Case Study

Fortune 500 Company

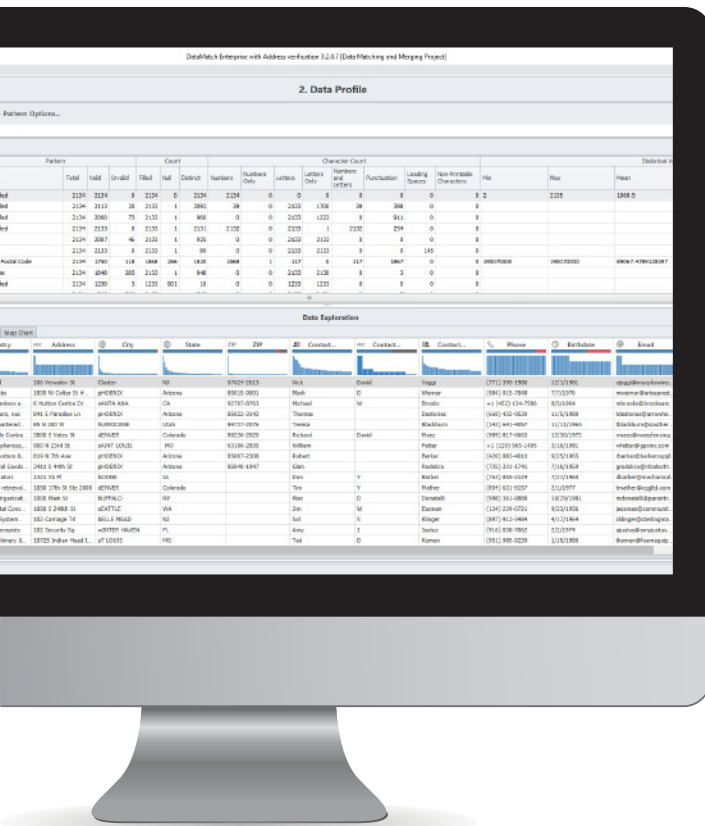Company merger beats deadline through rapid integration

Company Profile

A multi-billion dollar Fortune 500 company recently underwent a major merger with another company similar in size.

Business Situation

Problems and inconsistencies naturally exist with every data set but until integration occurs these often go unnoticed. The company realized they needed to be able to instantly profile their data and understand the issues. In order to do this data merge effectively, a tool was needed that could rapidly explore the data and find duplicates. Since five systems were being integrated into one, the tool also needed to be able to rapidly merge data from these separate entities.

Our Solution

Using DataMatch Enterprise™, Data Ladder's flagship data deduplication software, the company was able to identify and resolve data quality issues in a rapid manner.

The solution provided users with an intuitive graphical interface to explore their data and locate issues they had never seen before with just a couple of clicks.

Ability to identify and resolve data quality issues.

Explore data and locate issues.

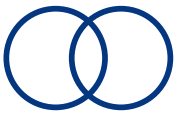Reduce and avoid time and frustration.

Benefits

Beat your project deadlines

DataMatch Enterprise™ enabled the organization to beat their deadlines by two months. Locating major data issues early on helped alleviate a lot of stress in the merging process.

With the time savings, the company was able to synergize their processes in terms of productivity and cost reduction, enabling the organizations to learn about each other better.

Locate more matches

While undergoing the data matching process, users were also able to locate 25% more matches than with the more expensive and difficult to use software.

Increase your ROI

As a result, the ROI has been enormous. The company has been able to realize several hundred thousand dollars in additional synergies compared to plan.

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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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