

# RightFielder Object

*Turn jumbled, inconsistent data into an organized database*

RightFielder Object now gives you an option, and the flexibility to standardize inconsistently entered data, run-on lines of text containing multiple data types, or data with no structure at all.

RightFielder's powerful, **intelligent entity recognition** and identification algorithms allow extraction of contact information from freeform or unfielded textual data. It dynamically recognizes what type of data a portion of that string represents. This enables you to take poorly formatted and unformatted data and send it to the proper fields in a standardized, organized database.

## Power & Flexibility with 2 Parsing Engines

**Fielded** - This parsing logic is used when the input data is consistently delimited into fields, but the contents of those fields are unknown. By default, Fielded parsing can parse data files delimited by tabs (the default), commas, pipes, or line feeds.

**FreeForm** - This parsing logic analyzes the input data, recognizes where fields begin and end, and assigns the contents to the correct output function.

### Fielded Parsing

	column1	column2	column3	column4	column5
1	Joey Pars	12345 Main St	joe@aol.com	949-121-3323	91745
2	9823 Collette Ave	10098	232-132-2345	Kim Jones	kim@yahoo.com
3	bill@gmail.com	800-800-1234	2238 Viam Way	92688	Bill Warner

Identify ▲ Organize ▼

	Name	Address	ZipCode	Phone	Email
1	Joey Pars	12345 Main St	91745	949-121-3323	joe@aol.com
2	Kim Jones	9823 Collette Ave	10098	232-132-2345	kim@yahoo.com
3	Bill Warner	2238 Viam Way	92688	800-800-1234	bill@gmail.com

RightFielder refields databases where data has been inconsistently entered, reorganizing data into new columns each with a single data type.

**RightFielder recognizes these data types:**

- Up to three lines of street addresses
- City, State and Postal Code
- Country

**RightFielder recognizes and extracts multiple instances of the these data types:**

- Personal names
- Company and department names
- Email and Web addresses
- Phone numbers

Advanced users can even define custom patterns to recognize data types not listed above, such as Social Security numbers, URLs, or dates.

### FreeForm Parsing

Bud M Walker 123 Main St Mission Viejo CA 92691  
bud@melissadata.com Melissa Data 9495895200

Identify ▲ Organize ▼

**Name1:** Bud M Walker  
**Company1:** Melissa Data  
**Address:** 123 Main st  
**Address2:**  
**Address3:**  
**City:** Mission Viejo  
**State:** CA  
**PostalCode:** 92691  
**Country:**  
**Dept1:**  
**Phone1:** 9495895200  
**Email1:** bud@melissadata.com  
**URL1:**  
**SSN1:**

### Use RightFielder to:

- Identify run-on fields where data entry was continued onto the next field;
- Reorganize badly fielded databases. This often occurs when records have varying number of contact names, address lines, or contain City, State, and ZIP data as either a single line of text or in separated fields;
- Verify real-time data entry or Web form data where data was entered into the wrong field, or data was entered into a single field;
- Prevent costly errors when verifying addresses, presorting a list, or running queries against a database for a particular data type;
- Clean up existing databases where data entry or appending records has made field usage inconsistent.