



Guide

DataMatch Enterprise™ User Guide



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About DME

DataMatch Enterprise™ solution is a highly visual data cleansing application specifically designed to resolve customer and contact data quality issues. The platform leverages multiple proprietary and standard algorithms to identify phonetic, fuzzy, miskeyed, abbreviated, and domain-specific variations. Build scalable configurations for deduplication & record linkage, suppression, enhancement, extraction, and standardization of business and customer data and create a Single Source of Truth to maximize the impact of your data across the enterprise.

Features

- ✓ **Quick Profile:** Highlight potential data quality issues like non-printable characters, missing data, mixed numbers, and letters, etc.
- ✓ **Cross-Column Matching:** Match data across columns – useful when data entry errors put data in the wrong column.
- ✓ **Data Survivorship:** Define a single 'master' record by choosing which duplicate survives and the field you want to merge on while capturing additional data in a separate field.
- ✓ **Standardization Libraries:** Built-in libraries for nicknames (Jon=Jonathan), postal codes, street suffixes, state and city, and a best-in-class library creator for your custom needs.
- ✓ **Data Deduplication:** Merge the most complete information across duplicates, overwrite data from a master to other duplicates, and delete duplicates from your data sets.
- ✓ **Pattern Matching:** Use Regex wizard to quickly identify patterns and extract into new fields. Example: Text "3 x 4 x 6" can be extracted into: Length = 3, Width = 4, and Height = 6.
- ✓ **Data Integration:** Integrate virtually any data source across the enterprise (databases, CRMs, social media, file formats, email, Big Data repositories, etc.)
- ✓ **In-Memory processing:** Process millions of records without physically importing data with our highly scalable, in-memory architecture and export only when you are satisfied.
- ✓ **Workflow Orchestration:** Schedule your projects to run once, on a recurring basis, on a defined schedule, or when an imported file is updated.
- ✓ **Phone Number Cleansing:** Automatically cleans telephone numbers to improve matching capability. Useful when matching international numbers.
- ✓ **Instant Data Preview:** See how your data changes with your data cleansing methods in real-time and create the best configuration.
- ✓ **Bulk Standardization:** Identify and count unique words and values in your lists and so you can replace, delete, or extract values into new fields.

- ✓ **Quick Profile:** Set a match threshold (0-100%) and view your matches/duplicates – match on multiple fields/columns and see the match percentage on each field/column.
- ✓ **Cross-Column Matching:** Includes over 60,000 common names for standardization when matching. i.e. Danny becomes DANIEL, Abby becomes ABIGAIL, etc.
- ✓ **Match Scorings:** Set a match threshold (0-100%) and view your matches/duplicates – match on multiple fields/columns and see the match percentage on each field/column.
- ✓ **Email Address Cleansing:** Advanced email address cleaning feature finds errors and automatically suggests corrections.

Step 1

Below you will find the instruction to install DataMatch Enterprise™ 3X version.

If you have installed a version prior to 3.1.2.0, it is important that you uninstall it from your computer.

 **IMPORTANT:** This process will not affect the projects you have already saved.

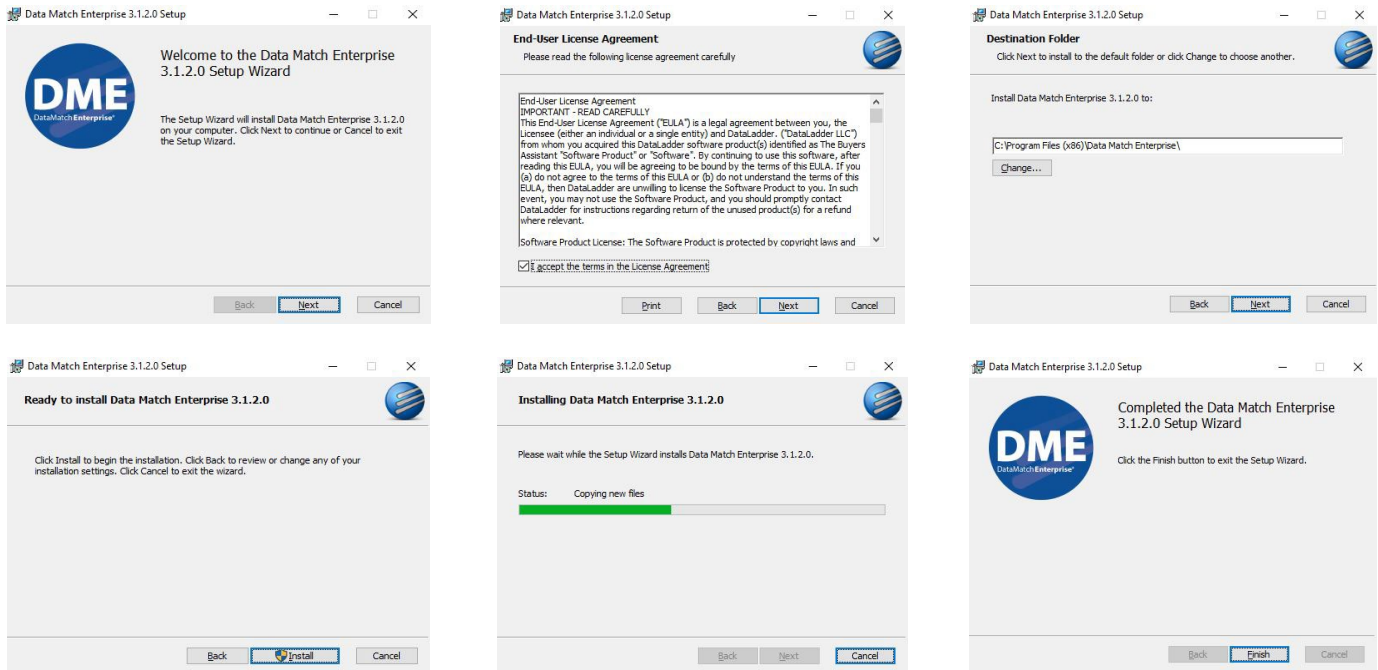


DataMatchAddressVerificationEnterpriseGeo February...

