

# **Case Study**

### **Cleveland Brothers**

Equipment reseller saves time managing multiple customer lists











# **Company Profile**

Founded in 1948, Cleveland Brothers Equipment is the exclusive Cat® dealer of western and central Pennsylvania, northern West Virginia and western Maryland.

Cleveland Brothers supplies a vast variety of solutions and products including construction equipment, parts and service, industrial diesel and gas engines and generators, oil and gas machinery, on-highway trucks and much more. With 25 locations, customers have access to all of the used parts and used equipment needed to get the job done, backed by industry-leading technicians and staff.





# **Business Situation**

Due to the nature of their business, the company had to dedupe and match multiple lists. From enriching their tables to cross-referencing names, abbreviations, billing addresses, and company names. This company worked with data from a number of various sources. They needed to easily find and remove all the duplicates in their databases.



## **Our Solution**

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DataMatch<sup>™</sup> sped up the process of combining and working with multiple lists. It helped match datasets more quickly, as well as easily export files. The fact that all of the needed tools were available on one software platform and also user friendly made the process very simple.



Decrease labor by several hundred hours.



Sreamlined software.



User friendly solution.

## Benefits



DataMatch<sup>™</sup> not only helped decrease labor by several hundred hours, but it also provided convenience by being a streamlined and very user frienddy solution for all of their data needs.



#### 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**