

Frequently Asked Questions about...



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1. Many of my duplicates are phonetic, abbreviated or miskeyed variations. How well can matchIT handle these?

Our proprietary soundIT algorithm used in matchIT is the result of more than 30 years continuous development. This algorithm constructs a key based on the way a word is pronounced and today it remains at the forefront of 'fuzzy matching' technology. As well as complex phonetics like **Deighton & Dayton** and **Moir & Moya**, soundIT can also detect abbreviated variations such as **OSL & Ocean Surveys Ltd** and optional plurals such as **Cadbury & Cadbury's**. soundIT is used in all of helpIT systems' software & components. Be wary of products using inferior and dated matching technology such as Soundex.

2. Why is phonetic/fuzzy matching so important when selecting data cleansing software?

If you are only removing exact matches, you are most certainly missing huge quantities of duplicates. The implications of this stretch far beyond extra mailing costs. As an organisation, your reputation can be compromised. You could telephone the same person more than once. You could maybe fulfil an order twice. If you suppress your data against gone-away & bereavement data sets, you will miss many matches. Also, when you update your data, notes become split across multiple records. Your data quality will rapidly decay. Many products claim to feature 'fuzzy matching'. Few can do this effectively, so always check the results before you purchase. A simple count of duplicates is meaningless – it is the number of true and false matches that is significant.

3. My data files are of different, formats with elements stored in the wrong fields. Can matchIT work with such mis-aligned data?

matchIT can work with any combination of major file formats, including: Access, Excel, ASCII text and DBF, with ODBC functionality to connect to SQL Server & Oracle. matchIT can standardise data e.g. the postcode is relocated from address line to the postcode field by default (even without using the PAF module, addressIT) and matchIT can also relocate company and personal names, towns, counties, countries, foreign zip codes and states to fixed fields. matchIT can cope with one or even two key items being in the wrong fields, as long as at least one key item is consistent and placed correctly. matchIT is also particularly effective at handling multiple files where they have the individual name in different formats i.e. one where the name is all in one field (e.g. John Smith) and the other file where it is split into Title, Initials, Surname (e.g. Mr, J R, Smith).

4. Can I evaluate matchIT using my own data and are the results restricted in any way?

We believe in allowing full evaluations of our software prior to purchase. It is important to us that you are 100% satisfied that the choice you make is correct for your requirement. We don't limit evaluations to sample files (although we do provide these to assist you) and we do not restrict the results in any way, so you get the full picture. You will need to 'activate' the software to enable it to work with your data. This is a simple process.

5. Is matchIT expandable?

Over 10 years ago, the matchIT suite was the first package to offer both modularity and integration and this remains the case today. We recognise that customer requirements change – as your organisation grows, the matchIT suite can grow with it. You can add more features and modules as and when you require them and because everything is integrated, the learning process is much faster. Additionally, each of the numerous data processing functions can be carried out in a single package and as a single process.

When you purchase the matchIT suite, you can be confident that you are selecting an organisation with a long established heritage in data cleansing software. With a passion for data quality and over 1000 companies worldwide using our software (more than twice as many as our closest competitor) helpIT systems is here to support you for the long term.

6. Can matchIT be 'fine tuned' to handle more unusual data cleansing requirements?

For most requirements, matchIT will work effectively with little or no need for any adjustment. There may be instances where some parameters need to be changed to achieve the best results. matchIT is infinitely tunable and has been used by customers to match unusual data elements such as date of birth, examination results and even shoe size! The weighting allocation within the scoring system is fully customisable. matchIT also provides the facility to use names & words tables for example when detecting salacious/offensive words.

7. Does matchIT require any specific training?

Training is entirely optional. matchIT is easy to use for most ordinary data cleansing tasks and many users choose not to attend any formal training course. To get the best out of matchIT, we do recommend some training. Our level 1 training course covers all of the fundamental features of the matchIT suite. For more complex tasks, we operate a level 2 course. One day courses at all levels are held on a regular basis in our offices, or we can arrange to conduct on-site training. We are also able to tailor our training to meet your individual requirements.

8. Is the matchIT suite industry specific?

Our software is used by over 1000 companies. These range from small organisations to large blue-chip corporations located in 14 countries covering 5 continents worldwide. Our customers are spread across many industry sectors, including: IT, Charity, Financial, Public Services, Local/National Government, Retail, Call Centre, Service Provider, Publishing, Healthcare and more. Some of our larger clients include: Microsoft, Dell, IBM, Sky, Barnardos, BUPA, Xerox, Aviva, EHS Brann, Mail Marketing, Mailcom, Proximity London, VOSA.

9. Who can I turn to when I need help using matchIT?

We have a dedicated technical support team available to help you get the most out of the matchIT suite. During your evaluation, we actively encourage you to make use of this resource, as it is an integral part of what helpIT systems can offer. Subscribers to our support and update program have full access to our support team during normal office hours. The support team can be reached by telephone on 01372 225904, or by emailing support@helpIT.com. Subscription to the scheme is optional and provides a number of extra benefits in addition to technical support. These include: regular software updates, access to the User Zone on our website and a User Forum.

10. Does matchIT work as a stand-alone product, or does it plug in to my existing system?

The matchIT suite is our stand alone batch data cleansing product. Our technology is also available as a component, findIT, which can be plugged in to any system. findIT can be integrated at any stage of the data cleansing process to work directly with your data. Typical applications for findIT include: real time duplicate prevention during data entry, intelligent phonetic/fuzzy lookup, data entry interface simplification, bespoke batch processing applications, and web data capture. In each of these environments, findIT can be used for fuzzy/phonetic matching, intelligent casing, name splitting, salutation generation and screening for garbage & salacious words.

matchIT and findIT can be used either independently, or as a complementary solution to get your data clean and keep it clean.

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Integrated data cleansing software