



Case Study

Mergers and Acquisitions Data Integration

Increasing and recognizing synergies sooner



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Increasing and Recognizing Synergies Sooner



Data Ladder's best-in-class software tools help companies quickly and easily integrate their data, helping them speed up the time it takes to get the synergies of each organization working smoothly. Companies that have recently gone through acquisitions are able to quickly and thoroughly merge data, increasing and realizing synergies ahead of schedule. These companies realize data integration synergies 50% sooner than typical integrations.

From best-in-class matching to identifying common pain points caused by data matching, DataMatch Enterprise can help those companies undergoing acquisitions with making their system integrations better, identifying 10-35% more matches. Our powerful software is business user-focused and easy to use. Data Ladder has done business across many Fortune 500 companies, the Department of the Treasury as well as with federal and state agencies.

Making the Case for Software Solutions

Data quality tools can help speed up a merged company's IT efforts. From functionality to scalability, data quality tools can make the difference during mergers and acquisitions. Using record linkage tools such as DataMatch Enterprise™ benefit companies who have undergone mergers, helping them meet business goals without spending hundreds of thousands of dollars on new configurations.

Through the use of data quality tools, newly merged companies can realistically knock off about one month of their intended timeframe for aligning synergies.

All of our clients find unknown data issues within 5 minutes and are able to zoom on those records with our Instant Data Profiler, quickly helping understand new and current data sets.

DataMatch Enterprise™ offers a more visually oriented platform which provides a more user-friendly experience, allowing the user to filter and customize the tool for their ease. In addition to standardization libraries, DataMatch Enterprise™ includes scalable configurations for deduplication and record linking, suppression, enhancement, and extraction.

DataMatch Enterprise™ enables real-time fuzzy, intelligent search of your databases quickly and easily. As the world’s best record linkage software, it can enable search functions as well as develop a single customer view. All of these efforts ultimately result in dollars saved.

Sample: Post Merger Procurement Savings



Once data sources are merged from the separate companies, the benefits in dollars saved become more apparent. By locating major data issues early on and saving time, the merging companies are able to synergize their processes in terms of productivity and cost reduction, and will enable both organizations involved in the merger to understand each other more quickly.

Cost benefits are most often seen within vendor management, where procurement is a big piece of the money savings as seen in the above graph. Developing best practices in sourcing products and services serves as the optimal way to provide these savings, but often the first step is to have accurate, linked data sources from both companies.

Features of the Solution	Data Ladder	IBM Quality Stage	SAS Dataflux	In-House Solutions
Match Accuracy (Between 40K to 8M record samples)	96%	91%	84%	65-85%
Software Speed	Very Fast	Fast	Fast	Slow
Purchase/ Licensing Costs	80-95% below the competition	\$370K+	\$220K+	\$250K+
Time to First Result	15 Minutes	2 Months+	2 Months+	3 Months+
Comments	Above tests were completed on 15 different product comparisons with university, government, and private companies (80K to 8 million records). This includes the effect of false positives.	Need multi-threaded, in memory, no-sql processing to optimize for speed and accuracy. Speed is important, the more match iterations you can run, the more accurate your results will be.	Include base license costs, 2014 process or later, in-house, includes salary + benefits. Not in-house implementations had a 10% chance of losing in-house implementations had lost the core member who ran and understood the matching program.	A metric for ease of use. This is the time of first result, not necessarily full cleansing.

It is evident that no solution has 100% match accuracy, as seen in this chart. Benchmarked in 15 different studies, DataMatch Enterprise™ was proven to find on average 5-12% more matches than leading software companies IBM and SAS.

DataMatch Enterprise™ can handle many of the issues that compromise your data systems. Our system is scalable - even with large datasets, the information can be analyzed with lightning fast response times. Our platform is a robust approach to making imperfect data usable. Making the right connections with any type of data, DataMatch Enterprise™ can correct many data quality issues, from spelling errors to redundancies.



"We are currently months ahead of a deadline for a two-year project because of the work that we were able to accomplish with DataMatch Enterprise™

Project Manager
Data Management and Integration

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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