



MaxDup

Product Information

Max Dup Creates an accurate database of customers and prospects for management and marketing

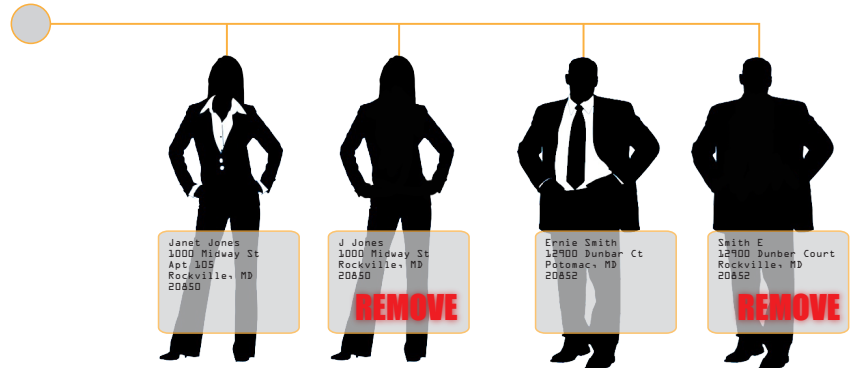
Enhances company image by preventing redundant communications

Improves marketing efforts by creating a personalized marketing approach

Reliable consolidated customer and prospect information for efficient corporate planning and management.

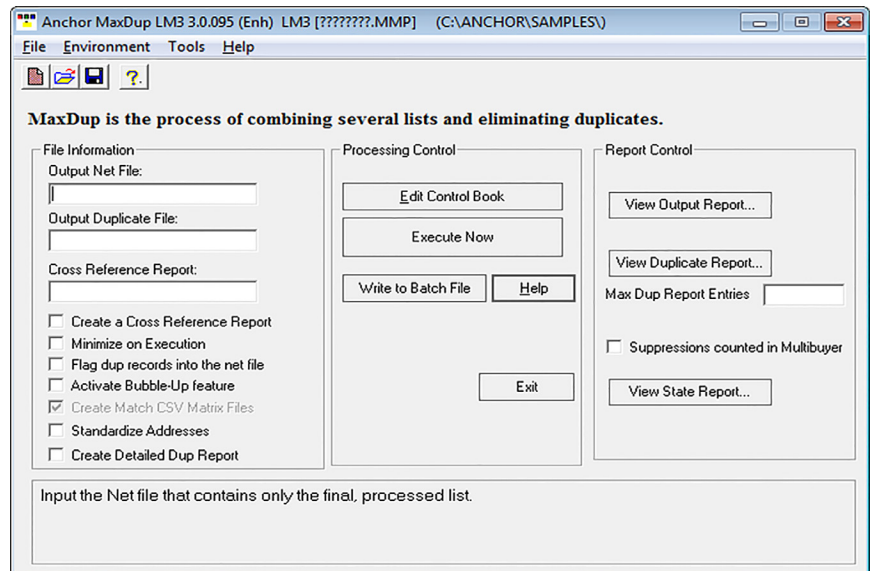
Finds duplicates at the household, residential, and individual levels plus additional criteria for duplicate elimination

Able to identify frequent buyers.



FEATURES

- Data Types
 - Uses any input type: Flat, DBF, IBM variable, delimited (tab, comma, etc.), Microsoft Sequel Server, MYSQL, SQLITE, ODBC (Excel and Access).
 - Creates any output type and format Flat, IBM variable, delimited (tab, comma, etc.), Microsoft Sequel Server, MYSQL, SQLITE, ODBC (Excel and Access).
 - Allows for 10 character list codes with 5 digit priority codes to control input
- Processes company and individual names simultaneously
- Internal standardization of record
- Eliminates duplicates created by incorrect data entry
- User-defined weighting options
- Multithreaded engine-up to 96 threads can be used for extremely fast processing speeds
- “Product Monitor” GUI shows status and speeds of each job
- New ReportWriter technology creates PDF reports with graphs/logos/colored text.
- Produces a cross-reference report for in-depth response analysis



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