

Paribus™ FOR Microsoft Dynamics



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

- **Is your CRM database weighed down by duplicate data?**
- **Do you risk degrading your data every time you import a new list?**
- **Do you need to de-duplicate your CRM database with no loss of data?**

Enhancing your business

Duplicate data in your Microsoft Dynamics CRM system increases costs and degrades customer and market perceptions. It limits integration with other systems and limits productivity by making it difficult to find the right information.

With clean unique and consolidated data, important customer information resides once and once only, so every decision you make is based on sound information.

You can reduce your marketing costs and improve the perception of your business amongst your customers and prospects. Reporting and analysis of your business performance becomes more accurate.

Paribus identifies matching (duplicate) data and delivers true benefits irrespective of your market, size or operation.

By identifying matching data, Paribus enables the consolidation, integration and/or de-duplication of your CRM data.

You can:

- Increase sales and marketing effectiveness and productivity,
- Improve customer perception and satisfaction,
- Improve accuracy of reporting and business analysis,
- Reduce sales and marketing costs.

Seamless integration into CRM

The Paribus plug-in for Microsoft Dynamics CRM enables direct access to your Microsoft CRM database to perform data consolidation and de-duplication of CRM business entities (e.g. CRM Account, Contacts and Leads).

This secured process utilises the matching data found by Paribus to perform a "merge'n'purge" of your CRM data, whilst ensuring **no loss of data**.

Duplicate records are marked as "Inactive" and become hidden within your CRM Database.

How it works

Using a sophisticated matching technology, Paribus matches records in your CRM database irrespective of sequence, spelling errors, word segmentation, phonetic likeness, synonyms and noise words.

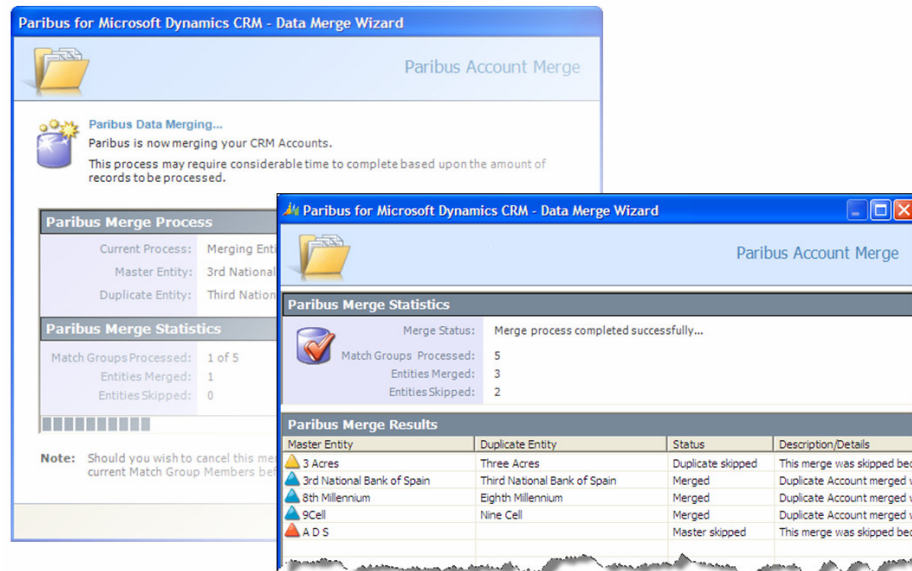
Paribus can be used to match any CRM business entity – for Dynamics CRM databases a set of predefined Paribus match definitions are provided to match against CRM Accounts, Contacts and Leads.

These definitions allow users to install and begin matching data in a matter of minutes.

The Paribus for Microsoft Dynamics CRM plug-in then provides a simple wizard based merge feature to merge your Paribus match results.

The Paribus evaluation enables the identification of matching records in your Microsoft Dynamics CRM database – download it now from www.QGate.co.uk.

Once is enough - Once is enough - Once is enough - Once is enough - Once is enough



The Paribus Plug-in Data Merge Wizard guides you through the data merging process and reports on how Paribus has processed the records you identified as duplicates

Key features of Paribus for Microsoft Dynamics CRM

- Direct data access - no need to import/export your data.
- Uses an independent control database for review so you can review matches from your live data without changing it.
- Uses fully definable rules for matches on multiple data fields.
- Gives business users the ability to manage matching processes without requiring programming skills.
- 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.
- Connects to Microsoft CRM databases via the official CRM Web-Services.

Powered by QGate's QMatch+™

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

- **Sequence Variation:**
Arizona First National Bank,
1st 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.

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