



## SwiftMatch Data Matching Software

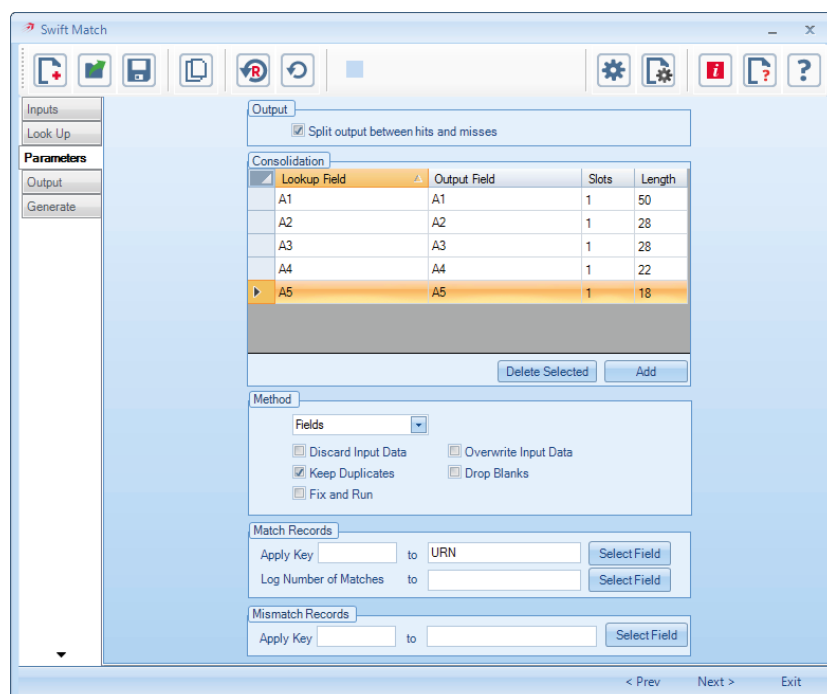
Match records and append fields to create a single, comprehensive contact record

**Consolidate disparate or incomplete data files into a single, comprehensive contact record.**

Combine transaction data with branch information or match contact records with client stop lists.

SwiftMatch makes it simple to determine common data records and unique fields to combine them into a single customer view. Consolidated data can be used for segmentation, compliant marketing or CRM management.

Match data at high speed via the easy to use interface or in an automation environment via the command line or API.



## SwiftMatch Features

✓	<b>Data matching</b> Match 2 or more files together via a defined data field
✓	<b>Create a Golden Record</b> Consolidate common data records and combine them into a single 'golden record'
✓	<b>Lookup tables</b> Match your customer records to lookup tables to append branch or transactional data
✓	<b>Fast!</b> Efficient, mature matching logic ensures high speed, high quality matching
✓	<b>Keep control</b> Control what data is retained and how to handle matching challenges such as blank or duplicate data
✓	<b>Client stop lists</b> Remove unwanted records by matching to customer stops file via URN or customer number
✓	<b>Automation</b> Automate your Match processes via command line
✓	<b>Integration</b> Integrate as part of a workflow in partnership with SwiftDedupe for record consolidation



SwiftMatch is part of the Swift Suite of products, which provide high speed data processing, hygiene and sortation capabilities. Available as individual tools or combined to handle multiple data processing tasks such as postal sortation, PAF enhancement and even cleansing.

Swift tools can be operated via their intuitive graphical user interface (GUI) or automated from the command line or API. Automation with Swift products improves process efficiency, reduces the burden of manual data processing and helps to eliminate production bottlenecks.