Step 2

Download and install the latest DME 3X version by clicking on the button below

[Free Download](#)



Registering Your Software

1



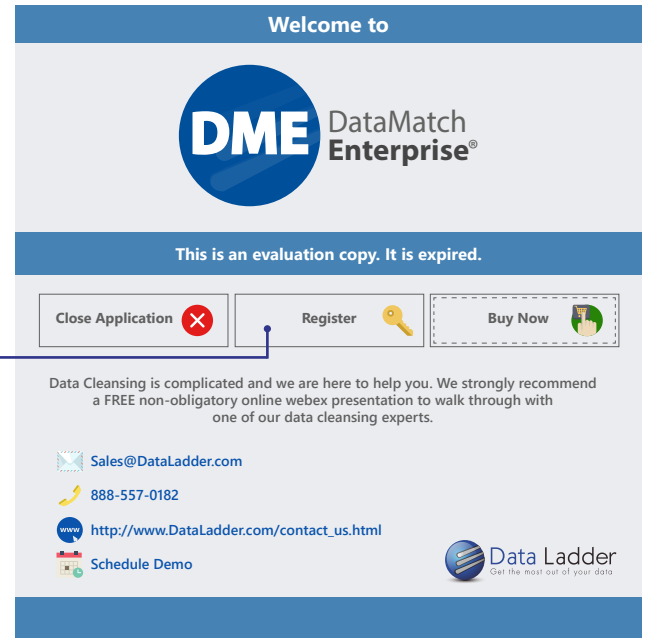
It is recommended that you run the program as administrator during the registration process (Right click program icon and select 'Run as Administrator').



Run as administrator

- 2 To register the software open the application and then click on the registration button.

Click Here



Registration

Step 1: Copy the signature to the clipboard

PC Signature: **Your PC Signature** Copy to Clipboard

Step 2: Get a registration key

Order product on: <http://www.DataLadder.com> and email your pc signature to support@DataLadder.com

Step 3: Ensure the registration info received by email is copied into the clipboard

Registration name: **Your Registration Name** Paste Registration Info From Clipboard

Expiration date:

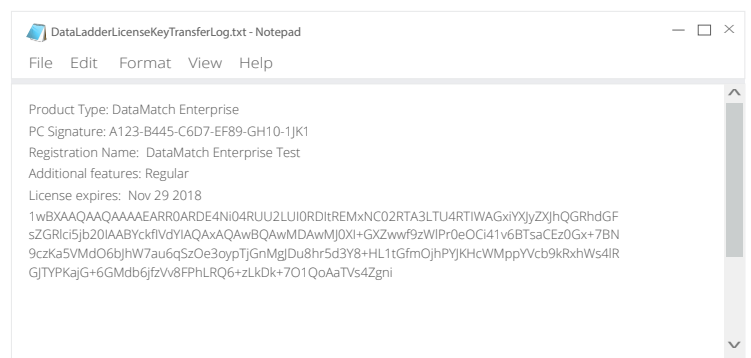
☐ Demo Extension

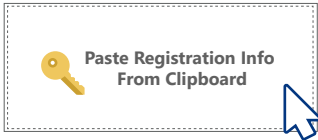
☐ Unlimited Demo

3

Once you have clicked on the registration button, click on "Copy to Clipboard" and then reply to us with your PC Signature and your chosen registration name to **sales@dataladder.com**

- 4 You will receive a registration key and a registration name.





5

Once you receive the registration key and the name, then copy the key (all in green text) and click on the button "Paste registration info from clipboard".

If your key is approved, a window will pop up with the following **"Registration Complete - Thank You!"**

If your key is not approved, a red exclamation will appear next to the register key. This is when you should contact **support@dataladder.com** if this occurs.

6

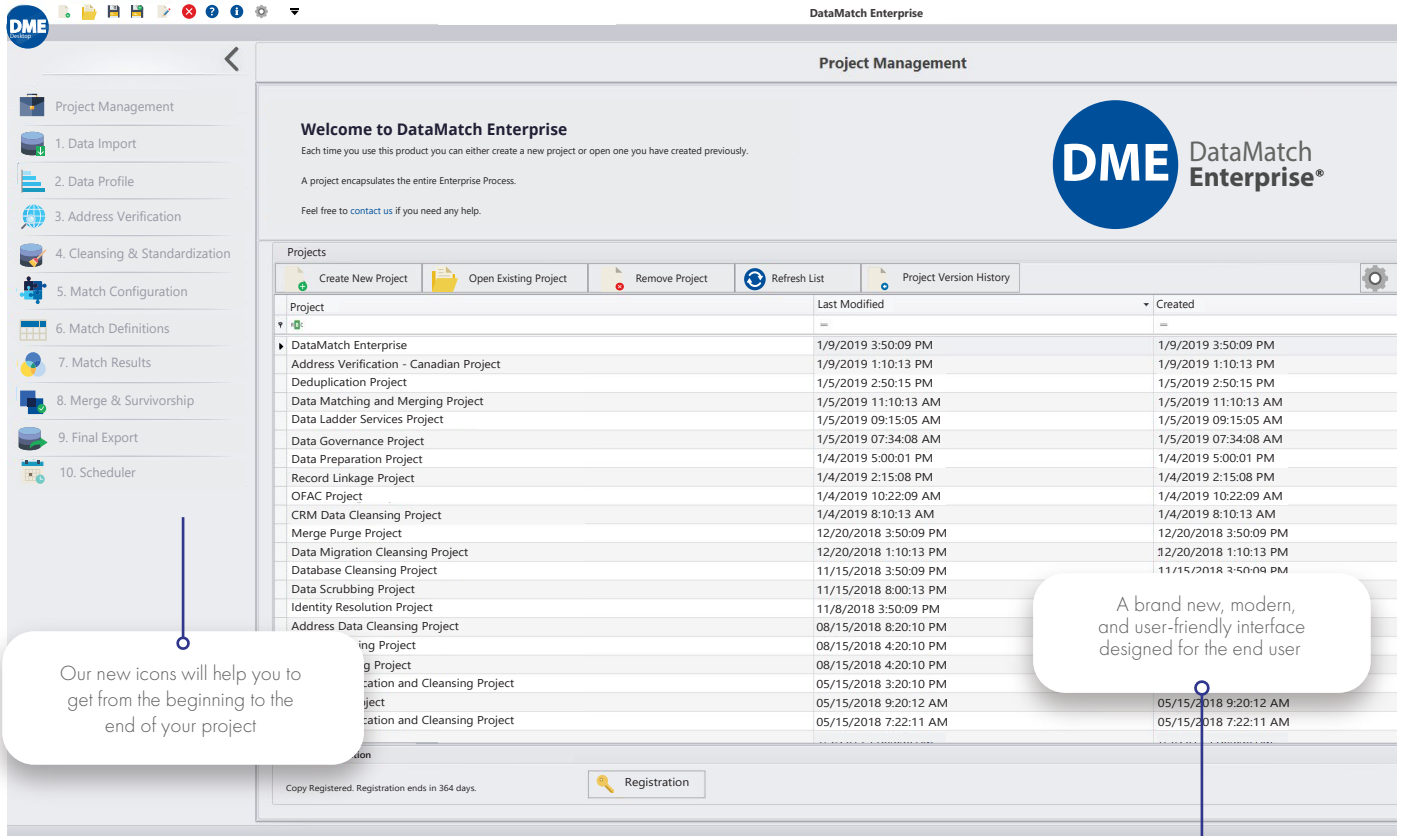
If you are looking to schedule a training session, please provide us with some dates and times that would work for you. If there are any other questions meanwhile, please contact us.



