Data Ladder
Get the most out of your data

Lawyer.com

Legal Services

Lawyer.com cuts deduplication time from hours to within minutes

Company Profile

Lawyer.com provides legal services to millions of U.S. and Canadian consumers and law firms. Its industry-leading directory provides current profiles on 2 million lawyers practicing in 60 countries. Each month, its free consumer matching service provides connections to 40,000 local lawyers with relevant practice area expertise.

Its LawyerLine service helps hundreds of small and large law firms provide superior service to their clients. Lawyer.com is headquartered in Basking Ridge, New Jersey with operations across the U.S..

Business Use-Case and Challenges

Lawyer.com wanted to deploy a matching solution to link a variety of source data with its SQL-based company database to identify and remove duplicate records.

The data analytics team at Lawyer.com were manually creating matching rules to meet their needs. However, this process was taking far too long and often the results were not accurate.

This compelled the team to look for a matching solution with out-of-the-box features to easily build relationship tables to identify duplicates.

Industry
• Legal Services

Challenges
• Manual process to find matches was time-consuming and clunky

Application
• Find matches between multiple source files with its SQL-based company database

Impact
• Reduce the data matching process to a few minutes compared to several hours

• Identify more matches resulting in fewer duplicates

Duplicates

ID	First Name	Last Name	Address 1	Address 2	Phone	Nat ID	State	ZIP	Birthdate
458	John	Oneel	16 M. St	Null	516465+09	256489458	Nyc	85001_	10/11/1988
2398	Jonathan	O'nil		Norw1ch	+1578698754	######	_NY		
CL_96		John O.	Mekel Street	NY	00000	25648945-8	NEW YORK	85001NY	OCT-11
Null	j0hny	O'neal	16m¶	Norwich				85001-4561	11/10/1988

Solution Criteria

There were a host of factors that were vital for the needs of the data analytics team including speed, cost, and flexibility.

Flexibility and user-friendliness of the **data cleansing** and **standardization** component was also crucial. This could enable the data analytics team to run and find matches within a fraction of the time taken to do so otherwise.
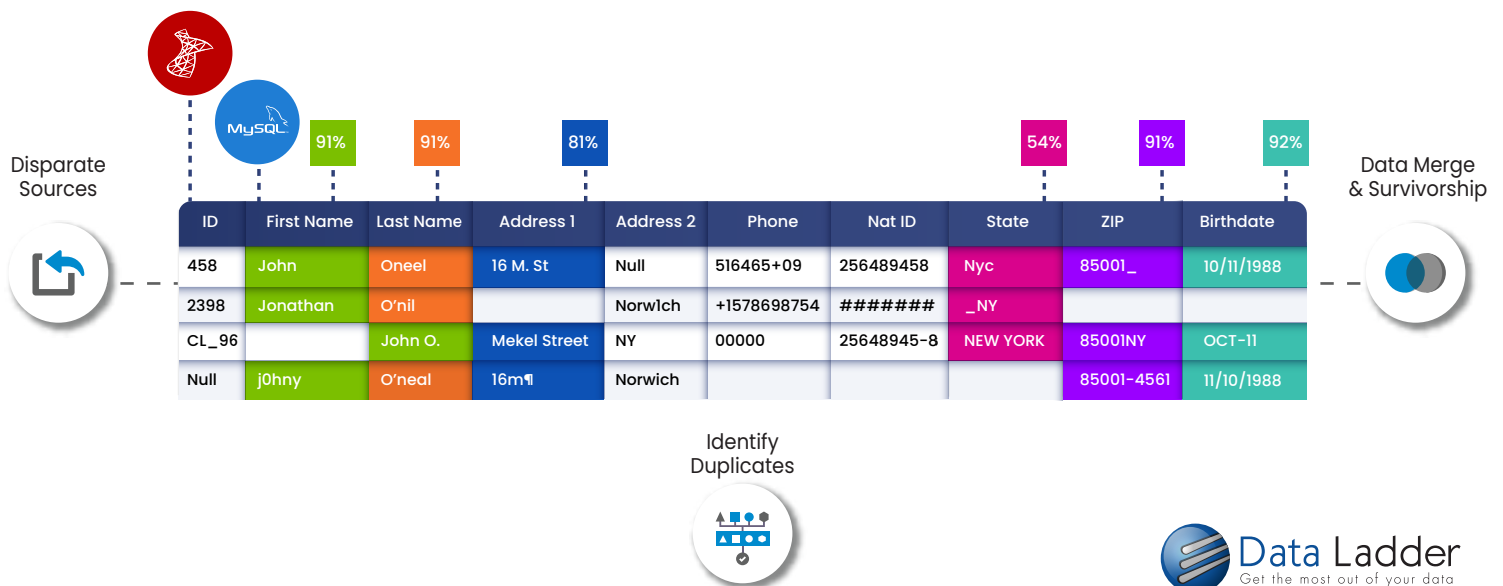
After a product demo and proof-of-concept session, the team at Data Ladder were able to convince Lawyer team of DataMatch Enterprise's performance.

Impact of DataMatch Enterprise

The team at Lawyer.com were amazed with the time-to-first-result and configurability of DataMatch Enterprise.

Unlike the manual approach that would normally take the team significant hours, DataMatch Enterprise was able to link disparate records and identify and **remove duplicates** within a matter of minutes – without having to make changes in the source data.

Furthermore, in addition to the tool's bespoke matching features, the extent of customization in DataMatch Enterprise's **WordSmith** feature enabled users to write custom expressions to find matches with greater accuracy and minimize duplicate records.

Disparate Sources

Data Merge & Survivorship

ID	First Name	Last Name	Address 1	Address 2	Phone	Nat ID	State	ZIP	Birthdate
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91% 91% 81% 54% 91% 92%

Identify Duplicates

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Get the most out of your data

Impact of 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**.

"One of the best things I liked about DataMatch Enterprise is the ease of data cleansing and standardization. I can easily go in and manipulate the columns and the data within the software without having to make any changes in my source files or within the database itself." "

Sierra Stoudt
Lead Data Analytics Engineer
Lawyer.com

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

Data Ladder
Get the most out of your data