



Customer Data Quality Accelerator

The Quickest and Most Cost-Effective Way to Improve Customer Information

Poor quality customer data taxes almost all aspects of companies operations. The negative impact of bad data is widespread, and degrades many business processes in so many different ways, that it often defies accurate measurement. Organizations that have studied the cost of poor quality customer data report significant opportunities to reduce operational costs improve customer satisfaction, marketing efforts and minimize system outages and enhance business analytics.

Laurus Technologies Customer Data Quality Accelerator

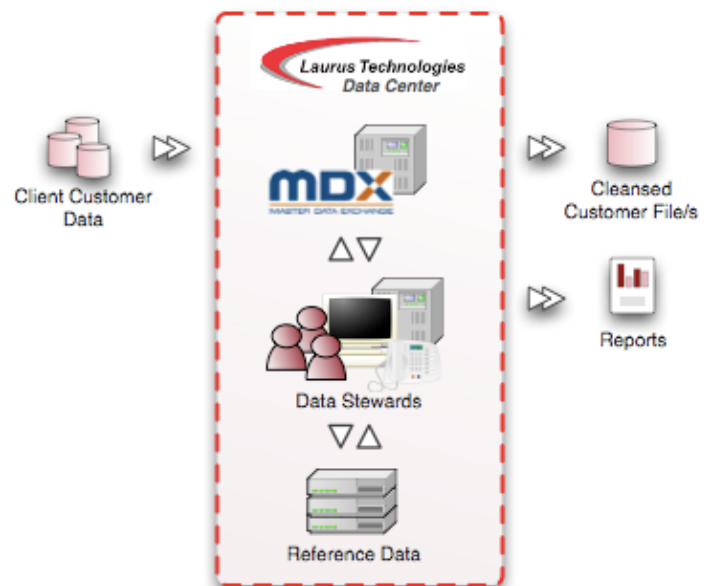
Laurus provides a hosted environment in which we cleanse and match customer information from one system to many systems to produce accurate single customer files and identify duplicate customer records.

The Laurus process is based on the widely deployed MDX Master Data Management technology and reference data libraries.

The MDX platform provides an extensive audit trail to ensure that the client has complete visibility into all changes. In addition, data analysis reports are provided to help the client understand the origin of data problems that are identified.

Our team has experience in managing customer information from around the world. Multi-lingual services are available for most European, and select Asian languages.

Client customer data can be provided to Laurus in almost any format with no changes to existing IT systems.



Our Differentiation is our Business Model

We provide software as a service (SaaS), along with a managed service to deliver a clear service level agreement (SLA). Our unique approach reduces cost, shortens time-to-value and simplifies any data quality project.

Accelerator Outputs

- ✘ Customer address validation
- ✘ Customer address correction (USPS CASS)
- ✘ Customer Name standardization
- ✘ Duplicate customer reporting
- ✘ System match and merge reports
- ✘ Web and/or telephone based validation of information
- ✘ Profiling Reports
- ✘ Select field validations