Click Here



Welcome to DataMatch Enterprise



Project Management

Welcome to DataMatch Enterprise

Each time you use this product you can either create a new project or open one you have created previously.

A project encapsulates the entire Enterprise Process.

Feel free to [contact us](#) if you need any help.

Projects

Create New Project Open Existing Project Remove Project Refresh List Project Version History

Project	Last Modified	Created
DataMatch Enterprise	1/9/2019 3:50:09 PM	1/9/2019 3:50:09 PM
Address Verification - Canadian Project	1/9/2019 1:10:13 PM	1/9/2019 1:10:13 PM
Deduplication Project	1/5/2019 2:50:15 PM	1/5/2019 2:50:15 PM
Data Matching and Merging Project	1/5/2019 11:10:13 AM	1/5/2019 11:10:13 AM
Data Ladder Services Project	1/5/2019 09:15:05 AM	1/5/2019 09:15:05 AM
Data Governance Project	1/5/2019 07:34:08 AM	1/5/2019 07:34:08 AM
Data Preparation Project	1/4/2019 5:00:01 PM	1/4/2019 5:00:01 PM
Record Linkage Project	1/4/2019 2:15:08 PM	1/4/2019 2:15:08 PM
OFAC Project	1/4/2019 10:22:09 AM	1/4/2019 10:22:09 AM
CRM Data Cleansing Project	1/4/2019 8:10:13 AM	1/4/2019 8:10:13 AM
Merge Purge Project	12/20/2018 3:50:09 PM	12/20/2018 3:50:09 PM
Data Migration Cleansing Project	12/20/2018 1:10:13 PM	12/20/2018 1:10:13 PM
Database Cleansing Project	11/15/2018 3:50:09 PM	11/15/2018 3:50:09 PM
Data Scrubbing Project	11/15/2018 8:00:13 PM	11/15/2018 8:00:13 PM
Identity Resolution Project	11/8/2018 3:50:09 PM	11/8/2018 3:50:09 PM
Address Data Cleansing Project	08/15/2018 8:20:10 PM	08/15/2018 8:20:10 PM
ing Project	08/15/2018 4:20:10 PM	08/15/2018 4:20:10 PM
g Project	08/15/2018 4:20:10 PM	08/15/2018 4:20:10 PM
ation and Cleansing Project	05/15/2018 3:20:10 PM	05/15/2018 3:20:10 PM
ject	05/15/2018 9:20:12 AM	05/15/2018 9:20:12 AM
ation and Cleansing Project	05/15/2018 7:22:11 AM	05/15/2018 7:22:11 AM

Our new icons will help you to get from the beginning to the end of your project

A brand new, modern, and user-friendly interface designed for the end user

Copy Registered. Registration ends in 364 days. Registration



Project Management



Data Import



Data Profile



Address Verification



Data Cleansing & Standardization



Match Configuration



Match Definitions



Match Results



Merge & Survivorship



Final Export



Scheduler

Project Management and Data Import



Project Management

You can add new projects or work with existing projects

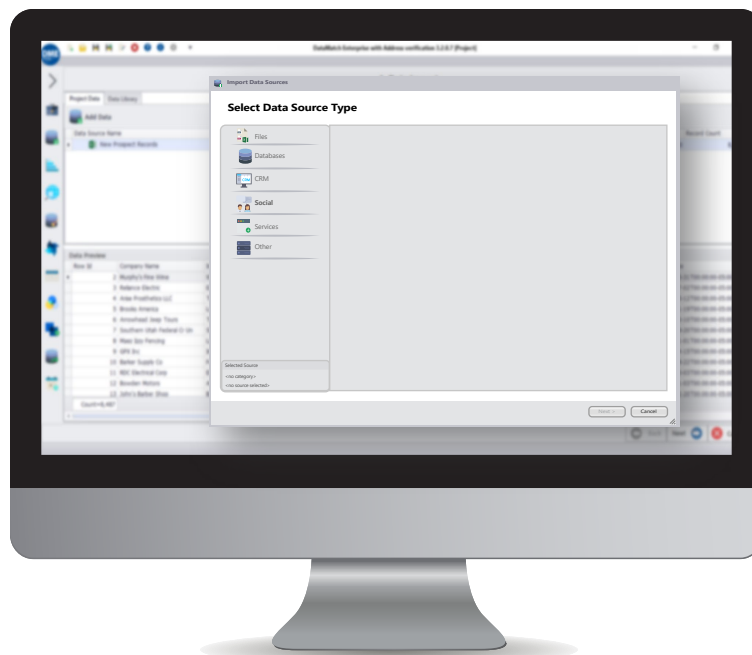
Projects		
Project	Last Modified	Created
▼ DataMatch Enterprise	1/9/2019 3:50:09 PM	1/9/2019 3:50:09 PM
Address Verification - Canadian Project	1/9/2019 1:10:13 PM	1/9/2019 1:10:13 PM
Deduplication Project	1/5/2019 2:50:15 PM	1/5/2019 2:50:15 PM
Data Matching and Merging Project	1/5/2019 11:10:13 AM	1/5/2019 11:10:13 AM
Data Ladder Services Project	1/5/2019 09:15:05 AM	1/5/2019 09:15:05 AM
Data Governance Project	1/5/2019 07:34:08 AM	1/5/2019 07:34:08 AM
Data Preparation Project	1/4/2019 5:00:01 PM	1/4/2019 5:00:01 PM
Record Linkage Project	1/4/2019 2:15:08 PM	1/4/2019 2:15:08 PM
OFAC Project	1/4/2019 10:22:09 AM	1/4/2019 10:22:09 AM
CRM Data Cleansing Project	1/4/2019 8:10:13 AM	1/4/2019 8:10:13 AM
Merge Purge Project	12/20/2018 3:50:09 PM	12/20/2018 3:50:09 PM
Data Migration Cleansing Project	12/20/2018 1:10:13 PM	12/20/2018 1:10:13 PM
Database Cleansing Project	11/15/2018 3:50:09 PM	11/15/2018 3:50:09 PM
Data Scrubbing Project	11/15/2018 8:00:13 PM	11/15/2018 8:00:13 PM
Identity Resolution Project	11/8/2018 3:50:09 PM	11/8/2018 3:50:09 PM
Address Data Cleansing Project	08/15/2018 8:20:10 PM	08/15/2018 8:20:10 PM
Fuzzy Matching Project	08/15/2018 4:20:10 PM	08/15/2018 4:20:10 PM
Data Matching Project	08/15/2018 4:20:10 PM	08/15/2018 4:20:10 PM
Data Deduplication and Cleansing Project	05/15/2018 3:20:10 PM	05/15/2018 3:20:10 PM
Services 2 Project	05/15/2018 9:20:12 AM	05/15/2018 9:20:12 AM
Data Deduplication and Cleansing Project	05/15/2018 7:22:11 AM	05/15/2018 7:22:11 AM



