

EDA

EDA Gives Clients a Competitive Edge via Deduplication Tool



Equipment Data Associates (EDA) knows the power of accurate data – it's what drives the market intelligence services that their clients need to retain current customers, increase profitability and develop relationships with new prospects.

Headquartered in Charlotte, N.C., the firm provides accurate, equipment-based market intelligence data to more than 4,000 clients ranging in industry. They service the trucking, construction, and agriculture industries as well as the banking sector to provide data services, media advertising and custom marketing services.

EDA collects data from several government sources to provide its clients with information on equipment transactions and purchase histories – featuring 54 fields of data; such as equipment descriptions, buyer name, county of transaction, transaction type, and actual date of purchase.

The goal is to provide its clients with metrics and analytical tools to gain strategic insights into their

customers' behavior and identify new prospects. EDA gives clients the "insider-like" knowledge – so they know who, when and where to call before their competition does.

DETAIL-DRIVEN DATA – DUMBED BY DUPLICATES

With such detail-driven data, EDA knew it had to ensure total and complete accuracy. But the firm encountered an obstacle – duplicate records. Conflicting data about the same customers or products became one of the root causes of bad information in their database. Spelling errors, abbreviations, alternate spellings of names, nicknames and more could all cause duplicated data.

Duplicate records involve an array of damaging consequences; including waste and operational inefficiencies, lost revenue, less effective sales and marketing, poor customer service and potentially bad business decisions. Perhaps the most damaging aspect of duplicate records is that it prevents organizations from gaining a single, accurate and organized view of their customers.

EDA's first attempt at tackling duplicate records was through the use of proprietary software to compare lists from different sources. But it quickly turned into a labor-intensive, manual process – especially considering EDA's database contains more than three million records.

GAINING A SINGLE CUSTOMER VIEW WITH A SINGLE SOLUTION

To resolve their duplicate record issues, EDA invested in MatchUp® from Melissa.

MatchUp is a multiplatform API that finds, merges, deletes and prevents duplicate records. It can be integrated at different points, either at point-of-entry, to compare new records as they enter a database, or in batch, to process an entire list.

"After purchasing the product, we were easily able to compare multiple tables to one another simultaneously, in all popular formats... and in different forms of text files," said Scott Campbell, EDA's vice president of operations. "The comparisons were extremely accurate, eliminating hundreds of man-hours per month in labor, while improving our accuracy rate as part of the automated process."

EDA now uses two versions of MatchUp – one in a Windows environment as a desktop GUI application, and the other as a 64-bit API. Both the API and the desktop software process 10 to 50 million records an hour for fast and efficient deduplication.

"The MatchUp API has been a differentiator for us," Campbell said. "It allows our customers to upload their data to our website, compare it to our data, and come up with new leads they didn't know about – a duplicate suppression mechanism. We have had great response among our user community for this service. We save internal labor costs by using this process, as it previously was done by an IT person as a 'one-off' project."

EDA experienced an array of benefits including:

- Cutting printing and production costs by eliminating duplicative mail pieces
- Preventing the addition of duplicate records to the database
- Eliminating excessive "rules based" matching from the database
- Gaining a single, accurate picture of contacts

Campbell added, "We identified approximately 10 percent more duplicates in our three million record files than with previous software. MatchUp continues to keep our database virtually free of duplicates."

“ *The MatchUp API has been a differentiator for us. It allows our customers to upload their data to our website, compare it to our data, and come up with new leads they didn't know about – a duplicate suppression mechanism*

”

– SCOTT CAMPBELL, VP OF OPERATIONS, EDA.

About Equipment Data Associates (EDA):

Since 1988, equipment providers have turned to Equipment Data Associates to improve their direct marketing effectiveness. EDA provides accurate equipment-based market intelligence for a variety of industries; including agriculture, construction, lift trucks, logging, machine tools, trucking, medical, and printing.

About Melissa:

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. Our breadth of data and flexible API technology integrates with numerous third-party platforms, so it works for you and makes sense for your business. More than 10,000 clients worldwide in key industries like insurance, finance, healthcare, retail, education and government, rely on Melissa for full spectrum data quality and identity verification software, including data profiling, cleansing, matching and enhancement services, to gain critical insight and drive meaningful customer relationships.

For more information or free product trials, visit www.Melissa.com or call 1-800-MELISSA (635-4772).