



Paribus *interactive*[™] for Microsoft Dynamics CRM

Version 1.0



Paribus Interactive – the sophisticated fuzzy search engine for Microsoft Dynamics CRM. A simple, yet elegant solution for intelligently searching your Dynamics CRM application for the information you need.

A configurable search engine providing the ability to quickly and easily search across multiple CRM entities (Accounts, Contacts, Leads and other custom entities) in one single step.

Search Dynamics CRM the easy way

Are you struggling to find information in CRM you know is in there somewhere?

When searching for information within Microsoft Dynamics CRM, how great would it be to have the searches you make return intelligent results just like your favorite Internet search engine. Now with Paribus Interactive you can do just that...

Imagine you wish to find a person call “**Bob Dixon**” who you know resides at a company sounding like “**1st Networks**”, however you do not know if this person is a CRM Contact, Lead or even an CRM/XRM custom entity.

With Paribus Interactive, you can simply search upon as much information as you know, and it will intelligently search across multiple CRM entities for you.

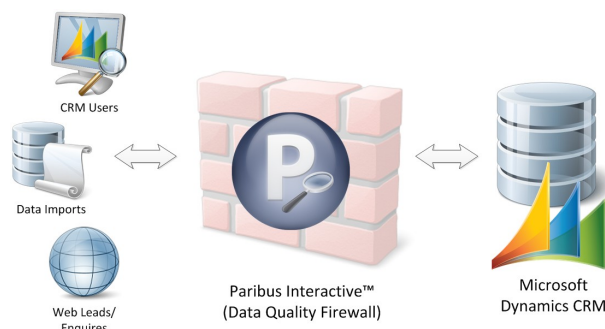
In this case example, the search above would returning results such as ‘Do you mean...’

“**Robert Dickson**” at “**First Communications and Networks Corporation**”

Paribus Interactive - Your CRM Data Quality Firewall

With the power of Paribus’ search capability wrapped around your Dynamics CRM data, Paribus also acts as a data quality Firewall in securing the content of your CRM system from the on-take of duplicate data.

With all points of data entry able to access the Paribus Interactive search capability, ensures each data entry point employs the same data quality and duplicate avoidance policy.

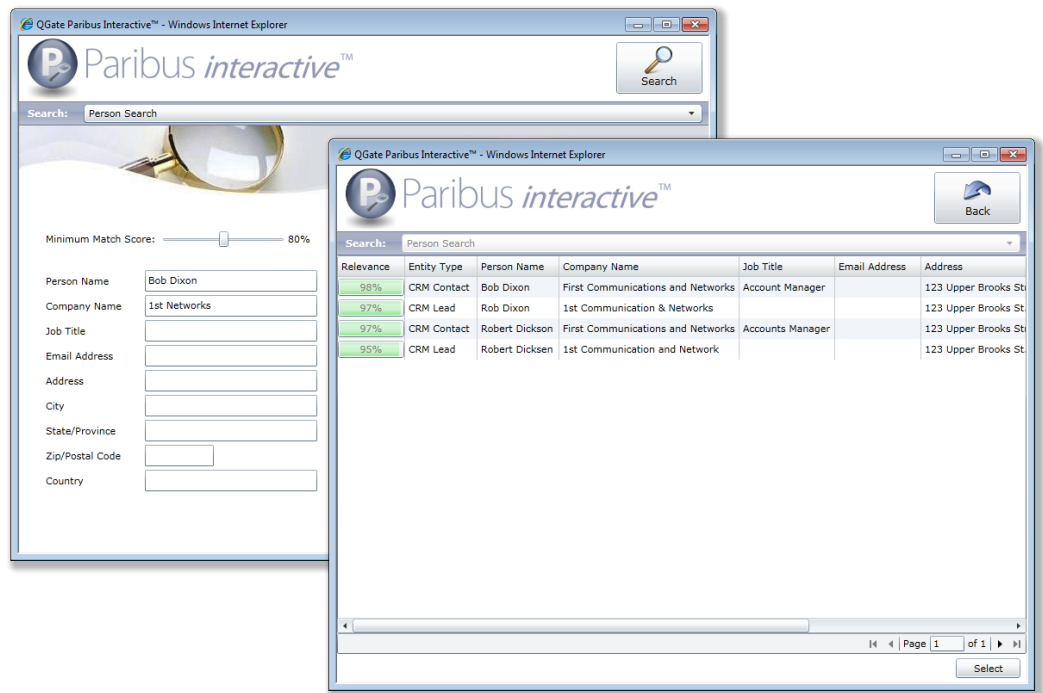


Benefits

- Quickly and easily find the CRM information you need
- Search across multiple CRM entities in a single search
- Data Quality Firewall
- Avoidance of duplicate data
- Single Customer View (SCV) of CRM information
- Open up CRM data searches to other corporate systems
- Increase user effectiveness
- Extend CRM data access throughout the organization
- Ease of deployment
- Affordable solution

Key Features

- Intelligent search engine for CRM data
- Configurable and definable search engine
- Provides Single Customer View (SCV) of CRM data
- Directly integrated within Microsoft Dynamics CRM
- Supports CRM 2011 (all deployments)
- Supports XRM extensibility
- CRM search engine for internal and external data access
- Web Services Access



Paribus Interactive for Microsoft Dynamics CRM — Search screen/results screen.

The Power Behind the Search

With Paribus' sophisticated fuzzy data matching algorithms, information within your Microsoft Dynamics CRM application is no-longer limited to exact value searches. Paribus Interactive is able to intelligently match and find information regardless of phonetic likenesses, synonyms and name variations; irrespective of word segmentation, noise words, spelling errors and even word sequencing.

Phonetic Matching

Paribus is able to match data based upon phonetic likeness:

- Foto Centre, Photo Center
- Charyl Wiatt, Sheryl Wyiatt, Sherril Wyatt
- Marc Dickson, Mark Dickson, Mark Dixon

Synonyms and Abbreviations

Paribus provides support for matching synonyms and acronyms:

- Robert, Bob, Bobbie, Rob Robbie, Roberto
- William, Will, Willy, Bill, Billy
- Richard, Rich, Ric, Rick, Dick, Ricky
- International Business Machines, IBM, I.B.M., The International Business Machines Corporation

Data Segmentation

Paribus includes the ability to match names regardless of their segmentation (spaced / punctuated words):

- QGate Software, Q Gate Software, Q-Gate Software
- GuideMark, Guide Mark, Guide-Mark
- 3Com, 3 Com, 3-Com

Sequence Variations

Paribus provides a unique feature of identifying matches regardless of the sequence and extent of the words and/or names contained:

- Florida University, University of Florida
- Arizona 1st National Bank, First National Bank of Arizona
- The People's Republic of China, China People's Republic



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