1. Data Import

This option will show you all the available data sources.
 You can work with up to 10 tables per projects.

[All Sources](#)



1. Data Import

Project Data | Data Library

Add Data | Refresh Data

Data Source Name	Date Added	Last Updated	Project Name	Data Size [MB]	Record Count
Customer Master	04/16/19	04/16/19	DME Training Session w Jorge	0.70	2,134
New Prospect Records	04/16/19	04/16/19	DME Training Session w Jorge	2.62	8,487

This window will allow you to see the data sources associated with the opened project

Row Id	Industry	Address	City	State	ZIP	Contact First Name	Contact Middle Initial
2	Wines-Retail	106 Vervalen St	Closter	NJ	07624-2613	Vick	David
3	Artificial Limbs	1830 W Colter St # 101	PHOENIX	Arizona	85015-9001	Mark	D
4	Mortgage bankers and correspondents, nec	6 Hutton Centre Dr # 1020	SANTA ANA	CA	92707-8763	Michael	W
5	Tour operators, nec	841 E Paradise Ln	PHOENIX	Arizona	85022-3142	Thomas	
6	Federally Chartered Credit Unions	85 N 200 W	HURRICANE	Utah	84737-2076	Teresa	
7	Special Trade Contractors Nec	3000 S Yates St	DENVER	Colorado	80236-2025	Richard	David
8	Electrical appliances, television and radio, nec	900 N 23rd St	SAINT LOUIS	MO	63106-2835	William	
9	Lumber-Exporters & Importers (Whol)	819 N 7th Ave	PHOENIX	Arizona	85007-2308	Robert	
10	Misc Electrical Goods (Wholesale)	3411 S 44th St	PHOENIX	Arizona	85040-1947	Glen	
11	Metal Fabricators	1321 Xb Pl	BOONE	IA		Don	Y
12	Information retrieval services, nec	1050 17th St Ste 2000	DENVER	Colorado		Tim	Y
13	Non-Profit Organizations		NY			Max	D

Count=2,134 (from 2,134)

This window shows a sample set of the data that you current have selected

Back | Next | Cancel

1. Data Import

Project Data | Data Library

Add Data | Reload Library

Data Source Name	Date Added	Last Updated	Data Size [MB]	Projects	Record Count
New Prospect Records	05/06/19	05/06/19	2.62	<shared data>	8,487
Golden Table	05/06/19	05/06/19	0.69	Training Session with Team Bogota	2,134
Customer Master	05/06/19	05/06/19	0.69	<shared data>	2,134
Sheet1	04/29/19	04/29/19	< 10 Kb	Test for MKTG Material	4
Sheet1	04/29/19	04/29/19	< 10 Kb	<shared data>	4
Example2	04/17/19	04/17/19	< 10 Kb	<shared data>	38
Example1	04/17/19	04/17/19	0.01	<shared data>	75
New Prospect Records	04/16/19	04/16/19	2.62	<shared data>	8,487
Customer Master	04/16/19	04/16/19	0.70	<shared data>	2,134
Preinscritos	04/16/19	04/16/19	0.21	<shared data>	587
Estudiantes	04/16/19	04/16/19	0.78	<shared data>	2,091
Example2	04/04/19	04/04/19	< 10 Kb	Advanced Weight Options, Certification Meeting w Jack	38
Example2	04/04/19	04/04/19	< 10 Kb	<shared data>	38
Example1	04/04/19	04/04/19	0.01	Advanced Weight Options, Certification Meeting w Jack	75

☒ Group library items by source

Data Preview

Row Id	Company Name	Industry	Address 1	Address 2	City	Phone
Count=8,487 (from 8,487)						

This window shows all of the data sources, grouped by project, and allows you to add data sources from other projects to the current project

Data Profile: Data Understanding



2. Data Profile

2. Data Profile

Generate Profile

Profile History

Pattern Options...

Customer Master

New Prospect Records

Export Data Profile

This window shows the profile of the data source.

