SwiftDeDupe
Deduplication Software
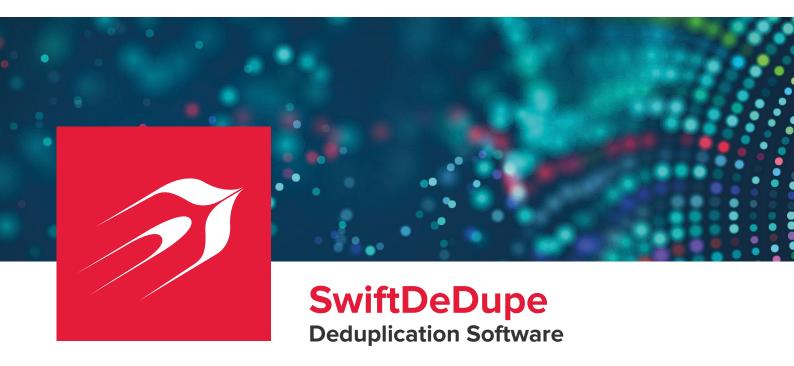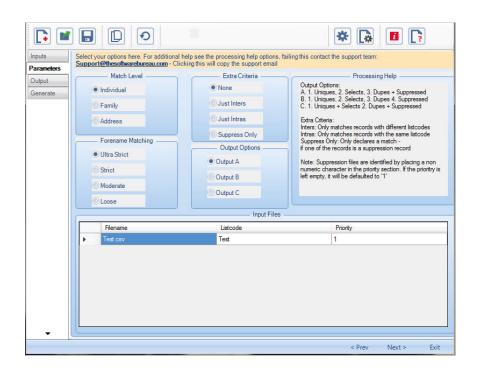
High speed, accurate matching and deduplication software for volume direct mail, data consolidation or single customer view applications

Intelligently find and consolidate duplicate contacts into a single golden record.

Confidently and quickly find duplicate contact or business records across multiple input files using your own file hierarchies.

Control match levels at individual, surname or address level and define how tight or loose the forename and initial matching should be.

SwiftDedupe can be used as a standalone application or in concert with other Swift applications, automated from the command line to streamline data processing.

SwiftDeDupe Features

✓ **Single or multi-file deduplication**
No limit on quantity of datasets that can be matched against each other

✓ **Flexible hierarchies**
Define a priority sequence to ensure the most accurate or up to date data takes precedence

✓ **Match levels**
Compare your data at individual, surname, or address level

✓ **Flexible forename matching**
Configure how tight or loose you would like forename and initial matching

✓ **Company name matching**
Include company and organisational data for B2B deduplication

✓ **Client stop lists**
Incorporate client suppression files to exclude unwanted or invalid records

✓ **Fuzzy matching**
Over 20 years development experience has gone into our proprietary matching engine

✓ **Automation**
Automate your Dedupe processing via command line

✓ **Fast!**
Identify and consolidate hundreds of thousands of records across multiple files, in minutes

✓ **Inter or intra matching**
Match your data exclusively across multiple datasets, or within multiple datasets

✓ **Configurable output**
Tailor your output for direct mail campaigns, data consolidation, or single customer view processing

GECKO
BE RELEVANT

"Within 2 months of working with the Swift Suite we have automated 50% of all direct mail jobs."

James Beal, Head of Technical Production, Gecko