

Paribus 365™

“ Paribus 365™ has been a great tool for our new Inside Sales Team. It quickly identifies if there are duplicate leads or related accounts and contacts that exist in CRM without the hassle of trying to search for the records manually.

Additionally, it will take you to the potential contact or account records and review further details to help verify the correct match.

Laura Wagstrom, CRM Analyst
Colder Products Company

Paribus 365™ with Microsoft Dynamics 365, empowers Dynamics 365 users with greater user efficiencies and better data quality to provide the best customer engagement.

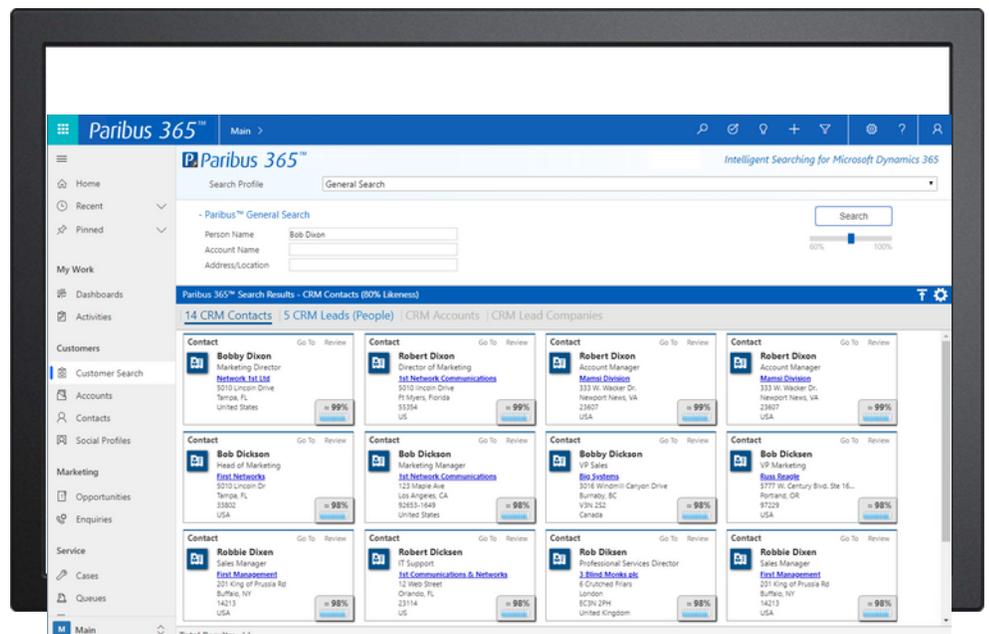
Successfully and easily finding and validating customer data in CRM systems has become a major issue for users, leaving them frustrated and creating duplicate records which erodes the data quality of CRM.

Paribus 365™ is the intelligent search engine embedded seamlessly within Dynamics 365.

Empowering users with enhanced ‘fuzzy’ search capabilities to quickly and successfully find the customer data they are looking for, using sophisticated match algorithms to intelligently find data.

Benefits

- Increases user adoption and trust in CRM
- Boosts user efficiency and productivity
- Improves customer service/engagement
- Provides Single Customer View (SCV)
- Improves and maintains data quality
- Reduces sales and marketing costs
- Increases accuracy of reporting
- Improves Lead management
- Reduces/streamlines data entry
- Supports regulatory compliance



Paribus 365™ is the data quality guardian for Dynamics 365.

Providing users with confidence that the customer data they are seeing in Dynamics 365 is the single version of the truth, with smart duplicate detection offering a Single Customer View (SCV), and proactive duplicate prevention to safeguard data quality.

Realize your customer data with Paribus 365™ — Find it, trust it, engage it!

Paribus 365™



Paribus 365 Intelligent Search

At the heart of the Paribus 365™ solution is an intelligent search engine, providing a sophisticated fuzzy search capability embedded seamlessly within Microsoft Dynamics 365. Performing fuzzy searches within Dynamics 365 using Paribus 365™ is like having your favorite internet search engine replace the standard Dynamics 365 searches and lookups.



Paribus 365 Duplicate Prevention and Detection

Paribus 365™ automatically prevents and safeguards against duplicate data when adding new records (e.g. Accounts, Contacts, and Leads) into Microsoft Dynamics 365. Users are proactively alerted of potential duplication as they enter data (and before the information is fully committed), saving them valuable time and improving their efficiency. Paribus 365 also plays an active role in duplicate detection. When engaging with CRM business entities, it is vitally important to appreciate that if data is duplicated, you may not be working in a Single Customer View (SCV). When viewing CRM information, Paribus 365 automatically detects duplicates and warns users if they exist, making it easy for them to cross-review those duplicates within the system.



Paribus 365 Data Cleanse, Merge and Consolidation

Paribus 365™ provides a collection of data cleansing services to analyze the entire content of your Microsoft Dynamics 365 to intelligently identify mass duplicate data. Empowering your data analysts with insight of potential duplicates, Paribus 365 allows them to review and make informed decisions upon how best to resolve them. Once this has been achieved the Paribus 365 data cleansing service will automatically merge and consolidate each set of duplicate records into a single master record, preserving its related content to produce the ultimate golden record and Single Customer View (SCV).



Paribus 365 Advanced Lead Management

Paribus 365™ can play an active role in the management of Leads within Microsoft Dynamics 365, to assist in the qualification process and to automatically safeguard against duplicate data. Paribus 365 Lead management provides valuable insight during the Lead engagement and qualification process to ensure Leads do not potentially conflict with existing data (e.g. existing Accounts and Contacts). Paribus 365 proactively alerts users when Leads are in fact already customers, assisting to better qualify them and avoid misguided interaction with existing customers.



Paribus 365 Smart Entity Lookups

The power of the Paribus 365™ search engine can be used to replace the CRM standard lookup capabilities of Microsoft Dynamics 365, to provide more intelligently powered entity lookups. Using multiple search criteria, CRM users can perform Paribus 365 searches for business entities and have these populate into the standard CRM lookup fields.

Key Features

Search and Detect

- Intelligent search engine for all CRM searches and lookups
- Advanced duplicate prevention at point of entry - CRM data quality firewall
- Proactive smart duplicate detection
- Enhanced Lead management and qualification
- Replace CRM entity lookup with sophisticated fuzzy searches
- Virtual 'Single Customer View' (SCV)
- Intuitive, embedded user experience
- Microsoft Dynamics Unified Interface support
- Cloud-based fuzzy data match engine
- No-code configuration

Data Cleansing

- Sophisticated fuzzy matching of duplicate CRM data en masse
- Merge duplicate CRM entities into one complete master record
- Provides easy review and management of match results

Free Trial

Experience how Paribus 365™ can transform your CRM user experience — start your free 30 day trial today:

www.paribus365.com