This will help you find issues contained in the data.

hours, 0 minutes, 6 seconds

		Type		Pattern					Count				Character Count								
Field Name	Filled	Type	Length	Pattern	Total	Valid	Invalid	Filled	Null	Distinct	Numbers	Numbers Only	Letters	Letters Only	Numbers and Letters	Punctuation	Leading Spaces	Non-Printable Characters	Min		
RowId	100%	Int32	4	Unclassified	2134	2134	0	2134	0	2134	2134	0	0	0	0	0	0	0	0	2	
Company Name	100%	String	30	Unclassified	2134	2113	20	2133	1	2092	39	0	2133	1700	39	398	0	0	0		
Industry	100%	String	52	Unclassified	2134	2060	73	2133	1	960	0	0	2133	1222	0	911	0	0	0		
Address	100%	String	30	Unclassified	2134	2133	0	2133	1	2131	2132	0	2133	1	2132	254	0	0	0		
City	100%	String	22	City	2134	2087	46	2133	1	925	0	0	2133	2133	0	0	0	0	0		
State	100%	String	9	State	2134	2133	0	2133	1	80	0	0	2133	2133	0	0	145	0	0		
ZIP	88%	String	13	US & CA Postal Code	2134	1750	118	1868	266	1820	1868	1	117	0	117	1867	0	0	190070000		

In the phase of the data profiling we will detect the following:

1. Amount of leading spaces
2. Non-printable characters
3. Fields with mixed numbers and Letters
4. Distinctive characters
5. Field population level (Field Population Percentages)
6. Types of fields within the system
7. Variations of characters within the fields (Fields and their various variations eg If a field is numeric and contains letters, letters O instead of Zeros and symbols (! "# \$%&./ * - ()
8. Variations within fields: Profiling of possible variations within the fields physical addresses and emails.

Export Data

Stats Details

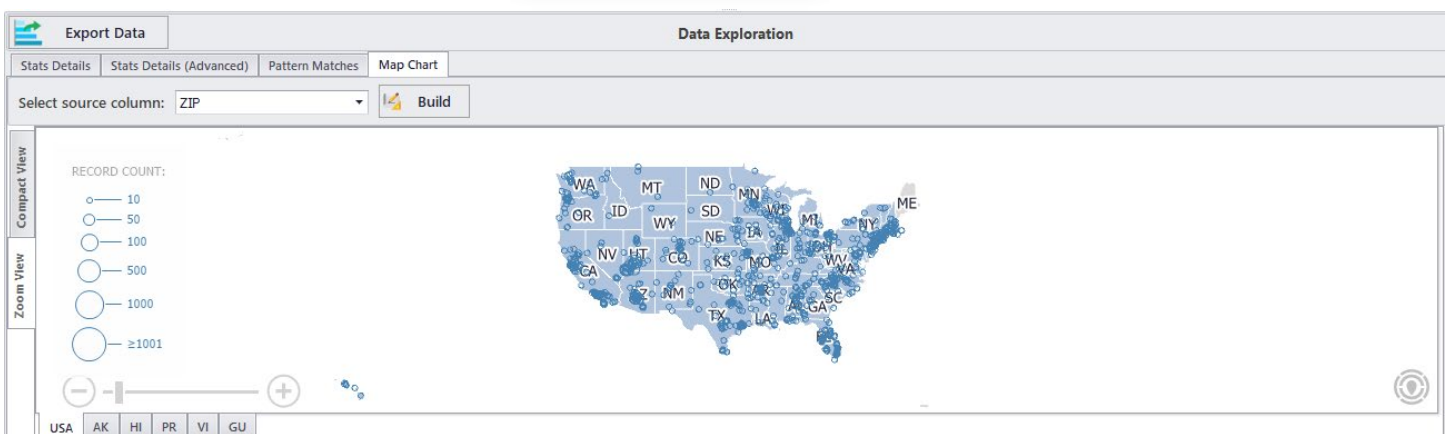
Stats Details (Advanced)

Pattern Matches

Map Chart

#	RowId	ABC	Compan...	ABC	Industry	ABC	Address	City	State
2	Murphy's Fine Wine	Wines-Retail	106 Vervalen St	Closter	NJ				
3	Arise Prosthetics	Artificial Limbs	1830 W Colter St #...	PHOENIX	Arizona				
4	Brooksamerica Mort...	Mortgage bankers a...	6 Hutton Centre Dr...	sANTA ANA	CA				
5	Arrowhead Desert T...	Tour operators, nec	841 E Paradise Ln	PHOENIX	Arizona				
6	Southern Utah Fed C...	Federally Chartered...	85 N 200 W	hURRICANE	Utah				
7	Maez Fencing	Special Trade Contra...	3000 S Yates St	dENVER	Colorado				
8	GPX Inc	Electrical appliances...	900 N 23rd St	s SAINT LOUIS	MO				
9	Barker Supply Comp...	Lumber-Exporters &...	819 N 7th Ave	PHOENIX	Arizona				
10	Rdc Electrical Corpor...	Misc Electrical Goods...	3411 S 44th St	PHOENIX	Arizona				
11	Mechanical Designs...	Metal Fabricators	1321 Xb Pl	BOONE	IA				
12	Cqg Ltd	Information retrieval...	1050 17th St Ste 2000	dENVER	Colorado				
13	Parent Network Of...	Non-Profit Organizati...	1000 Main St	BUFFALO	NY				
	Community Clubhouse	Environmental Cons...	1000 S 248th St	sEATTLE	WA				
	ing Managemen...	Computers-System...	102 Carriage Trl	BELLE MEAD	NJ				
	ustus	Massage Therapists	102 Security Sq	WINTER HAVEN	FL				

See how many valid or repeated values exist for any column.



