



## Automating Data Transformation

The processes involved in cleaning and improving data integrity, finding duplicates and enhancing data with new attributes are complex – particularly where using business names and addresses. Introduce a number of source files to process and further layers of complexity are introduced.

Yet getting this data preparation right is fundamental to building the foundations of effective relationship marketing – by providing the building blocks for customer analysis.

In many cases organisations have several disparate systems that store customer data – which is usually held at a transaction level. Combining all of this data into a single view, in other words, organizing the data in context - provides the ability to start to understand customer history and behaviour in a holistic manner – and to contact customers using clean, duplicate free data.

Therefore, accuracy and precision are critical and getting it wrong can be very expensive.

Information Arts is passionate about data and have spent the last 8 years on a journey – building processes that improve data integrity and developing our own Extract, Transform and Load (ETL) routines - and to be demonstrably better than any other service provider.

All of our many years of combined experience and expertise at the forefront of the B2B marketing sector, all of the routines and processes we've developed at the coal face are now distilled and brought to you in a fully automated environment we've called FLTR.

FLTR is a low cost, fully automated service that will improve the integrity of your customer data, identify duplicates, create single customer views, enhance your data and provide really useful management reports too.

At its most basic level FLTR will provide you a report of the integrity and condition of your data, informing you of what we can match, improve, suppress and enhance.

All you need to do is to provide us with a copy of your data in a predefined format, wait for the first audit report, tell us which elements you want from the optional elements - and we will do the rest – returning you cleaned and improved data in a predefined format.

FLTR brings you the best practise in B2B data integrity and transformation, in a highly accessible, low cost, low fuss service.