

About Ent-Vision Smart Data

Ent-Vision Smart Data is Asia's leading Data Quality and Data Preparation Solution aimed at delivering AI driven highly automated enterprise data services. It is empowered by Natural Language Programming with Machine Learning Algorithms to build enterprise insights.

The suite of Ent-Vision Smart Data Solutions consist of:

- Data Cleansing
- Data Enrichment
- Data Linking
- Geo Analytics

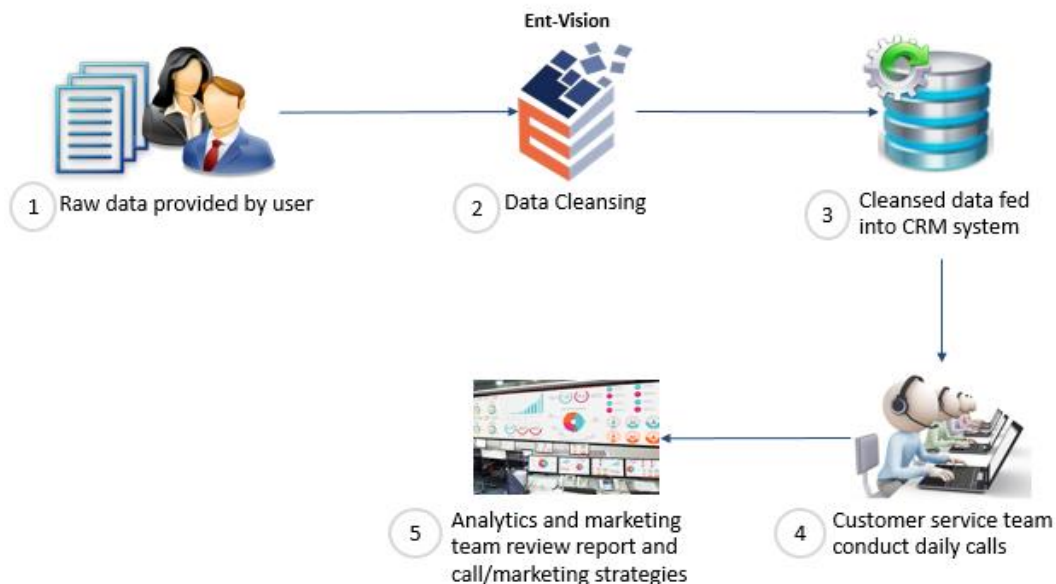
Ent-Vision Data Cleansing

Inconsistencies in data entry can result in unwieldy databases with a huge collection of unique company names and other free-text data values. Free-text fields such as Industry can also create challenges in data analysis and customer segmentation.

Ent-Vision Data Cleansing takes care of your unstandardised and dirty data. It standardises free-text fields into a set of consistent lookups. With our 15 levels of name matching rules with varying matching confidence, we identify and remove up to 95% of duplicates in your database.