Address Verification: USA & Canada

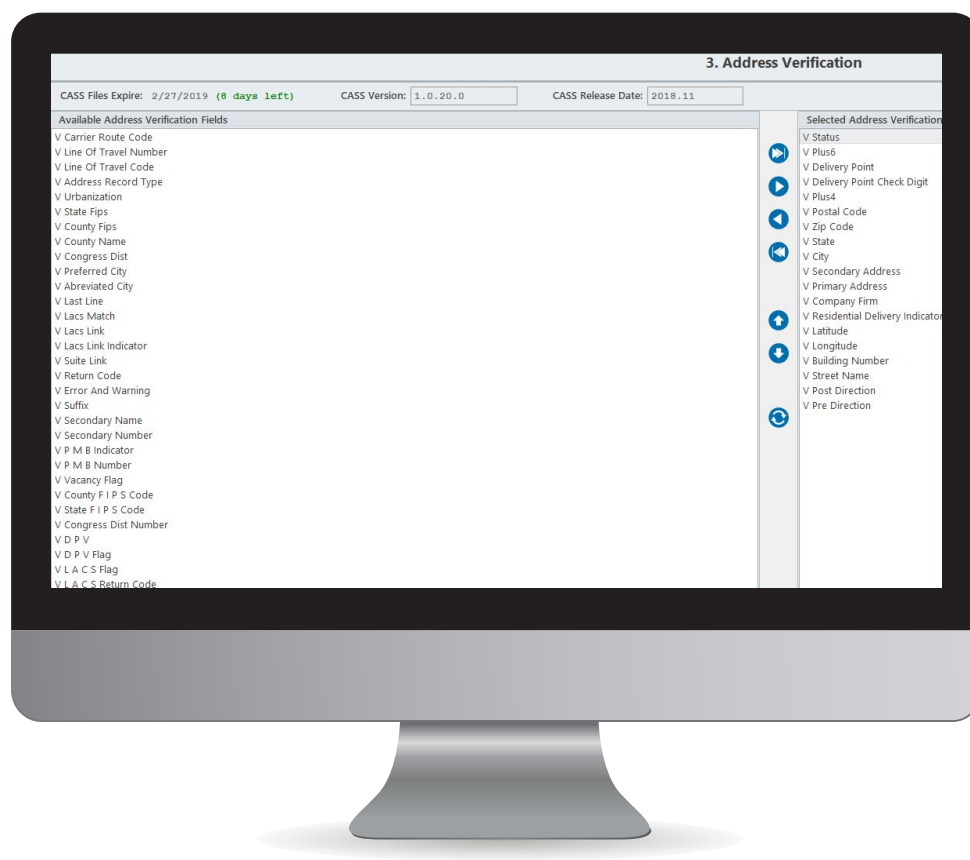


3. Address Verification

Check the validity and deliverability of a physical mailing address with our updated data quality technology. DataMatch Enterprise™ Server Edition comes equipped with address validation and geocoding technology, which helps standardize your address lists for mailings. Standardization converts an address to a standard format by correcting the address and adding missing information (such as a zip code or a suffix). It is then compared against a list of valid addresses to determine validity. You also have the ability to enhance each matching address and add ZIP+4 level latitude and longitude values for the best in mapping precision.

DataMatch Enterprise™ Address Verification Software can handle a multitude of tasks:

- Import files from over 270+ different formats
- Nationally CASS Certified™ - Process your data at speeds up to millions of records per hour.
- PostalOne! MAIL.DAT - Submit data electronically to the USPS for postal acceptance and payment purposes.
- Canadian address verification



Data Cleansing and Standardization



4. Data Cleansing & Standardization

This module will allow you to cleanse, standardize, parse, transform and/or merge your data

4. Data Cleansing & Standardization

Export Standardized Data Merge Fields Proper Case Settings

Customer Master New Prospect Records

Field Name Type Copy Field Reverse Case UPPER CASE lower case Proper Case Remove Non-p... Chara... Repla... For Non-p... Chara... Repla... for Empty Values Remove Leading Spaces Remove Trailing Spaces Chara... To Remove Characters To Replace Remove Spaces Remove Letters Remove Numbers Replace Zeros With O Letters Replace O Letters With... Pattern Builder Word Smith Notes

RowId #

Company Name ABC

Industry ABC

Address 1 ABC

Address 2 ABC

City ABC

Upper, Lower, Reverse or Proper casing scenarios

Remove Leading and trailing spaces, nonprintable characters & characters you don't need. For example: !"#\$%&/'()=,.*-/_

letters with numbers. and replace zeros with O's.

The Pattern Builder, based on regular expressions (Regex), is a feature that will allow users to build and search for patterns within a column and parse the match found into a new column.

Count=8,487 (from 8,487)

Rules take place real time in a dynamic view

Row Id	Company Name	TC	Industry	Address 1	Address 2	City	State	ZIP	Contact Name	Prefix	First Name	Middle I
2	Murphy's Fine Wine		Wines-Retail	106 Vervalen St		Closter	2613NJ	07624-2613	Vic D Jaggi		Vic	D
3	Reliance Electric		Electric Contractors	1065 W Utah Ave		Hildale	0000UT	84784-0000	Mrs Tom E Cox	Mrs	Tom	E
4	Arise Prosthetics	LLC.	Trophies Awards & Medals	Ste 101	1830 W						Mark	A
5	Brooks America		Loan brokers, nec	6 Hutton Centre Dr	# 1020						Michael	A
6	Arrowhead Jeep Tours		Tours-Operators & Promoters	841 E Paradise Ln							Tom	B
7	Southern Utah Federal Cr Un		State credit unions	85 N 200 W						Ms	Kelly	E
8	Maez Izzy Fencing		Landscape Contractors	3000 S Yates St							Rich	D
9	GPX	INC.	Importers	900 N 23rd St							Bill	B



WordSmith

This module will allow users to standardize, replace or delete the variations on the database. These changes are going to be stored as personalized libraries that users can use and re-use if needed.

This option will allow users to get better matching results.

WordSmith

Load Save Save Modified Only Export Clear Refresh

Separator characters: ; Max. number of words in the group: 0 Type of companies.txt

Words	Replacement	New Column	To Delete	Priority	Count
inc	INC.	TC	<input checked="" type="checkbox"/>	5	1286
&			<input checked="" type="checkbox"/>	5	1030
co	CO.	TC	<input checked="" type="checkbox"/>	5	316
of			<input checked="" type="checkbox"/>	5	252
	LLC.	TC	<input checked="" type="checkbox"/>	5	237
			<input checked="" type="checkbox"/>	5	226
	SVC.	TC	<input checked="" type="checkbox"/>	5	216
			<input checked="" type="checkbox"/>	5	151
			<input checked="" type="checkbox"/>	5	125
			<input checked="" type="checkbox"/>	5	123
			<input checked="" type="checkbox"/>	5	111
	CO.	TC	<input checked="" type="checkbox"/>	5	108
			<input checked="" type="checkbox"/>	5	105
	CORP.	TC	<input checked="" type="checkbox"/>	5	104
			<input checked="" type="checkbox"/>	5	103
			<input checked="" type="checkbox"/>	5	101
			<input checked="" type="checkbox"/>	5	99
			<input checked="" type="checkbox"/>	5	99
			<input checked="" type="checkbox"/>	5	97
county			<input checked="" type="checkbox"/>	5	97
enterprises			<input checked="" type="checkbox"/>	5	95
church			<input checked="" type="checkbox"/>	5	93
systems			<input checked="" type="checkbox"/>	5	90

Count=9,557 (from 9,557)

Refresh Transformed Data

Match Configuration and Definition



5. Match Configuration

This module will allow you to define the type of matching that you want to conduct.



