Case Study

Quick Reliable Printing

Fuzzy matching tool provides unexpected profit center

Fuzzy Matching Tool Provides Unexpected Profit Center

QRP

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.
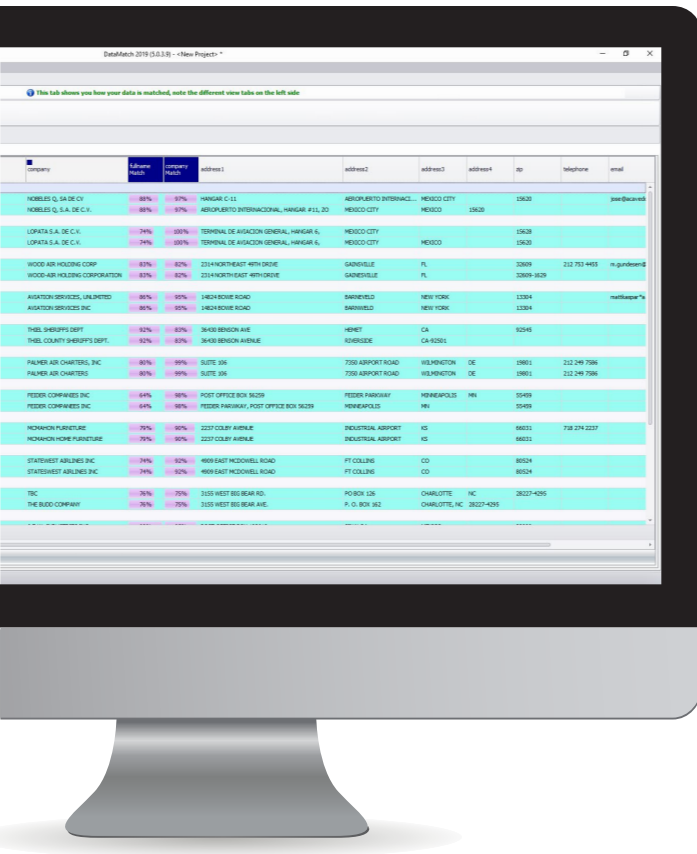
Data Ladder
Get the most out of your data

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

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™.**

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