Max Feed

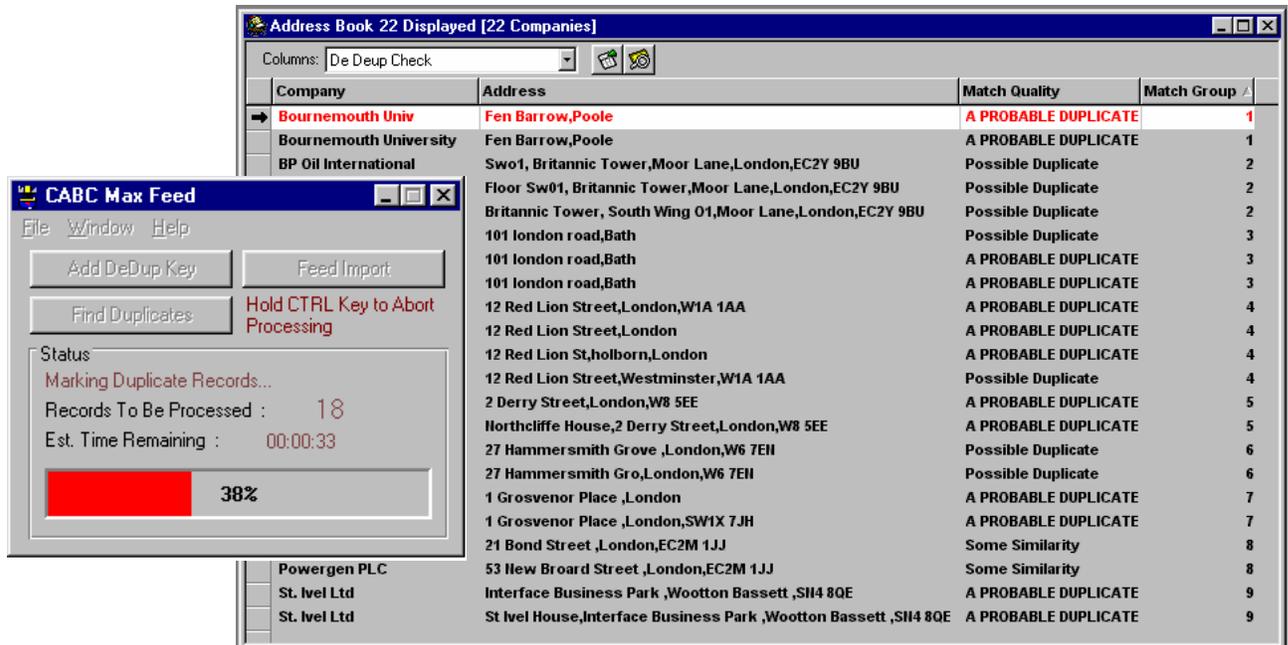## De-duplication Facility

Max Feed provides facilities that de-duplicate companies in a Maximizer database, where clients appear more than once. It can quickly identify and remove duplicate companies in a Maximizer database, e.g. where external data which overlaps with the existing database has been imported.

Max Feed uses unique fuzzy-logic to make judgements about whether one address is the same as another. This capability is used to cross-check records in order to identify duplicates, which can then be merged into one.

De-duplication is a process by which records are matched according to a number of rules and subjective criteria to identify records relating to the same real-life company/contact. Records that appear to be duplicates are flagged or merged and removed from the database.

Max Feed's De-Duplication Process:

- *Max Feed will check a Maximizer database and tag similar clients with a category/UDF, grading the match as Probable (almost certain), Possible, or as having Some Similarity.*
- *Records are grouped with other matching records for easy review.*
  Records can be highlighted for Max Feed with DO NOT MERGE and MERGE MASTER settings.
- *Max Feed can automate the merging of Probable (and Possible) duplicates, optionally deleting the merged records. Max Feed generates notes to show you which addresses were merged.*

De-duplication is much more than just looking to see if the address is the same, because there are endless variations that people use when writing the same address. For example,

You might enter: Mansion House, 1 Slate Lane, Manchester, MA1 1AA
and a colleague might have entered: One Slate Ln, Manchester, MA1 1AB

Max Feed's approach to duplicate detection is based on a two-step process, whereby records are first matched on the basis of a very simplified form of the company name or the sound of the name (for individuals). Records appearing to be similar at this level are then subjected to further detailed field-by-field analysis to determine the quality of the match.

De-duplication options:
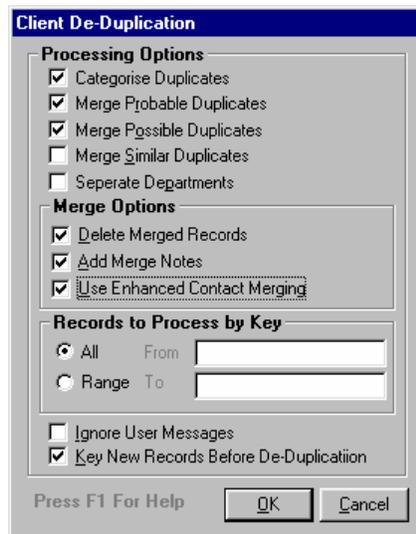
♻ Keep departments of the same company as separate records.

♻ Automate tidy up process

♻ Generate notes to show which records were merged.

♻ Use enhanced contact merging to help match Mr J Jones with Mr James Jones when the client records are combined.

Protect records from being merged
If there are records in your database that are very similar but you do not want them merged, you can tag these client records in advance with the DO NOT MERGE tag. Records will still be identified as similar, but if you request automated merging they will not be merged.

Determine which record to retain
From a set of duplicates Max Feed will choose which record to merge the others into. However, you can direct Max Feed as to which record to use by marking the record as a MERGE MASTER.

Important Note: Max Feed's de-duplicating process does not take account of alternative mailing addresses in Maximizer. It may therefore not be suitable for use with Maximizer databases where there is substantial use of alternative addresses.

ALSO AVAILABLE:
Max Feed can also be licensed for importing data. See our product information sheet for Max Feed for Import, for details of its powerful and sophisticated importing ability.

Max Feed De-duplication is one of a range of Add-on products developed by CABC Ltd.

To order your copy of *Max Feed - De-dupilcation* contact your Maximizer reseller at:

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