Quick Selection

☒ All
 ☐ None
 ☐ Between
 ☒ Within

Clears any selections made

Only compares matches within each data source

Only compares matches between the data sources

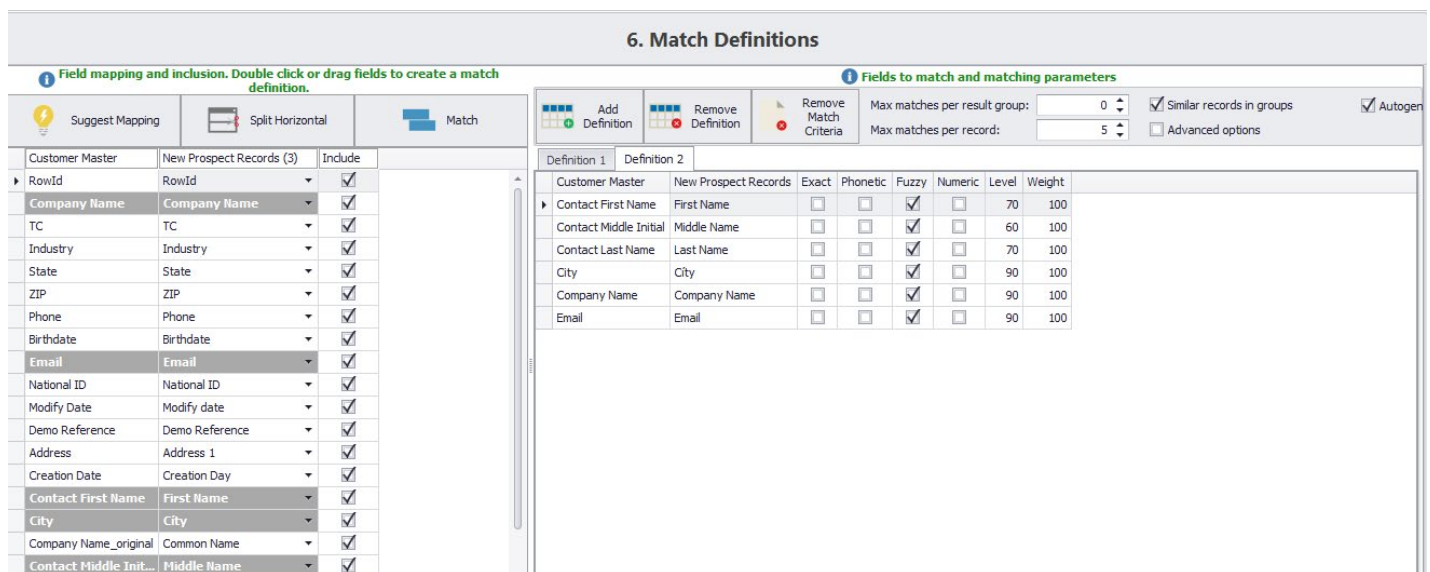
	Customer Master	New Prospect Records (3)	Include
Customer Master	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Prospect Records (3)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

All of the data sources will be matched to each other and within themselves.



6. Match Definitions

This module will allow you to develop one or more match definitions and begin the matching process.



6. Match Definitions

Field mapping and inclusion. Double click or drag fields to create a match definition.

☒ Suggest Mapping
 ☒ Split Horizontal
 ☒ Match

☒ Add Definition
 ☒ Remove Definition
 ☒ Remove Match Criteria

Max matches per result group: 0
☒ Similar records in groups
☒ Autogen

Max matches per record: 5
☐ Advanced options

Definition 1	Definition 2	Exact	Phonetic	Fuzzy	Numeric	Level	Weight
Customer Master	New Prospect Records (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	70	100
Contact First Name	First Name	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	60	100
Contact Middle Initial	Middle Name	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	70	100
Contact Last Name	Last Name	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	90	100
City	City	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	90	100
Company Name	Company Name	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	90	100
Email	Email	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	90	100

You can think of Match Criteria and Match Definitions in terms of AND/OR SQL statements. The relationship between match definitions would be an AND statement and the relationship between the match criteria would be an OR statement.

All Records In Group Must Be Similar - This is an important option and if you are unsure, we recommend that you maintain this box checked. We offer the following example as an explanation of this option:

1. You have 3 records: A, B, and C
2. A is similar to B, B is similar to C and C is NOT similar to A
3. If you check this option, then the match results will yield 2 groups
4. If you uncheck this option, then the match results will yield 1 group

Match Results

This module will allow you to analyze the match results and view a match Summary Report.



7. Match Results

7. Match Results

Groups will show you matches based sorted by group ID

Pairs will display individual matches to the first record in a group

Stats will show you the amount of time that it took to run each step of the matching process

You will first notice 3 tabs on the left-hand side of the menu: **Groups, Pairs, and Stats**

