Paribus Discovery™
for Microsoft Dynamics 365

Benefits

- Improve user adoption of CRM data

- Maximise customer and prospect perception through improved accuracy of content communications

- Reduce Sales & Marketing time and costs such as processing, mailing and shipping costs

- Obtain a Single Customer View (SCV)

- Easier compliance with regulatory requirements

- Improve customer satisfaction

- Improve company & brand reputation

- Efficient and sophisticated matching for easy and comprehensive identification of duplicate records

- One solution for Account, Contact, and Lead deduplication

- Custom configuration and merge plug-in specifically built for Microsoft Dynamics 365/Dynamics CRM

- Affordable solution available on a rental basis

- Free Trial at **www.paribuscloud.com**

Paribus Discovery™ for Microsoft Dynamics 365 eliminates waste, saves money and improves your company's efficiency and image by enabling the identification and removal of duplicate data in your CRM system.

Whether you need to deduplicate, reassign, consolidate or integrate systems, the intelligent matching of Paribus delivers the power you need to get the job done right. Clean data provides increased efficiency and effectiveness for all your sales, marketing and data synchronisation requirements.

Paribus provides benefit to all type of businesses. The accurate consolidation of customer information into a single, non duplicated set information is essential. Increase sales and marketing effectiveness and operational productivity through clean, focused data; with a cohesive view of the customer.

Quickly identify duplicate records and cleanse your CRM system

Are you struggling with the inefficiencies of duplicate data?

Duplicated information increases cost and degrades your market's perception of your business. Your staff wastes valuable time retrieving records and systems have no effective means of exchanging important data. In addition to the hard costs associated with duplicate data, your business suffers from a degraded perception of your professionalism.

Whether it is cold calling existing customers... Customers receiving 2, 3 or 4 copies of the same mailing... confusion when they reach your call centre... these are just a few examples of the REAL cost of bad data in your CRM system.

Deduplication: Identify duplicate data within Microsoft Dynamics 365/CRM to ensure a clean and consolidated view of information.

Consolidation: Paribus Discovery can be used to identify existing customers / prospects in purchased lists prior to importing or combining information from multiple sources into your Microsoft Dynamics 365/CRM system.

Systems Integration: Establish relationships between information from multiple systems (e.g. CRM and ERP) for the purpose of systems integration.

Paribus Discovery™ for Microsoft Dynamics 365

The Paribus Match Session review screen provides an easy method for determining which groups of matches to process and to identify in the surviving "Master" record

How *Paribus Discovery™* Matches Data

Paribus sophisticated matching algorithm provide the ability to intelligently identify matches within your data based on 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 Wyatt

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

Synonyms and Abbreviations
Paribus provides support for matching synonyms and acronyms:
> Robert, Bob, Bobbie, Rob, Robbie, Roberto
> William, Will, Willy, Bill, Billy
> 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

Key features

- Quick & easy set-up

- Uses an independent control database for review so you can review matches from your live data without making changes

- Direct data access - no need to export/import your data

- Uses fully definable rules for matches on multiple data fields

- Merge duplicate CRM entities into one complete master record with customisable rules

- Gives business users the ability to manage matching processes without requiring programming skills

- Provides easy review and management of match results

- Process Scheduler

- Allows for the export of match information for use with other external data sources and ETL utilities, including Scribe and Inaport

- Connect to Microsoft Dynamics 365/CRM data via web services

- Sophisticated Fuzzy matching

- Supports CRM online and on premises deployments

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