

# Case Study

## Quick Reliable Printing

Fuzzy matching tool provides unexpected profit center



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## Fuzzy Matching Tool Provides Unexpected Profit Center



## Company Profile

Quick Reliable Printing, based in Midland, Michigan, has been providing printed business materials for companies since 1979. 100% locally owned and operated, the company is proud of the fact that over 65% of all the labor, supplies, raw materials, and resources used for their printing processes are purchased from other Michigan based companies.



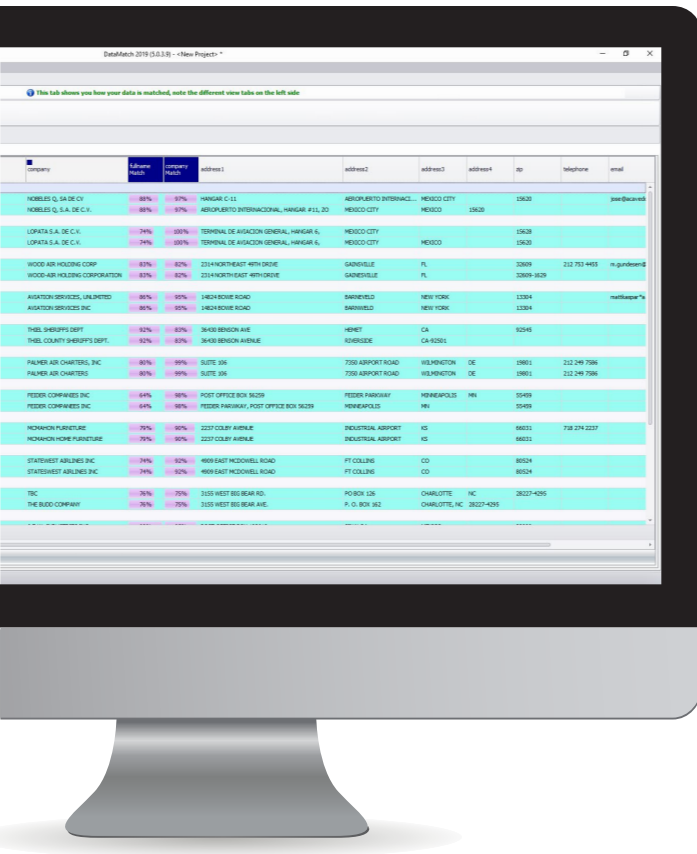
A person's hands are shown working at a wooden desk. One hand holds a black stylus over a digital tablet with a teal border. The other hand is on a white keyboard. In the foreground, there are several color swatches in shades of yellow, green, and blue. In the background, a yellow tufted sofa and a grey cushion are visible.

## Business Situation

As a commercial printing company dealing with enormous amounts of client mailing lists, they had a lot of variable data sets to manage. Working with lists from 15-20 different sources, they needed to determine a way to combine lists accurately.

In addition to maintaining accuracy, they also needed to filter out and match certain data so that one master list could be created.

# Our Solution



Details: 2019-03-18 - New Project

This tab shows you how your data is matched, note the different view tabs on the left side

