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Customizable MatchUp API Triggers Better Data Quality

MatchUp API, formerly known as DoubleTake, is an extremely fast and powerful programmer's tool that can be integrated into custom applications to eliminate duplicate records. Because merge/purge and data quality initiatives go hand in hand, the powerful features of this tool fulfill the needs of many companies. Reducing printing costs, increasing response rates, maintaining an efficient database, and achieving better quality data are just some of the many benefits of the merge/purge process.

MatchUp API allows you to customize exactly how to merge and purge data to suit your business needs. This gives you the flexibility to integrate MatchUp at different points of your business process, from point of entry to batch processing on the back end.

With MatchUp API, you can find matches in any combination of over 35 different components – from common ones like address, city, state, ZIP®, name, and phone – to other not-so-common elements like email address, company, gender and social security number. You can even specify your own custom component. Each combination of components is referred to as a matchcode. A commonly used matchcode would be { Last Name + Street # + Street Name + ZIP Code™ }. You can specify up to 16 matchcodes at one time. With these options, there are well over trillions of different combinations you can match to.

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DATA QUALITY TOOLS

Address Doctor

Address Object

Canadian Address Object

Data Quality Web Service

DQ*Plus

Email Object

Fone Data

GeoCoder Object

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Name Object

Personator API

Phone Object

Presort Object

Right Fielder API

Editor's Post-Its

Welcome to the inaugural issue of the **INSIDER**—a bimonthly newsletter dedicated to providing you with sound advice on how to optimize the performance of your data quality solutions. The **INSIDER** will feature “how-to” articles written exclusively by our programmers to help you enhance your data quality initiatives. The **INSIDER** also will offer sneak peeks of our upcoming data quality solutions to get you excited about what's in store. Our goal is to provide you with

expert advice on how to bring out the best in your data quality tools.

Let us know what you think of our newsletter. Talk to us, share your insight – we welcome all of your opinions. Our email address is editor@MelissaData.com. So sit back, relax, grab a cup of coffee and enjoy reading the **INSIDER**. ❖



Tips + Tricks

FEATURED PRODUCT: MatchUp API



By Admound Chou, DQT Assistant Manager

Matchcode Accuracy: Passing an invalid matchcode name will cause a runtime error and will be immediately apparent and easy to fix. But bad matchcode design allows you to process with inaccurate results, which could take months to become apparent. While the matchcode editor gives you great flexibility to set unlimited match rules, bad design can easily cause too many or too few matches. We recommend using one of the provided basic matchcodes and run small tests, gradually adding or editing the properties of existing components. We also recommend downloading the demo for the Windows version of MatchUp to run these tests. MatchUp for Windows uses the same matchcode editor as the API, allowing you to replicate API usage, while taking advantage of its Analyzer – a visual interface tool which allows you to see

how keys get built and how match rules are applied to your data – all without having to create any code to sift through the processed data. We can't recommend this tip enough!

Matchcode Speed: Processing speed can be increased by creating a matchcode (or making simple edits to an existing one) which follow a few basic rules. By ordering your matchcode components by usage in every matchcode combination, and by exactness as a fuzzy setting, your keys can be clustered into more manageable block sizes, which speeds up processing immensely. Reading the 'Concepts | Matchcodes | Optimizing Matchcodes' section of the Help file is time well spent. ❖

Customer Snapshot

“Before incorporating MatchUp in our operation in 1999, we used in-house software and some canned packages to compare lists from different sources with a poor, somewhat labor-intensive result. After purchasing MatchUp, we were easily able to compare multiple tables to one another simultaneously in all popular formats, including Excel, Access, dBase, FoxPro, SQL Server and different forms of text files. The comparisons were extremely accurate, eliminating hundreds of man hours per month in labor, while improving our accuracy rate as part of the automated process.”

--- *Scott Campbell, vice president of operations for Equipment Data Associates (EDA), a Charlotte, NC-based database marketing services company.*

(Excerpted from DM Review, July 2007 issue.)

FAQs - Building Data Quality Intelligence

Question: What is a matchcode?

ANSWER: A matchcode is a set of rules which allows you to determine if two records should be considered duplicates. MatchUp uses a predefined matchcode, or one you have created using the matchcode editor, to create a matchkey for each record.

Question: Can I create my own matchcodes, or edit existing ones?

ANSWER: Yes, using MatchUp's Matchcode Editor, you can create your own matching criteria (your own matching rules), or copy and edit one of the basic matchcodes shipped with MatchUp, to determine whether two records should match. This tool lets you match on anything! The Matchcode Editor can be accessed from the MatchUp API folder – running Matchcode Editor.exe. It can also be accessed by creating a shortcut with the Matchcode Editor path and the location of the programs matchcode database, Dtake.mc as a parameter on the command line. i.e.... “C:\MatchUpAPI\MatchcodeEditor.exe”, “C:\MatchUpAPI\Dtake.mc”

For more FAQs about MatchUp API visit:
www.MelissaData.com/tech/matchup-api.htm

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Customizable MatchUp API

MatchUp API is a very clever tool. If records 1 and 3 match with matchcode #1, and records 2 and 3 match using matchcode #2 – MatchUp API will use inferred matching and put records 1, 2, and 3 into the same group. It can split address, city/state/ZIP and name fields on the fly, as well as recognize phonemes like “ph” and “sh,” nicknames (Liz, Beth, Betty, Elizabeth), and alternate spellings of names (Gene, Jean, Jeanne).

