Case Study

Datassential

Speed is the recipe for success
for Data Cleansing needs

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Company Profile

Datassential is a leading menu research firm, with offices in Los Angeles and Chicago. Datassential offers menu trend analysis, new product development, and market sizing solutions for foodservice and retail channel customers. They offer industry studies in various product categories, such as food items and ingredients (dairy products, meat, poultry, fruits and vegetables, breads and grains, beverages, baked goods, snacks, soups, condiments and sauces, and spices) as well as dishes and menu items that include appetizers and sides, entrees, desserts, and beverages. The company also provides needs analysis, concept testing, hands-on trials, sales forecasting, and brand evaluation processes to deliver informed recommendations for positioning and enhancing brands.
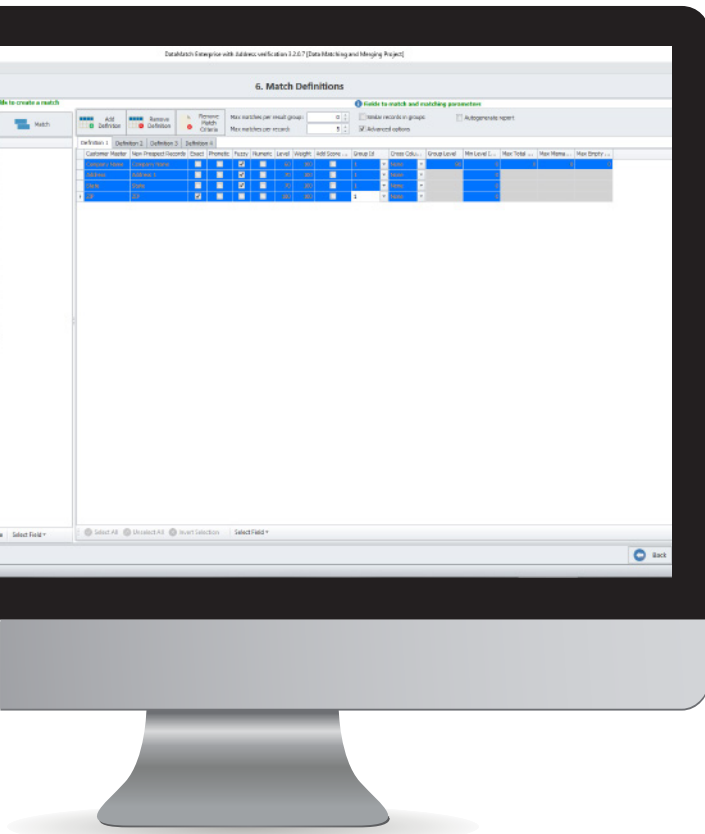
Business Situation

Servicing the millions of food service and restaurant operators in the United States, Datassential assembles large amounts of menu trend data for their clientsâ€™ needs. From determining the fastest growing burger toppings to pricing trends for buffalo wings, Datassential provides hundreds of reports culled from large amounts of data.

Bringing together the speciffic requests by clients and reconciling that with various menu and restaurant types across the country takes a lot of time and resources. The firm had been using Microsoft Access to organize their data, but found they needed a quicker and more eï¬ƒcient way of deduplicating data as well as matching information by speciffic categories.

Our Solution

DataMatch Enterprise™ provided a cost-effecctive solution for Datassential. The company was able to run multiple match definitions at a very quick speed, and found the usability unparalleled with other software suites on the market.

Cost-effective solution

Run multiple matches at a very quick speed

Unparalleled usability with other solutions

Benefits

The best in class deduplication capabilities

Through the deduplication tools on DataMatch Enterprise™, the company was able to match their client requests and needs to their databases quickly and more efficiently.

Reduce labor hours significantly

They were also able to reduce their labor hours significantly, as well as improve accuracy.

"We liked the ability of the product to categorize the data in the way that we need it, and its versatility in doing that"

Becky Farmer
Senior Manager, Special Data Projects

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 Enterprise™.**

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