



# Case Study

## Arlington Power Equipment

Fuzzy matching makes deduplication a breeze for power equipment retailer



68 Bridge, St. Suite 307  
Suffield, CT 06708



+1 888-779-6578



[Sales@DataLadder.com](mailto:Sales@DataLadder.com)



[www.DataLadder.com](http://www.DataLadder.com)





**Fuzzy Matching  
Makes Deduplication  
a Breeze for  
Power Equipment  
Retailer**



## Company Profile

Arlington Power Equipment is the Midwest's #1 supplier of power equipment, ice melt, and arborist and landscape supplies. We are a full service dealer of Toro, Exmark, Hustler, Echo, and many other brands. Our parts' department carries many in stock items for personal repairs and maintenance, and our team has many years of technical experience available to answer your questions. This experience is also true in our state of the art service department. Our mechanics are certified on all the brands we sell and can help with any technical issues.



## Challenge

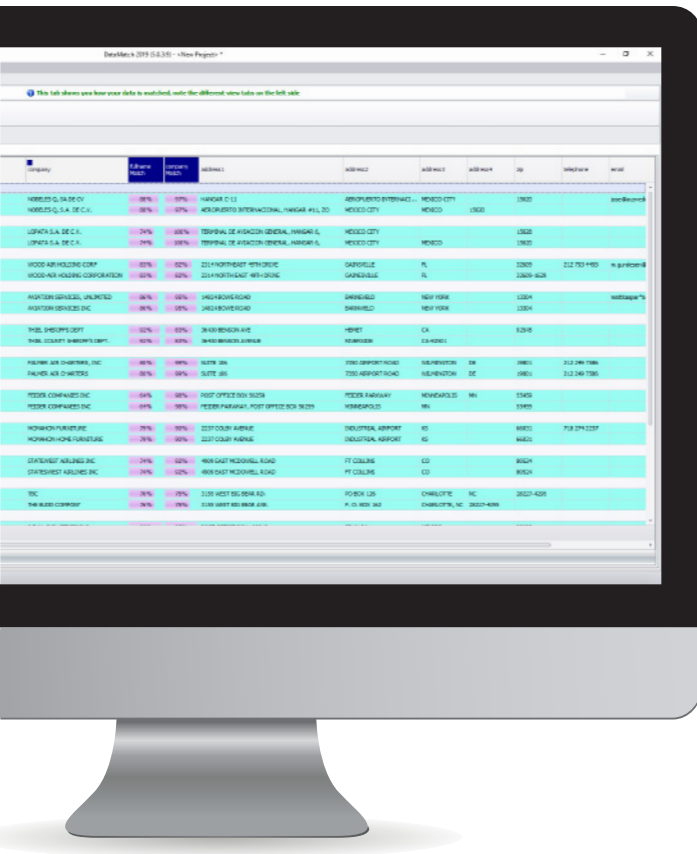
In growing their business over the years, the company had accumulated a large amount of customer addresses to manage. Unfortunately, with that came duplicate pieces of information that need to be cleaned and managed.

## 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.

# Our Solution



| Company          | Address            | City        | State | Zip   | Phone          |
|------------------|--------------------|-------------|-------|-------|----------------|
| WELLS FARGO BANK | 10000 N. 10TH AVE. | MINNEAPOLIS | MINN  | 55412 | (612) 222-1234 |
| WELLS FARGO BANK | 10000 N. 10TH AVE. | MINNEAPOLIS | MINN  | 55412 | (612) 222-1234 |
| WELLS FARGO BANK | 10000 N. 10TH AVE. | MINNEAPOLIS | MINN  | 55412 | (612) 222-1234 |
| WELLS FARGO BANK | 10000 N. 10TH AVE. | MINNEAPOLIS | MINN  | 55412 | (612) 222-1234 |
| WELLS FARGO BANK | 10000 N. 10TH AVE. | MINNEAPOLIS | MINN  | 55412 | (612) 222-1234 |
| WELLS FARGO BANK | 10000 N. 10TH AVE. | MINNEAPOLIS | MINN  | 55412 | (612) 222-1234 |
| WELLS FARGO BANK | 10000 N. 10TH AVE. | MINNEAPOLIS | MINN  | 55412 | (612) 222-1234 |
| WELLS FARGO BANK | 10000 N. 10TH AVE. | MINNEAPOLIS | MINN  | 55412 | (612) 222-1234 |
| WELLS FARGO BANK | 10000 N. 10TH AVE. | MINNEAPOLIS | MINN  | 55412 | (612) 222-1234 |
| WELLS FARGO BANK | 10000 N. 10TH AVE. | MINNEAPOLIS | MINN  | 55412 | (612) 222-1234 |

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

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 – without requiring IT to intervene.



Cost Effective Solution.



User-friendly Solution.



Fuzzy logic software dealt with duplicates.

# 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.



## Why Data Ladder

It's simple: our user-friendly and powerful software helps business users across many industries manage their data more effectively and drive their bottom line. Our powerful software suite, DataMatch Enterprise™, was proven to find approximately 5-12% more matches than leading software companies IBM and SAS in 15 different studies.

Let **Data Ladder** be your partner in your next marketing campaign. Increase your sales by offering data cleansing services through **DataMatch™**.

[Free Download](#)