Classic Application - Customer Service Center

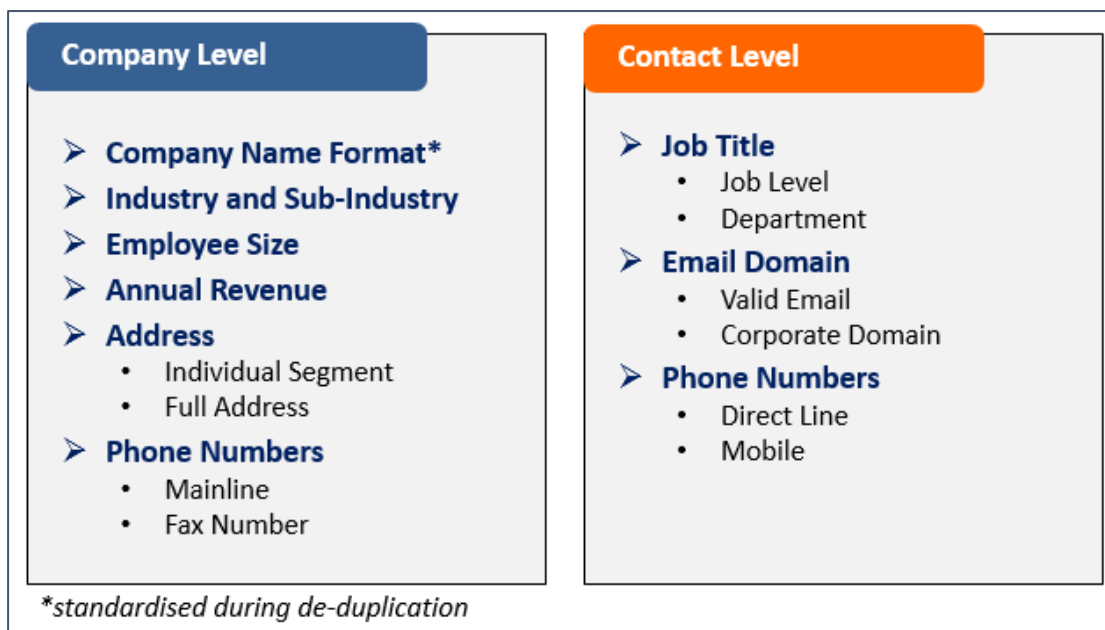
In an Ent-Vision supported customer service centre setting, raw data generated from multiple sources is cleansed before it goes into the CRM system. **Data Cleansing** identifies and removes company and contact duplicates. This allows you to avoid inadvertent overlaps in customer outreach efforts, such as customers receiving the same call twice from different agents.



Key Features of Ent-Vision Data Cleansing

1. Data Standardisation

- ✓ System mapping of free-text data fields to standard lookup list



Example of Job Title Standardisation

	Free-Text Entry	Mapped Job Title		
	Job Title	Job Level	Department	
90,000+ free-text job titles	Director of Marketing	Director - Non-Technical	Marketing	11 job levels & 15 departments
	Mktg Dir.			
	Director (Marketing Dept)	Other - Non-Technical	Others	
	PA to Director			
	
	IT Executive	Other - Technical	Information Systems/Technology	

2. Data Deduplication

- ✓ Identify possible account or lead duplicates by Ent-Vision's 15 levels of fuzzy matching rules

Example of Duplicated Company Name

Company Name
AP Link Pte Ltd
AP Link Private Limited - HQ
AP Link P/L
AP Link
AP Link (SG) Pte. Ltd.
AP Links Pte Ltd

3. Data Merging

- ✓ Merge contact information in accordance with business methodology and pre-defined merging rules

Sample Input

Company Name	Address	Phone Number	Last Modified Date
AP Link Pte Ltd	8 Ubi Rd 2	+65 6742 7945	12-Feb-2015
AP Link P/L	Zervex Bldg 8 Ubi Road 2	31571231	14-Dec-2015
AP Link Pte. Ltd	8 Ubi Road 2 Zervex, #04-09, Singapore 408538	(65) 6742 7945	01-Apr-2016

Sample Merging Rule:
Address is merged based on Address Completeness*
Phone is merged by latest modified date

Sample Output

Company Name	Address	Phone Number
AP Link Pte Ltd	8 Ubi Road 2 Zervex, #04-09, Singapore 408538	(65) 6742 7945

Benefits

1. Improved Customer Segmentation

Ent-Vision automated data standardisation allows you to better understand your customers' profiles and segment them according to role and seniority. This allows you to maximize your marketing dollars on targeted campaigns by sending the right messages to the right people.

2. Cost and Time-Effective

Compared to manual data cleansing, Ent-Vision's automated data cleansing solution can deliver cost savings of at least 30%. Delivery lead time is also significantly shortened to 2 - 4 weeks.

Besides substantial cost and time-savings, Ent Vision Data Cleansing also minimizes the human error that is common in manual deduplication. In turn, you can expect more accurate and meaningful CRM reports and analysis.

3. More Incisive Internal Enterprise Insights

Understanding and improving the quality of data in your company database is the first step to developing actionable insights from your own data. Ent-Vision Data Cleansing will provide you not only with the standardised and cleansed data, but also report detailing the data gaps and our recommendations.

Find out more!

Visit us at <https://www.ent-vision.com/solutions/smart-data/> to find out more about our **Ent Vision Data Cleansing** service, email us at sales@ent-vision.com or call us now at (65) 6742 7945 for a no obligation discussion.