION

DataMatch provided a cost-effective solution for Arlington Power Equipment. Besides being very user-friendly, the company found the fuzzy logic software dealt with the issue of duplicates very well.

BENEFITS

Through the deduplication process available on DataMatch, the company was able to increase the number of contacts on their mailing list and reduce the number of undeliverable as addressed (UAA) mail. In addition, the cost savings from performing data cleansing services in-house was significant.

