

# ActivePrime's CRM Data Quality Solutions

## ActivePrime's family of products easily resolves the major areas of data corruption:

**CleanCRM** is a single- or multi-user software license that cleans and dedupes large volumes of records in a single work session.

For batch cleaning and deduping

- Within the CRM System
- Upon Import and
- Within CSV files

**CleanEnter** Real-Time duplicate detection and a CRM fuzzy record search. CleanEnter is integrated into your CRM for immediate detection and prevention of the duplicate record.

**CleanMove** for CRM Migration is the turnkey data processing service that engages cutting edge technology to prepare data for a seamless, efficient data migration project.

**Professional Services** for complex data issues that need immediate & fast resolution. Professional Services deploys our technicians for the customized project management of your data cleansing or migration project tailored to your needs and deadline.

ActivePrime solutions integrate seamlessly with Oracle/Siebel CRM On Demand™

“ A year ago we started using a CRM system without a lot of planning for it, and within several months were finding 3 and 4 copies of various accounts — each with some information in them. ActivePrime's CleanCRM initially helped us identify all of our duplicates and clean them up. After having tried the system for a month, we realized how valuable it was not only for clean up, but for on-going maintenance in keeping new duplicates from getting in to our system. We bought the system and have been using it faithfully ever since. ”

—Research Analyst

“ The technology behind ActivePrime's CleanCRM is way ahead of other applications of its type. Couple that with their easy-to-use wizard interface and the application is clearly best of category. ”

—CRM Practice Manager

## Just a Few of Our Satisfied Customers ...

