

Once is enough. Once is enough. Once is enough. Once is enough. Once is enough.

# Paribus FOR SALESLOGIX



***Paribus™ for SalesLogix eliminates waste, saves money and improves your company's image by enabling the consolidation and refinement of your data.***

- **Is your database full of duplicates?**
- **Do you risk degrading your data every time you import a new list?**
- **Do you need to deduplicate your database with no loss of data?**

## ***Enhancing your business***

Matching data in your SalesLogix system increases costs and degrades customer and market perceptions. It limits the extent to which you can integrate with other systems and it limits your productivity by making it difficult for your staff to find data.

With unmatched data you can have important customer information in one place so every decision you make about them is completely informed. You can reduce your marketing costs and improve the perception of your business amongst your prospects. You can have a better view of your business performance by using up to date information to set and meet business plan objectives.

Paribus finds matching data for you to review and delivers benefits irrespective of your market, size or operation. By identifying matching data, Paribus enables the consolidation, integration or deduplication of your system. You can:

- Increase sales and marketing effectiveness and productivity,
- Reduce sales and marketing costs,
- Improve customer perception and satisfaction.

## ***Seamless SalesLogix integration***

Using the SalesLogix plug-in, Paribus integrates with SalesLogix and delivers direct access into your SalesLogix database for Account and Contact

deduplication. This secure process ensures full synchronisation capability and **no loss of data** during the merge process.

Paribus for SalesLogix can create associations between records in SalesLogix and your back office to retain data integrity across multiple systems. It also enables field-level configuration of what data you want to merge.

A comprehensive audit of the merge process from within SalesLogix, and a repository of unmerged data that you can work with after the merge process, gives you complete control of your data and the best possible view of your customers.

## ***How Paribus for SalesLogix works***

Using sophisticated fuzzy matching technology, Paribus matches records irrespective of sequence, spelling errors, word segmentation, phonetic likeness, synonyms and noise words.

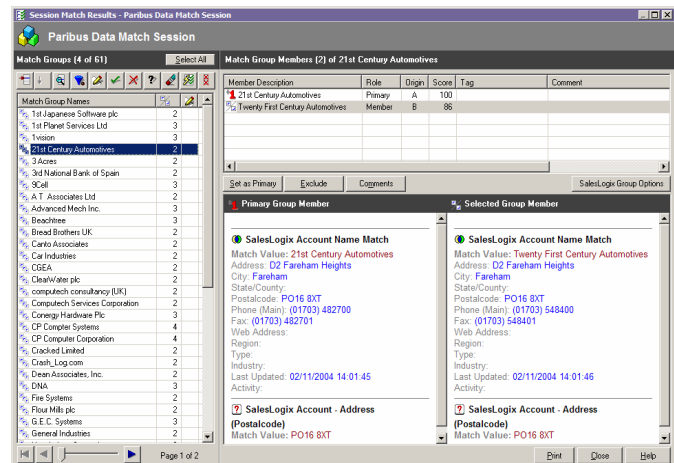
The SalesLogix plug-in then makes it easy to control your data deduplication and CRM data management. Whether you need to deduplicate data, reassign or import data, consolidate or integrate systems, Paribus for SalesLogix delivers very detailed control and configuration.

The Paribus evaluation means you can identify matching records in your database now. Download it from [www.QGate.co.uk](http://www.QGate.co.uk).

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## Key features of Paribus for SalesLogix

- Works on any ODBC-connected database.
- Enables direct data access - no need to import your data.
- Uses an independent control database for review so you can review matches from your live data without changing it.
- Provides fully definable matching rules.
- Matches on multiple elements of data.
- Fuzzy matching gauge control enables granular field level matching.
- Gives business users the ability to manage matching processes without requiring programming skills.
- Easy to use interface.
- Provides easy review and management of match results.
- Exports match information for use with other external applications for data import and de-duplication.
- Schedules heavy processing loads to be done when most convenient.



*The Paribus Match Session review screen gives you the ability to review and identify matching data using whatever data you choose.*

### Powered by QGate's QMatch+™

QMatch+™ is QGate's intelligent matching technology based on sophisticated algorithms matching data regardless of sequence, spelling errors, segmentation, phonetic likeness, synonyms and noise words:

- **Sequence Variation:** Arizona First National Bank, 1<sup>st</sup> National Bank of Arizona
- **Case and Spelling:** University of London, Univercity of Londen
- **Word Segmentation (spaced or punctuation):** QGate Software, Q Gate Software, Q-Gate Software
- **Phonetic Likeness:** Photo Center, Foto Centre
- **Synonyms:** Robert, Bobbie, Rob, Robbie
- **Abbreviations:** Corporation, Corp.

### Extending your Paribus investment

After using Paribus to clean up your data, how do you ensure new entries are not going to be duplicates? Once duplicates have been cleansed from within your SalesLogix database, prevent them re-occurring with QGate's data entry component **PowerEntry™**. To find out more, try our free product evaluation downloads on [www.QGate.co.uk](http://www.QGate.co.uk) or contact QGate directly for more information and your copy of the Paribus duplicates report.

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