Group Id	Data Source Name	Record	Match...	Record	Company Name	Company Name	Industry	Industry	score 1	s 1	Contact First Name	score 2
1	Customer Master	52	516	100%	100%	U-Haul	100%	Truck Renting & Leasing	100%	1	0	0
1	Customer Master	1848	516	100%	100%	U-Haul	100%	Truck Renting & Leasing	100%	1	0	0
1	New Prospect Records			100%	100%	U-Haul	100%	Truck Renting & Leasing	100%	1	0	0
1	New Prospect Records			100%	100%	U-Haul	84%	Truck rental and leasing, no drivers, nec	92%	1	0	0
1	New Prospect Records			100%	100%	U-Haul	84%	Truck rental and leasing, no drivers, nec	92%	1	0	0
1	New Prospect Records			100%	100%	Ray Love Architect	100%	Architects	100%	1	10	10
1	New Prospect Records			100%	100%	Ray Love Architect	100%	Architects	100%	1	10	10
1	New Prospect Records			100%	100%	Ryden Architects	100%	Architects	92%	1	0	0
3	Customer Master	118	580	100%	100%	Energy Concepts	100%	Air Conditioning Contractors & Systems	100%	1	10	10
3	New Prospect Records	580	118	100%	100%	Energy Concepts	100%	Air Conditioning Contractors & Systems	100%	1	10	10
4	Customer Master	122	1	100%	100%	Reliance Electric	100%	Electric Contractors[]	100%	1	10	10
4	New Prospect Records	1	122	100%	100%	Reliance Electric	100%	Electric Contractors[]	100%	1	10	10
4	New Prospect Records	345	122	100%	100%	Reliance Electric	100%	Electric Contractors[]	100%	1	10	10
4	New Prospect Records	7610	122	80%	80%	Filice Electric	93%	Electrical contractor	87%	1	0	0
4	New Prospect Records	1788	122	86%	86%	Reliancetechnicalcom	84%	Electronics-Consultants	86%	1	5	5
5	Customer Master	129	3273	100%	100%	John's Hair Stylists	100%	Beauty Salons	100%	1	10	10
5	New Prospect Records	3273	129	100%	100%	John's Hair Stylists	100%	Beauty Salons	100%	1	10	10
5	New Prospect Records	1269	129	92%	92%	John Brown Stylist	100%	Beauty Salons	92%	1	10	10
6	Customer Master	137	7369	100%	100%	Hertz Rent A Car	100%	Automobile Renting	100%	1	8	8

Count=1,298 (...)



8. Merge and Survivorship

By using this feature you can:

- Determine the master record (used when you want to deduplicate a data set and want to keep only one record from each group i.e. the master record)
- Overwrite data based on your criteria
- Merge field

8. Merge & Survivorship

Determine Master Record AB Overwrite Records

Name	Take data from: Customer Master	Take data from: New Prospect Records	Operation	Activated
Company Name	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
TC	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
Industry	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
State	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
ZIP	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
Phone	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
Birthdate	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
Email	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
National ID	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
Modify Date	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
Demo Reference	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
Address	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
Creation Date	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
Contact First Name	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
City	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
Company Name_original	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
Contact Middle Initial	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
Contact Last Name	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>
Account Code	<input type="checkbox"/>	<input type="checkbox"/>	Longest	<input type="checkbox"/>

☒ Select All
 ☐ Unselect All
 ☒ Invert Selection
 Take data from: New Prospect Records
 Select Field

Final Export



9. Final Export

This module will allow you to view and create a final export to a desired format

DataMatch Enterprise with Address verification 3.2.6 [DME Training Session w Jorge]

9. Final Export

What would you like to Export?

What to do with duplicates?

- ☒ Show all records and flag duplicates (Matching Records)
- ☐ Show all unique records, suppress duplicates (deletes records that are duplicates)
- ☐ Show with a master record remaining for each group of duplicate records

Export duplicates only

- ☐ Show all duplicate records
- ☐ Cross reference (groups from more than one data set)

Which Data sets would you like included?

- ☒ Customer Master
- ☒ New Prospect Records

Handling Selected rows

- ☒ Show all
- ☐ Suppress selected records
- ☐ Show selected records only

Preview | Hide System Columns | **Final Export**

	Company Name score 2	Email score 2	score 2	s 2	Row Id	Company Name	TC	Industry	State	ZIP	Phone	Birthdate	Email
1	100%	92%	92%	False	2	Murphy's Fine Wine		Wines-Retail	NJ	07624-2613	771 3951980	12/1/1981	vjaggi@murphswine.com
2	0%	0%	0%	0	3	Arise Prosthetics		Artificial Limbs	Arizona	85015-9001	984 9157948	7/7/1976	mwerner@ariseprosthetics.com
3	0%	0%	0%	0	4	Brooks American Mortgage Corp.		Mortgage bankers and correspondents, nec	CA	92707-8763	1 452 1347586	8/5/1964	mbrooks@brooksamericamortgagecorp.co
4	90%	92%	78%	False	5	Arrowhead Desert Tours Inc.		Tour operators, nec	Arizona	85022-3142	660 4329530	11/5/1980	tdstories@arrowheaddeserttoursinc.com
5	93%	71%	46%	False	6	Southern Utah Federal Credit Union		Federally Chartered Credit Unions	Utah	84737-2076	143 6414057	11/11/1965	tblackburn@southernutahfedcreditunion.c
6	91%	95%	93%	True	7	Maefencing.com		Special Trade Contractors Nec	Colorado	80236-2025	989 8176663	12/30/1972	rmaez@maezfencing.com
7	0%	0%	0%	0	8	Gpx Inc.		Electrical appliances, television and radio, nec	MO	63106-2835	1 129 9051495	3/10/1981	wfetter@gpxinc.com
8	0%	0%	0%	0	9	Barker Supply Inc.		Lumber-Exporters & Importers (Whol)	Arizona	85007-2308	420 8834010	9/25/1965	rbarker@barkersupplycompanyinc.com
9	0%	0%	0%	0	10	Rdc Electrical Corp.		Misc Electrical Goods (Wholesale)	Arizona	85040-1947	735 3311741	7/10/1959	grodolico@rdcelectricalcorporation.com
10	0%	0%	0%	0	11	Mechanical Designs Usa		Metal Fabricators	IA		763 8552124	7/27/1960	dbarber@mechanicaldesignsusa.com
11	91%	91%	80%	False	12	Cqg LTD		Information retrieval services, nec	Colorado		854 6318157	2/1/1977	tmather@cqgltd.com
12	0%	0%	0%	0	13	Desert National Golf Club		Non-Profit Organizations	NV		702 3610000	10/20/1981	edonahall@desertnationalgolfclub.com

Available Data Sources

Back Cancel

ABOUT US

Data Ladder is a data quality software company dedicated to helping business users get the most out of their data through data matching, profiling, deduplication, and enrichment tools. Whether it's matching millions of records through our fuzzy matching algorithms, or transforming complex product data through semantic technology, Data Ladder's data quality tools provide a superior level of service unmatched in the industry.

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.

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