

# 5 Reasons to Choose matchIT

## 1. FAST installation & killer technical support.

It is ABSOLUTELY CRITICAL to test applications on your own data, in your own environment, on your own machines, using your file formats, with your users. But that doesn't have to mean just an installer and a 50 page PDF. With a **matchIT SQL Supported Trial** we'll work with you to install and set up the software quickly then customize and fine tune match processes to meet your requirements. We'll stick with you to make sure you are consistently seeing the desired results - be that a very high match rate, eliminating specific types of matches or figuring out how to deal with a unique formatting issue in your data. It's the right thing to do and you'll thank us later.

## 2. Better matching. Hands down. And we love to prove it.

We love matching. It matters to us. Finding more matches. Truer matches. Fewer false matches. Hard to find matches. Our matching engine reflects that. It delivers an unrivaled match quality straight out of the box but can also be fine tuned to pick up on all the little nuances in your specific data. This is why we usually pick up more matches than competitive products. Often 20-80% more matches! When you multiply that by 200 million records - that's a lot of matches. Which ones don't matter? Right. Exactly.

## 3. matchIT SQL is built for speed.

If you need rapid processing, even on very large tables and datasets, test drive matchIT SQL. It fully scales with your available hardware and is proven on databases of 200 million records. On a typical machine, matchIT SQL can comfortably generate keys at 25 million records per hour and find matches on a 10 million record database in less than an hour. Here are a few more benchmarks:

Dedupe 1 M Records.....2 minutes (fuzzy match rate ~ 28%)  
Dedupe 80M Records.....Less than 4 hours (fuzzy match rate ~ 17%)  
Overlap 5M Records into 40M.....15 minutes (fuzzy match rate ~ 5%)

## 4. No ETL? No problem. Bring your data as it is.

Let's face it. Your data is a mess. You have stuff coming in from everywhere. Websites, forms, CRMs, lists. You have all kinds of formats in all kinds of disarray and you don't want to have to clean the data before you *clean the data*. We get it. matchIT SQL can deal with it. Transposed data? No problem. Misspellings, abbreviations, wrong addresses? No worries. Null fields, missing data, misplaced business names, prefixes? Whatever it is, matchIT SQL can make sense of it.

## 5. Best value on the market. Period.

Validating the ROI of a data quality tool is a daunting prospect and because the price range is so vast (literally from hundreds of dollars to hundreds of thousands) it can be difficult to gage how much to budget, how much it's worth and which products fall into which price category. Because matchIT SQL offers unprecedented match quality at a surprisingly competitive price, our clients agree that it delivers the greatest return on a data quality investment.



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