

DATA

Location
Credit Contacts
Basic Module (Purchase)
Advanced Module
Pass

MARKETING SOLUTIONS

Short Profile
Pro Solution
Expert Solution
Platinum
compuBase on-line

CHANNEL MANAGEMENT SERVICES

Data Cleaning & Matching
Mapping – Channel Ranking - Scoring
e-directory
CRM Solutions
Channel Intelligence Program

USER

Marketing
 Sales
 Strategy

Data Cleaning & Matching: matching & enrichment with compuBase information

⇒ **Your needs:**

- ✓ Have an inventory of your Channel database
- ✓ Clean up your partners database
- ✓ Standardise your databases
- ✓ Qualify your current partners with common criteria
- ✓ Complete your databases with additional information to fit your commercial objectives/strategy
- ✓ Set up a process for future updates and detecting new dealers in your field

⇒ **Our solution: *Data Cleaning & Matching***

This service matches yours "partners" database with the compuBase database and enhances your profiles with information from the compuBase database. It involves taking down and building back up your database, an automated and manual matching with the compuBase database, and searching for data on unmatched companies.

⇒ **Benefits:**

- ✓ Your "partners" database is enhanced.
- ✓ Your database is cleaned up of doubles and items that have disappeared.
- ✓ You will find your own client reference in the data supplied back to you.
- ✓ Marketing costs are reduced thanks to better marketing (micro-marketing)
- ✓ Automated process for information update, new partners detection.
- ✓ Your database is clean, standardised and fully functional for efficient marketing and commercial operations
- ✓ You increase your knowledge of your partners.

Client Case Study:

1. Original client base of **3,500 sites**
2. **2,400 found** in the compuBase channel database.
3. **600 errors** from client database (deletion, duplicates, merger, etc.).
4. **500 profiling** and integration in the compuBase process.
5. "Client" Mapping vs competition.
6. Definition of priority targets.
7. Definition of a new scope for 6,000 companies.
8. Delivery in integration format and access on-line.
9. Project time : 12 weeks

Features

Offering	A service of auditing the quality of your partners' database: <ul style="list-style-type: none"> - Cleansing existing data - Matching Client and compuBase databases - Enrichment with compuBase information, in line with your sales and marketing objectives.
Delivery	A clean, up-to-date partners' database, analysis of its strengths and weaknesses and recommendations for possible enrichment, information addition, update options.
Method	The service is based on the analysis of clients' partners database and compuBase database (with national coverage of 80-90%, depending on country).

Stages and Implementation

1. **Analysis and de-duplication** of the Client Database
2. **Matching & comparison** with compuBase data
3. **Profiling & qualification** of unknown companies (deleting companies that have disappeared, non-IT players)
4. **Creation of a unique database** enriched with compuBase information and flagged with Client information (key-words, flagging those already in contact)
5. **Analysis** of strengths and weaknesses of Client data compared to compuBase information
6. **Recommendations on possible data addition** as part of Client's strategy, extension to Channel Mapping service (*see datasheet*)
7. **Solutions implementation:** updating, decision on optional services such as CRM integration, e-directory (*see datasheets*).

*** Referrals :

Cisco, Epson, Intel, Microsoft...

Additional offers: Channel Intelligence Programme – Benchmarking – Ranking - Scoring

compuBase

1 rue terre neuve – Mini Parc du verger, Bat D - 91940 Les Ulis - France

Tel : +33 169 183 434 - Fax : +33 169 183 444

Email : info@compubase.net - www.compubase.net