

ADVANCED SQL DATA PROFILING WITH UNISON

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About Melissa

melissa[®]

Melissa has been providing contact data quality and enrichment solutions, including identity verification, for more than 37 years. Our tools ensure a clear, holistic customer view that is accurate and reliable.

Certified and Compliant

- USPS[®] CASS[™] and Canada Post[®] SERP[®] Certified
- USPS[®] NCOA^{Link}[®] Full Service Provider Licensee
- SOC 2 Type II
- HIPAA/HITECH
- US/EU Privacy Shield

Key Features

- Plugin Available for Leading CRM Platforms
- Proof of Concept (POC) and Free Trials
- Unlimited Technical and International Support
- Service Level Agreements (SLAs); Failover and Uptime Guarantees

Melissa works with 100s of leading global brands across industries:

SIEMENS **verizon**[✓]

HUF

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MOTORSPORTS



Today's agenda



- Common Business Scenarios Impacted by Bad Data
- Data Profiling and Why You Need It
- Why Unison?
- Demonstration
- Q & A

Common Business Scenarios Impacted by Bad Data



Common Business Scenarios Impacted by Bad Data

■ Common business scenarios impacted by bad data :

- ▷ Manual Entry → *time loss & errors*
- ▷ Datatype Inconsistency → *time loss & errors*
- ▷ Duplicate Data → *bad data quality, loss of insights*

Bad data costs time, money, customers, and insight.

Data Profiling and Why You Need It

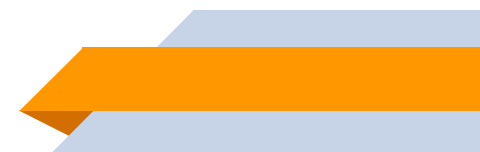


Data Profiling and Why You Need It

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- Data Profiling with Unison Allows You to Identify:
 - ▷ Datatype Mismatches
 - ▷ Suspicious Data including Profanity, Misspellings, Syntax Errors and other Inconsistencies
 - ▷ Character/Numeric combinations, Casing, Spacing, Sorting Statistics and more
 - ▷ Side by Side metadata Comparisons
 - ▷ Data Drill Downs and Graphing

Unison



Why Unison?



Why Unison?

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- Unison Offers the Following Benefits:
 - Intuitive web based interface
 - Quickly process jobs (60 million+ records per hour)
 - Requires no IT training to use
 - Process flat files or database tables natively
 - Automatic report generation
 - Collaborative
 - Scalable using container technology
 - Deployment available on-premises or cloud

Unison

DATA QUALITY POLL



See it in action : Product Demonstration

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unison

Questions?

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Where to find the app

<https://www.melissa.com/customer-data-validation-platform>

Validate, Cleanse & Maintain Data Quality Without Programming

Unison, Melissa's next generation Customer Data Platform, provides a highly intuitive and functional user interface targeted for the Data Steward. It is your centralized portal that provides one of the best browser-based data cleansing and robust reporting solutions on the market. It offers best-in-class parsing, matching, profiling and cleansing securely on premise at blazing speed through highly scalable container technology.

- ✓ **Cleanse & verify** global postal addresses, names, phone numbers & email addresses
- ✓ **Employ rigorous matching** that utilizes advanced, proprietary fuzzy matching algorithms with golden record/survivorship rules built in
- ✓ **Schedule data quality jobs** to run automatically at your convenience
- ✓ **Quickly render contact data clean** & reliable with scalable grid distribution across limitless nodes



Request Demo Now

First Name*

Last Name*

Business Email*

Business Phone*

Question/Comment

☐ I agree to receive communications from Melissa*

☐ I agree to allow Melissa to store & process my info*

  Retype the characters from the image

Get Demo Now





THANK YOU!

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Free Trials

<https://www.melissa.com/request-demo>

Free Data Quality Audit, and Professional Services

www.melissa.com