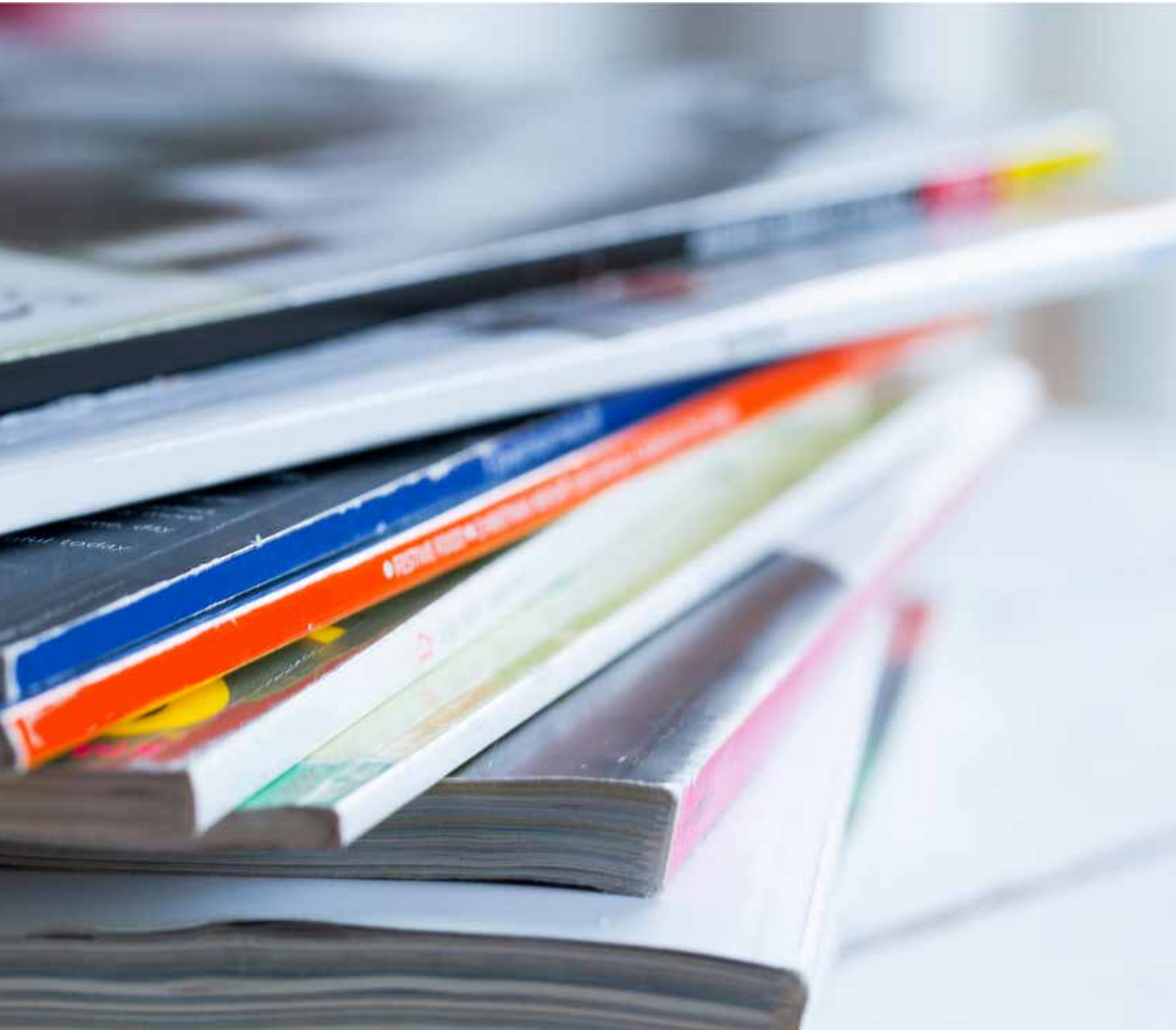Data Ladder
Get the most out of your data

Attainment Company

Book and Periodical Publishing

Learn how Attainment Company used DataMatch Enterprise to standardize and clean customer entries in its CMS to remove duplicates and get accurate mailing lists.

