



30-SECOND SUMMARY: DATA MATCHING SERVICES

With data volumes increasing at overwhelming rates, nearly every organization has data stored across multiple systems. When it comes time to use & analyze that data, your teams aren't getting the complete picture. That's where Springcreek's data matching services come in. We help you tie your data together so your sales teams are better informed and your analysts can extract accurate insights.

GET A COMPLETE PICTURE OF YOUR DATA

Data is no longer hard to come by. Instead, the challenge that today's companies face is wrangling that data so that its people can see the complete picture.

Most organizations choose to ignore this problem. They assume it will be too hard or too costly to fix. Salespeople are making calls without valuable information. Analysts are making predictions based on only a portion of the picture. Marketers are putting money into campaigns they believe are effective, but can't say with certainty that the campaign was truly the tipping point in the funnel.

And everyone lives with it. Because they assume that's how things have to be.

But it doesn't.

BENEFITS

- Complete picture of customers, accounts, vendors & products
- No more dreaded "all-hands" cleanup efforts
- Better prepared sales teams
- Sound decisions based on complete & accurate analysis
- More effective marketing & business processes

HOW IT WORKS

First, you provide us with your data. We can access it directly from your CRM or database or you can send us a spreadsheet - whatever works for you. Then, we'll match your data using our built-from-scratch matching system based on your need.

Once we match your data, we'll send it back to you however you like. Popular requests are spreadsheets with specific columns or a direct update in your CRM.



SPRINGCREEK SYSTEMS

WHY IS SPRINGCREEK DIFFERENT?

We use a [custom dictionary to match nicknames, acronyms and abbreviations](#) for the best match quality. For example:

- Ted Smith at GE will match Theodore Smith at General Electric
- Karen Jones at IBM will match Caryn Jones at International Business Machines
- Fully customizable: If we don't have an entry that you need, it's easy to tailor the dictionary to your business need.

We use a [combination of deterministic and probabilistic matching](#). While most matching companies defend their approach to use one method or the other, we designed our own matching engine to marry the best of the both worlds for unsurpassed match quality.

We score each match. Some matches are close, but perhaps not close enough for your particular business need. So [we score every match to help you determine how good a match is](#).

We offer [custom matching](#). Sometimes data doesn't fit within the parameters that most matching engines can handle. Maybe the first name of your contact data isn't very reliable and you don't want it used to decide on a match. No problem. Or perhaps you don't want to change any data in your CRM, but rather append the information to a note. Springcreek can do that. You tell us what you want to accomplish and we make it happen.

We can even match any kind of data, including customers, accounts, patients, products, vendors and more.

We're fast. You won't wait weeks for your match results. [We can turn most jobs around in just a few days](#).

No manual work required. You no longer have to spend valuable time combing through spreadsheets or managing an army of outsourced workers. [Just send us your data and requirements, then we handle the rest](#). Because you have more important things to do than babysit data.

TALK TO US

Want to learn more about how Springcreek's data matching services can improve your business processes? Contact us today at 512.537.7635 or bit.ly/scs-contact