

# WORKBOOKS DQ (DATA QUALITY)

Maintaining the quality of your customer and prospect data inside CRM can be a challenge. With data flowing in from your website, being imported from third-party data sources and being manually input by your sales team you can quickly end up with lots of duplicate records, despite your best intentions.

Workbooks Data Quality (DQ) solves this problem by providing a range of data deduplication and data quality tools which can be used directly inside the Workbooks CRM platform. The core functionality includes:

- **Identifying duplicate records en masse**, using advance fuzzy matching algorithms
- **Define merging rules** when merge records in bulk
- **Automate the process** to ensure your data always remains clean

## How

## Feature

### Foundation

Advanced Fuzzy Matching	Our advanced fuzzy logic will uncover hidden duplicates based on fully configurable rules.
International Capabilities	Multiple Phonetic algorithms with DQ Fonetix™ covering 5 spoken languages (EN, DE, FR, IT, ES) for advanced linguistic planning.
Multi-Record review screen	Compare as many duplicates as is necessary in one screen.
Library of Transforms	Find more duplicates by normalizing, excluding, elaborating or abbreviating your data for matching purposes.
Match Scoring	Select a match threshold to define which records you would like to return for review.
Re-useable session templates	Save time when configuring and defining sessions.
Multi-user review/User permissions	Multiple users can review duplicate records simultaneously.
Workbooks Report as source to deduplicate	Run sub-sets of data to target a smaller/more specific audience.
Flexible match session definition	Control is handed to admin users who can define match rules which specifically suit their specific needs.

### Master

Automation	Automate matching, best record detection, best field detection.
Scheduling	Schedule merging through definable rule-based logic and Pre-define appropriate times to run match sessions. Create Workflows.
Within entity Deduplication	De-duplicate within an entity from one report to another to prevent duplication of newly imported data.
Audit Log	Track all changes made to the master record, along with all data values that have moved from duplicate records.



Workbooks offer two editions of Workbooks DQ:

- **Workbooks DQ Foundation:** This includes all the core deduplicate and merge functionality but without automation for continuous data cleaning.
- **Workbooks DQ Master:** Includes the above, plus the ability to run deduplication and merge rules on an automated schedule.

The Workbooks DQ product has been developed in conjunction with DQ Global a leading provider of data quality solutions. It runs within the Workbooks CRM platform and is built on top of the Workbooks Bulk Merge capability. This provides the additional benefit of being able to 'roll back' a merge process if you accidentally merged the wrong records. The pricing for each edition is shown below:

	<i>Foundation</i>	<i>Master</i>
CRM Record Count	GB per annum	
50K	£1,300	£2,280
75K	£1,800	£3,150
100K	£2,400	£4,200
150K	£3,500	£6,130
200K	£4,500	£7,880
250K	£5,500	£9,630
300K	£6,400	£11,200
400K	£8,200	£14,350
500K	£9,700	£16,980
750K	£14,200	£24,850
1,000K	£17,800	£31,150
1,250K	£21,500	£37,630
1,500K	£24,000	£42,000

CRM Record Count is defined as the number of records you want to de-duplicate in any one time. Please contact us for a quote in relation to your exact record count.