MatchUp API can also handle nearly-exact strings of characters, such as “Lewi” vs. “Ewi,” and “Palacino” vs. “Al Pacino” as well as initials such as “John Smith” to “J Smith.” These are just a few examples of the powerful matching algorithms at your disposal: Exact Match, Phonetic, Soundex, Containment, Frequency, Frequency Near, Fast Near, Accurate Near, Vowels Only, Consonants Only, Alphas Only, and Numerics Only.

MatchUp API gives you three different ways to implement your deduplication process:

1. Read/Write Deduping - Compare records and one or more databases at once. This would typically be used to batch merge/purge/suppress your existing data.

2. Incremental Deduping - Compare each record as it comes in and against a database of already processed records. This is useful for processing records at time of entry.

3. Hybrid Deduping – Allows more advanced and specialized programmers to customize how input records are processed and stored, and take advantage of specific knowledge of the input data to increase speed and accuracy.

Speed also is an important feature of MatchUp API. It can process an average of 10 to 50 million records per hour. MatchUp API was recently ported to 64 Bit to take the merge/purge process to a whole new level of compatibility with newer processors and operating systems. Also coming soon is the release of the COM+ version of MatchUp for ease of integration with Microsoft languages.

MatchUp API

Record #1

Full Name: Bud Wolker
Address: 1020 Binnett Ave
City, State Zip: Long Beach, CA, 90804

Record #2

Full Name: Bud Walker
Address: 1020 Bennett Ave
City, State Zip: Long Beach, CA, 90804

Choose a MatchCode

1. Address
2. Address, Last Name
3. Address, Last Name, First Name
4. Phonetex Last Name
5. SoundEx Last Name, Address
6. Containment Last Name
7. Swap Last Name, First Name
8. Blank Last Name
9. Initial Last Name
10. Frequency Last Name
11. Fast Near Last Name
12. Accurate Near Last Name

Select an option from the menu ('0' to quit) : 5

SoundEx Last Name Matchcode

Dupe	Rec	Key	Group	NumDups
	1	90804W4261020 BINNETT	1	2
*	2	90804W4261020 BINNETT	1	

TOTAL NUMBER OF DUPES: 1

MatchUp API Features & Benefits

- Fast processing, about 10-50 million records per hour
- Extremely flexible and customizable
- 12 powerful matching algorithms
- Split name, address, and city/state/ZIP fields on the fly
- Easy to learn and use
- Sample Code: C#, VB, C++, FoxPro, Java, SQL Server
- Free tech support

Download a free MatchUp API demo.
www.MelissaData.com/matchupapifree

News Bytes

>>Melissa Data Acquires Peoplesmith

Melissa Data acquired Peoplesmith Software, a company that has produced direct mailing solutions since 1980. Melissa Data now sells and supports Peoplesmith's quality line of software and APIs, most notably MatchUp, Right Fielder, Personator and StyleList. For more information, visit www.MelissaData.com/peoplesmith

>>Email Object Multi Platform to be Released

Email Object is an API that will allow developers to build email validation into their applications. Email Object will check for syntax errors, correct top level domains, correct misspellings, update domains, validate domains and also standardize the casing of an email address. It will ensure that only legitimate email addresses are saved and stored in your database. Email Object also will be available as a Web service in 2008.

>>Get Ready for SmartMover™ Web Service

The addition of SmartMover Web service to Melissa Data's product offerings will allow organizations to update movers in a database before a mailing. SmartMover uses NCOA^{Link}®, a technology from the U.S. Postal Service® to securely transmit change of address information. SmartMover Web service offers NCOA^{Link} processing directly from within your custom applications and contains up-to-date 18/24/48 month change-of-address information with no maintenance or license hassles. For more information, go to www.MelissaData.com/listservices/smart-movers-online-service.htm

Survey

Please fill out our survey below and FAX it to: 949-589-5211. Thank you for your time and consideration. – The **INSIDER** staff

1. What missing Data Quality product or feature do you think would be beneficial to your organization?
2. Melissa Data is planning to add Business Coding as a new addition to our Web service offerings. What data might be of interest to your organization?

<input type="checkbox"/> Duns	<input type="checkbox"/> Gender info	<input type="checkbox"/> Sales info
<input type="checkbox"/> Franchise info	<input type="checkbox"/> Ownership info	<input type="checkbox"/> SIC data
<input type="checkbox"/> NAIC data	<input type="checkbox"/> CEO info	<input type="checkbox"/> Minority info
3. What percentage of your address data is international?
4. Would name to phone verification be useful to your organization?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
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eSupport

Sign up for eSupport and get immediate notification via email of known issues and solutions, update and release news, and vital industry and USPS® news. Sign up for free at: www.MelissaData.com/esupportsignup

Free Trials

Reduce costs linked with duplicate records. Download a free MatchUp API demo.

www.MelissaData.com/matchupapifree

Append geographic and demographic data to a valid postal address. Get a free trial of our GeoCoder Suite.

www.MelissaData.com/gcsfree

Clean and consolidate your customer records within enterprise applications. See how DQ*Plus can work for you.

www.MelissaData.com/dqplusfree

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