Company	Match	Company Name	Address1	Address2	Address3	Address4	ID	Telephone	Email
MEXICO S.A. DE C.V.	88%	MEXICO S.A. DE C.V.	MEXICO S.A. DE C.V.	MEXICO S.A. DE C.V.	MEXICO S.A. DE C.V.	MEXICO S.A. DE C.V.	MEXICO S.A. DE C.V.	MEXICO S.A. DE C.V.	MEXICO S.A. DE C.V.
MEXICO S.A. DE C.V.	88%	MEXICO S.A. DE C.V.	MEXICO S.A. DE C.V.	MEXICO S.A. DE C.V.	MEXICO S.A. DE C.V.	MEXICO S.A. DE C.V.	MEXICO S.A. DE C.V.	MEXICO S.A. DE C.V.	MEXICO S.A. DE C.V.
LOPATA S.A. DE C.V.	74%	LOPATA S.A. DE C.V.	LOPATA S.A. DE C.V.	LOPATA S.A. DE C.V.	LOPATA S.A. DE C.V.	LOPATA S.A. DE C.V.	LOPATA S.A. DE C.V.	LOPATA S.A. DE C.V.	LOPATA S.A. DE C.V.
WOOD AIR HOLDING CORP	83%	WOOD AIR HOLDING CORP	WOOD AIR HOLDING CORP	WOOD AIR HOLDING CORP	WOOD AIR HOLDING CORP	WOOD AIR HOLDING CORP	WOOD AIR HOLDING CORP	WOOD AIR HOLDING CORP	WOOD AIR HOLDING CORP
WOOD AIR HOLDING CORPORATION	83%	WOOD AIR HOLDING CORPORATION	WOOD AIR HOLDING CORPORATION	WOOD AIR HOLDING CORPORATION	WOOD AIR HOLDING CORPORATION	WOOD AIR HOLDING CORPORATION	WOOD AIR HOLDING CORPORATION	WOOD AIR HOLDING CORPORATION	WOOD AIR HOLDING CORPORATION
AVIATION SERVICES, UNLIMITED	88%	AVIATION SERVICES, UNLIMITED	AVIATION SERVICES, UNLIMITED	AVIATION SERVICES, UNLIMITED	AVIATION SERVICES, UNLIMITED	AVIATION SERVICES, UNLIMITED	AVIATION SERVICES, UNLIMITED	AVIATION SERVICES, UNLIMITED	AVIATION SERVICES, UNLIMITED
AVIATION SERVICES INC.	88%	AVIATION SERVICES INC.	AVIATION SERVICES INC.	AVIATION SERVICES INC.	AVIATION SERVICES INC.	AVIATION SERVICES INC.	AVIATION SERVICES INC.	AVIATION SERVICES INC.	AVIATION SERVICES INC.
THIEL SHERIFFS DEPT	82%	THIEL SHERIFFS DEPT	THIEL SHERIFFS DEPT	THIEL SHERIFFS DEPT	THIEL SHERIFFS DEPT	THIEL SHERIFFS DEPT	THIEL SHERIFFS DEPT	THIEL SHERIFFS DEPT	THIEL SHERIFFS DEPT
THIEL COUNTY SHERIFFS DEPT	82%	THIEL COUNTY SHERIFFS DEPT	THIEL COUNTY SHERIFFS DEPT	THIEL COUNTY SHERIFFS DEPT	THIEL COUNTY SHERIFFS DEPT	THIEL COUNTY SHERIFFS DEPT	THIEL COUNTY SHERIFFS DEPT	THIEL COUNTY SHERIFFS DEPT	THIEL COUNTY SHERIFFS DEPT
PALMER AIR CHARTERS, INC	88%	PALMER AIR CHARTERS, INC	PALMER AIR CHARTERS, INC	PALMER AIR CHARTERS, INC	PALMER AIR CHARTERS, INC	PALMER AIR CHARTERS, INC	PALMER AIR CHARTERS, INC	PALMER AIR CHARTERS, INC	PALMER AIR CHARTERS, INC
PALMER AIR CHARTERS	88%	PALMER AIR CHARTERS	PALMER AIR CHARTERS	PALMER AIR CHARTERS	PALMER AIR CHARTERS	PALMER AIR CHARTERS	PALMER AIR CHARTERS	PALMER AIR CHARTERS	PALMER AIR CHARTERS
FEEDER COMMERCE INC	84%	FEEDER COMMERCE INC	FEEDER COMMERCE INC	FEEDER COMMERCE INC	FEEDER COMMERCE INC	FEEDER COMMERCE INC	FEEDER COMMERCE INC	FEEDER COMMERCE INC	FEEDER COMMERCE INC
FEEDER COMMERCE INC	84%	FEEDER COMMERCE INC	FEEDER COMMERCE INC	FEEDER COMMERCE INC	FEEDER COMMERCE INC	FEEDER COMMERCE INC	FEEDER COMMERCE INC	FEEDER COMMERCE INC	FEEDER COMMERCE INC
MONKON FURNITURE	76%	MONKON FURNITURE	MONKON FURNITURE	MONKON FURNITURE	MONKON FURNITURE	MONKON FURNITURE	MONKON FURNITURE	MONKON FURNITURE	MONKON FURNITURE
MONKON HOME FURNITURE	76%	MONKON HOME FURNITURE	MONKON HOME FURNITURE	MONKON HOME FURNITURE	MONKON HOME FURNITURE	MONKON HOME FURNITURE	MONKON HOME FURNITURE	MONKON HOME FURNITURE	MONKON HOME FURNITURE
STATEWEST AIRLINES INC	74%	STATEWEST AIRLINES INC	STATEWEST AIRLINES INC	STATEWEST AIRLINES INC	STATEWEST AIRLINES INC	STATEWEST AIRLINES INC	STATEWEST AIRLINES INC	STATEWEST AIRLINES INC	STATEWEST AIRLINES INC
STATEWEST AIRLINES INC	74%	STATEWEST AIRLINES INC	STATEWEST AIRLINES INC	STATEWEST AIRLINES INC	STATEWEST AIRLINES INC	STATEWEST AIRLINES INC	STATEWEST AIRLINES INC	STATEWEST AIRLINES INC	STATEWEST AIRLINES INC
TSC	76%	TSC	TSC	TSC	TSC	TSC	TSC	TSC	TSC
THE BUDD COMPANY	76%	THE BUDD COMPANY	THE BUDD COMPANY	THE BUDD COMPANY	THE BUDD COMPANY	THE BUDD COMPANY	THE BUDD COMPANY	THE BUDD COMPANY	THE BUDD COMPANY

DataMatch™ made it easy to combine data sets together and be able to pre-program what the company wanted it to do at the same time. The matching capabilities enabled them to go through the data and compare lists both with accuracy and speed.



Increase in sales and profitability.



Introduction of new markets.



Decrease labor hours.

# Benefits



With the best in class fuzzy matching capabilities, Quick Reliable Printing was able to achieve several goals with DataMatch™. So in addition to giving their clients what they wanted with clean, manageable mailing lists, the company was also able boost their own profitability by adding an entirely new service line.



"The accuracy and speed of DataMatch™ made it easier to go through data and compare lists. The fuzzy matching feature was awesome!"

H. Walter Grunwell  
IT Administrator

## 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](#)