Company Profile

Attainment Company is a family-owned business based out of Verona Wisconsin that is committed to helping people with intellectual disabilities and autism succeed at school, work, and life.

For the last 40+ years, Attainment has developed an innovative range of products and programs aimed to mitigate and overcome disability-related issues. These include auditory cueing devices, language development and literacy programs, vocational and life skills materials and a suite of apps, tools, and resources to foster an enriched learning experience.

Business Use-Case

The team at Attainment Company faced a pressing requirement for identifying and removing duplicates in their internal CMS. As they were receiving several customer lists gathered from trade shows, the risk of duplicate entries kept getting higher.

More importantly, since their customer entries were growing, it was taking them increasingly longer to **dedupe customer names** before they were entered or imported into their database.

Challenges

To dedupe customer entries, Attainment used a manual tool and later switched to relying on external companies, both of which led to higher cycle times.

The manual tool of choice was difficult to use. It lacked the integrations to support newer data formats, especially SQL-based databases, and was no longer being updated with new features.

Due to the heavy workload, the user tasked with deduplication was unable to research alternative tools and some of the project deliverables had to be handed off to other team members. However, the team ended up relying on external companies to complete the tasks.

Therefore, a flexible and easy-to-use in-house tool that could provide a quick turnaround was the need of the hour.

Industry
• Book Periodical Publishing

Challenges
• The manual tool was complex and outdated.

• The deduplication process was time-consuming as the company relied on external companies to carry out deduplication.

Application
• Standardize and clean growing lists of customers to find duplicate entries in their CMS.

Impact
• Clean and standardize lists prior to importing into database.

• Generate accurate and clean mailing lists.

Solution Criteria

Given the above challenges, the most important factors consisted of a **user-friendly interface** along with price and the availability of a trial period. Screenshots of the product were also vital in helping the team get a quick glance into the product features on offer.

DataMatch Enterprise's 30-day trial period provided the team the room to test the speed and performance of the solution. After a proof-of-concept, Attainment was convinced of the solution's efficiency.

Impact of DataMatch Enterprise

At first impression, the team found DataMatch Enterprise easy to use and understand compared to the tool they were using before. The new solution had out-of-the-box integrations with SQL databases and had the functionality to support other data sources and formats as well.

Despite there being a small learning curve, IT Manager Craig Booth found the tool intuitive for finding and removing duplicates.

DataMatch Enterprise's name and address transformations were among the most important features to help standardize and clean the lists prior to importing into the Attainment company database.

Using proprietary **fuzzy matching algorithms**, the software would determine a matching score to pair all potential duplicate records within the database and across lists.

As a result, the team were able to reconcile various duplicate entries and generate clean and error-free mailing lists.

Deduplicated Data

CLIENT INFORMATION

Client ID
CL_04587

First Name
John

Middle Name
Ethan

Last Name
Ferguson

Address 1
1324 East Chandler Boulevard 3rd floor

Verified Address

Address 2
Arlington

City
Miami

State
Florida

Zip Code
32211

Birthdate
05-18-1987

Nat ID
883385722

Email
Jefss@gmail.com

Phone Number
786 321 7584

Clean and Standardized Data

About DataMatch Enterprise

DataMatch Enterprise is Data Ladder's flagship data matching and cleansing solution for customer name and address verification, record linkage and deduplication needs. Through a combination of proprietary and established fuzzy, phonetic, and exact matching algorithms, DataMatch Enterprise delivers high matching accuracy to provide a single customer view across the enterprise.

To get started with DataMatch Enterprise for your needs, click **Contact** or **Download Trial.**

"DataMatch Enterprise is incredibly powerful and fast. It can be very accurate provided some fine-tuning is done to ensure the best results. The tool's name and address transformations were also useful in quickly creating rules to clean and standardize errors across large datasets".

Craig Booth

IT Manager

Attainment Company

Industry-Fastest Data Profiling, Cleansing, Standardization, and Matching

Experience enterprise-grade record linkage
and data quality management, at a fraction of the cost.

See Customer ROI with Data Ladder