

# QAS Unify

Create a Single Customer Record



QAS Unify, developed by Experian QAS, identifies and merges duplicate contact records from a database or flat file. It matches records based on any number of customizable selections, such as mailing address, email address, name, social security number, or credit card information.

By matching records with QAS Unify as part of a standard database cleaning process, organizations can ensure that a single record and account history is created for each customer. This allows businesses to prevent wasted costs on duplicate mailings of marketing materials and back-end rework, and also enables superior customer targeting.

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### Eliminate duplicate records from your database

QAS Unify is an application that allows users to identify potential duplicate records. It allows customers to remove duplicate contact records in bulk from their databases on a regular basis. QAS Unify works in two ways, by deduping a single file or database, or by comparing two files or databases for similar or identical records.

The QAS tool searches a database with user-specific match types as search criteria. A match type is a way

of classifying the type of information for duplicate removal. Ultimately, the match type is defined based on the end user's desired result. This means that the search can be as extensive or as restricted as required.

QAS Unify is designed to be easily accessible to all members of your organization, from a marketing manager to a system administrator. The tool also works quickly to identify duplicates, processing databases containing up to 40 million records at a rate of 1.75 million records per hour.

Experian QAS  
125 Summer St Ste 1910  
Boston, MA 02110-1615  
T 888.727.8330  
us.info@qas.com  
www.qas.com



### **Benefits of accurate de-duplication Smoother business processes**

Manual duplicate removal can become costly over time. Managing your data in-house allows your organization to retain control while allowing you to quickly identify duplicates.

### **Reduction in wasted costs**

Removing duplicate contacts from your existing database, reduces wasted resource and helps maintain a competitive advantage over organizations without de-duplication software.

### **Accurate decision-making**

Intelligent business decisions can only be made if your organization has a single view of existing or prospective customers. A duplicate-free database ensures confidence in analytical data.

### **Positive brand perception**

Multiple marketing communications to the same individual or household can negatively impact customer or prospect relationships. Removing duplicate records helps to maintain effective communications.

### **Improved data quality**

As part of any thorough contact data management strategy, de-duplication techniques play a vital role in improving the overall quality of your contact data.

### **Maximize results**

QAS Unify can be used in conjunction with other Experian QAS products, which validate address records against official postal authority records. By providing accurate and standardized data to QAS Unify, users are able to increase matching capabilities

and enhance the effectiveness of the product.

### **QAS Unify technical information**

QAS Unify is available as a standalone solution for Windows or as a customizable API version. The application has the ability to connect via ODBC with the use of SQL server Express, which is included with the software. QAS Unify can import and export data to and from common file types such as CSV, Excel and Access, as well as common databases via ODBC.

A relatively short installation and configuration process allows the product to be easily tailored to the customer's requirements.

### **Also available...**

**QAS Batch** is designed to clean and enhance records as well as maintain the validity of those records over time.

**QAS Pro** validates addresses against official postal authority records during entry into any database. By automatically filling in address fields, QAS Pro can save up to 75% of the time needed to enter a full, valid address.

**QAS Pro Web** is a scalable and easy-to-implement Web Service with Support for XML, SOAP, J2EE, and .NET standards. It is simple to integrate into websites, browser-based applications and thin-client environments. Full sample code is provided for AJAX, ASP, JSP, c#.NET, VB.NET, ASP.NET and PHP.

QAS Pro Web is available for Windows 2000/2003/2008, Vista and UNIX platforms.