



New solution for address validation and duplicate matching in Salesforce

Address validation and duplicate check are available to salesforce users via the Salesforce AppExchange as a certified solution for data quality from the market leader Uniserv with immediate effect

Users of the Salesforce CRM system can now significantly improve the quality of their customer and prospect data with a new solution from Uniserv GmbH of Pforzheim. Uniserv is the first company to offer address validation and duplicate checking fully integrated in salesforce.com from a single source. The correctness of addresses can therefore be verified and automatically corrected as the data is entered; a duplicate check is possible at the same time. The solution has been certified by salesforce.com and is designed for international use: all the important countries, languages and scripts are covered.

The solution is available for immediate use on the Salesforce AppExchange. As in the case of all third-party applications certified by salesforce.com, the setup only requires a few clicks and is live in five minutes. The system can also be tested free of charge.

Furthermore, Salesforce users can use the new offer from Uniserv as Software as a Service (SaaS) for the optimization of complete databases. Data stocks can be periodically brought "up to scratch" at www.data-quality-on-demand.com. Large files and complete databases are also processed and optimized by Data Quality on Demand. Address validation and duplicate matching are also available for databases. Functions for data matching consider relocations, bereavements or people who do not wish to receive advertising. On top of this, the data enhancement is also available.

"The new solution for Salesforce users is another consistent step, by means of which Uniserv is systematically implementing its strategy for delivering data quality solutions from the cloud. This is the second step after the launch of the new SaaS portal at www.data-quality-on-demand.com – others will follow this year", said Uniserv CEO, Roland Pfeiffer.

Data Quality through "First-time-right methodology"

According to the latest studies, the present state of affairs of customer data quality in German companies is also not optimum: Depending on the sector, an average of between 5.7 and 16.1 percent of addresses were found to be undeliverable and between 0.3 and 8.9 percent were duplicates in a representative test. If users discover that the quality of the data in their CRM system is not perfect, they normally take less care when entering and maintaining data. The result is a downward spiral of constantly decreasing data quality, which ultimately puts the usefulness of the complete CRM system at risk. With this background, salesforce.com users now have the opportunity for the first time to considerably increase the quality of their customer and prospect data through the Uniserv solution for address validation and duplicate matching: it ensures that only correct data enters the CRM system from the outset instead of unverified data which has to be subsequently brought to an acceptable level in elaborate clean-up operations.

Comfortable access as needed

After a few customizing steps on AppExchange, the address validation and duplicate matching are automatically executed in salesforce CRM for initial data creation or changes to leads, contacts or accounts. The integrated services are based on the Web services which Uniserv has been successfully supplying to its customers for many years.

Live demo at the CRM-expo

Amongst other things, Uniserv GmbH will present the offer for the Salesforce CRM system live in the autumn at the CRM-expo in Nuremberg from the 12th to 13th October 2010. The connectors offered by Uniserv for other leading CRM systems, such as SAP, Microsoft Dynamics, Siebel, PeopleSoft and Update, will also be a central topic at this trade fair with congress, which specializes in CRM.

Additional Information