

# Duplicate identification

Improve database integrity and enhance business intelligence

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Duplicate identification from Experian Data Quality locates and manages duplicate records through robust fuzzy matching capabilities. The software allows businesses to achieve a single customer view for better day-to-day operations. With a more complete view across departments and databases, organizations improve intelligence, consumer profiling, and customer management.

Organizations acquire new data through a variety of channels and maintain that information across numerous departments and databases. Most often, data management and standardization practices vary across departments. With the prevalence of human error and data silos, organizations are often plagued by duplicate entries.

By utilizing duplicate identification software, businesses can better consolidate records for performance efficiency, enhanced business intelligence and improved database integrity. Creating a single customer view is a key step for any data-driven business.

## How you can work with us

Experian Data Quality duplicate identification consolidates records across disparate databases to create a single customer view. With multiple search algorithms, customized weighting criteria and seamless integrations, Experian Data Quality duplicate identification will ensure duplicates are identified as quickly as possible to fit your exact specifications.

While many products look for an exact match, Experian Data Quality will search and match using alphanumeric data elements and can overcome dissimilarities due to misspellings, nicknames, extra or missing information, acronyms, suffixes and much more.

Customers use duplicate identification software in two key ways.

### List processing

Bulk files can be retrieved or uploaded to quickly search for matches. Match settings and weighting can vary between each project and dissimilarities between single and multiple data sources can be identified.

### Single record processing

Customers integrate our real-time API into existing applications to improve database searching functionality. As each new record is created, Experian Data Quality will review and immediately determine whether a duplicate exists.



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## Benefits of duplicate identification

A single customer view allows departments to better engage with consumers and make more intelligent business decisions. Without data consolidation, customer information is spread across multiple records, dividing intelligence and making it challenging to produce meaningful connections with consumers across channels.

Using duplicate identification will:

- Enhance business intelligence and profiling
- Improve efficiency
- Reduce wasted costs
- Increase database integrity

What types of errors does Experian Data Quality duplicate identification fix?		
New Data Input	Type of Data Error	Original/Matching Data
Billy Rayton	Nickname and Phonetic Misspelling	William Reighton
(555)–6280303	Extraneous Characters	5556280303
46 Witchwood Rd	Phonetic Misspelling and Street Abbreviation	46 Wychwood Road

## Product features

Industry leading duplicate identification from Experian Data Quality helps identify duplicate records through a seamless process that allows businesses to customize requirements to their exact specifications.

Our solution features:

- Fuzzy and phonetic matching capabilities
- Customizable and robust matching logic
- Seamless integration into almost any environment
- Real-time search and match and bulk duplicate identification

To learn more, contact us at [dataquality.info@experian.com](mailto:dataquality.info@experian.com), call 888.727.8330 or visit our website: [www.qas.com](http://www.qas.com).

Intelligent  
interactions.  
Every time.

### About Experian Data Quality

Experian Data Quality is a global leader in providing data quality software and services to organizations of all sizes. We help our clients to proactively manage the quality of their data through world class validation, matching, enrichment and profiling capabilities. With flexible SaaS and on-premise deployment models, Experian Data Quality software allows organizations around the world to truly connect with their customers by delivering intelligent interactions, every time.

Established in 1990 with offices throughout the United States, Europe and Asia Pacific, Experian Data Quality has more than 13,500 clients worldwide in retail, finance, education, insurance, government, healthcare and other sectors. For more information, visit <http://www.qas.com>.

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